

part synthetic

# RUGS

are up in quality,  
down in price

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**A**MAZING new combinations of beauty and worth have been reached with the 1951 collection of rugs and carpets. Not only easy to live with, easy to look at, and easy to care for, the new rugs are also easy on the pocketbook. Striking combinations of colors, patterns and materials lend their decorative effect.

Patterned floors are steadily becoming more popular. A wide choice of designs will be a welcome replacement for the monotonous, smooth blanket of color favored for so long. One explanation for the trend might be that the once fashionable flat surface style had no immunity to dirt streaks or footprints. These new patterns include designs of freely drawn abstractions appropriate for modern rooms; fresh florals for the provincial or formal styled room; and geometric patterns adaptable to any room. Several of the latest patterns have come from prominent designers who have shifted their efforts from other fields of home furnishings design.

## Rayon

Rayon, leader among synthetics for 27 years, has solved the carpet industry's problems of wool shortages and high prices. Rayon is about half as expensive as wool and the supply of rayon fiber is stable. Nylon isn't available in sufficient supply nor is it cheap enough. However, rug and carpet manufacturers use the synthetics, not as substitutes, but as additions to the traditional wool yarns.

A big advantage of the new wool and synthetic carpets is price, depending on the amount of wool used. They are cheaper than 100% wool rugs.

Manufacturers claim new rugs are equal to wool in every way and superior in a few respects. Being especially engineered for carpet production, synthetic fibers have more uniform quality, require no bleaching to take pastel dyes, are more resistant to crushing and last just as long as wool rugs. These new chemical

fibers enable mills to develop new effects and to dye the fabrics in brighter, clearer colors than ever possible with wool. Selling synthetic rugs and carpets to the public is difficult, because of failures with synthetic carpets sold during the war. Rug producers are confident synthetics will be in great demand in the future but right now they want an evolution not a revolution to avoid more wartime errors. Synthetic rugs and carpets are entirely satisfactory if made by well-established manufacturers.

## Avisco 15

Avisco 15, a new kind of rayon staple specially designed for use in carpets and rugs, has recently been released. It is a dull, crimped, viscose rayon staple which has already been woven into Axminster, Wilton, and velvet looms in a wide range of colors and patterns. Producers claim it has marvelous styling possibilities in that it will give brighter, more intense colors, a deeper luster, and a far greater variety of textures, patterns and colors than ever before. Two other new types of floor coverings are available. A newly designed cotton rug has an even-cut pile like other rugs or a pile of short even loops. The second type is a plastic carpeting which has been successfully tested on Macys' selling floors in New York. The plastic coating is rolled and glued onto a sponge base. Being non-porous it can't absorb dirt and the sponge base cushions the foot.

Another solution to the shortage and expense of wool is the Textralizing process. Wool is given a permanent, controllable crimp which makes it go farther, look softer, produce a fuller coverage, and yet give longer wear to the carpets despite as much as a 20% weight reduction in yarn size. Textralizing can also be applied to synthetic fibers which are naturally straight.

Numerous names of rug weaves are no indication of expected wear. They just are names of the type of weave. All other factors being equal, the life of a carpet depends upon the density and springiness of the surface pile. This density can be easily checked by bending back a corner of the rug and observing the tuft yarns. However, the life of a rug depends on the traffic over it and the care it receives as well as its inherent wearing qualities.