



Selection of

**RUGS &
CARPETS**

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Carpets and rugs perform many functions in the home. Not only are they decorative, but their cost and longtime use can't be overlooked as a major furnishing investment. This is why it is important that you should select them carefully.

In their functional role rugs and carpets:

- Absorb and deaden noise.
- Give warmth—act as protective insulation against cold and drafts at floor level.
- Provide underfoot comfort by absorbing shock and reducing the jar of walking.
- Increase home safety—give sure footing, prevent slipping and break falls.
- Make housekeeping simpler with easy-care fibers that are soil resistant and crush-proof.
- Reduce floor care.

In the decorative role, rugs and carpets can do these things for your home:

- Give visual softness and texture to floors; add color, texture and pattern to the home.
- Alter the apparent size, shape and character of a room.
- Relate the floor to other furnishings and give rooms a unified, completely furnished appearance.
- Conceal disfigured, unattractive floors.
- Provide a basis for the choice of other furnishings such as fabrics, wallpaper, paint, and accessories.
- Give individuality to a room and add a feeling of richness, beauty and order.

Planning Carpet Selection

A long range plan for home furnishings will guide you in choosing rugs and carpets that will give maximum service and pleasure. Conditions and needs of each individual family are different and definitely influence the choice of furnishings. The points that follow are guides in the selection of carpet.

1. **Size of room:** The size and shape of the room or area to be carpeted are important items in rug choice. Both room-size rugs and wall-to-wall carpet have advantages and each one should be considered in relation to your needs.

Wall-to-wall carpet gives a beautiful, unbroken expanse throughout a room(s). It is an excellent choice for small rooms where a feeling of spaciousness is desired and for homes with an open type plan in which the rooms flow into each other. Likewise, it creates a beautiful and dignified background for furnishings in a large room. Wall-to-wall carpet unifies color and design in a room or area, and completely conceals unattractive floors.

However, you must consider the fact that wall-to-wall carpet requires extra cost for its special type of installation. The tackless method of installation must be done professionally. The tacks used in securing the carpet to the floor are entirely concealed.

Since wall-to-wall carpet is cut and fitted to the exact size of the room, it cannot be turned periodically to distribute wear, moved from one room to another, or from one house to another without recutting and installing.

Room-size rugs are practical in that they do not require installation costs and can be easily turned and moved about. Naturally, they do not provide the feeling of spaciousness and background unity that wall-to-wall carpet gives.

To avoid a skimpy appearance in the room, be sure that room-size rugs come within 12 inches of the wall in a large room and within 6 to 8 inches of the wall in a small room. Standard sizes such as 9 x 12 feet and 12 x 15 feet are available. Other sizes can be ordered to fit your particular needs. The standard widths of 3, 6, 9, 12, 15 and 18 feet can be had in any length. Seaming, sometimes necessary for special sizes, can be done so that it is practically invisible.

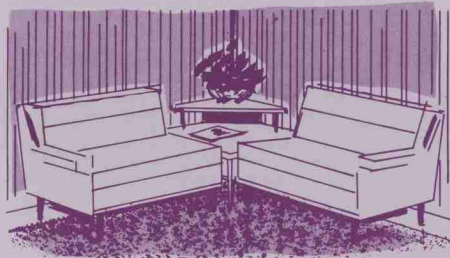
Carpet is desirable on stairs and in halls where traffic is often heavy and noisy. Hall and stairs can be covered wall-to-wall or in the standard 27 or 36 inch widths. The yardage sometimes left over from wall-to-wall installation in a room can be used in halls or on stairs.

Allow extra length when carpeting stairs so that the carpet can be slipped up or down to distribute the extra hard wear it receives on the edge of the stair tread.

Room-fit rugs are an adaptation of wall-to-wall carpet and give much the same feeling of wide and beautiful expanse. They follow closely the contour of the room and conceal all the floor except a very narrow border. They are especially planned for rooms with irregular shape, can be easily removed and are cut from standard widths.

Area rugs can be used effectively as a substitute for, or in preference to, room-size rugs. Used on a polished wood or tile floor, an area rug emphasizes and unifies a grouping of furniture and defines a section of the room. For example, a dining area or a conversation grouping in the living room

can be made more interesting with an area rug. Square, rectangular and round shapes are available as well as custom cut free-form shapes. Generally smaller than room-size, area rugs can give distinctive pattern and color to a room.



Well chosen carpet can coordinate all furnishings.

After considering the various methods of carpeting, it will be wise to measure your floor space and make a rough estimate of the yardage and cost of the carpet you are thinking about buying. This information will help you in comparing costs and in making decisions about your rug choice. When you are actually ready to buy, the dealer will need to take very accurate measurements.

Follow these simple instructions:

- (1) Measure the width and length of your room. (9 feet wide by 12 feet long)
- (2) Multiply length by width to get the square feet of floor space. ($9' \times 12' = 108$ square feet) If the room is irregularly shaped, divide it into rectangles and then add these together. ($9' \times 12' = 108$ sq. ft. + $2' \times 3' = 6$ sq. ft. = 114 sq. ft. total)
- (3) Divide square feet by 9 to get square yards because carpet is sold by the square yard. (108 sq. ft. $\div 9 = 12$ sq. yards)
- (4) Multiply square yards by carpet price. (12 sq. yards \times $\$8 = \96)

A reminder: The term broadloom does not refer to rug quality, construction, or style. It is seamless carpeting, woven or tufted, produced on broad looms or machines from 6 to 18 feet wide. Carpet is the general term for soft floor covering fabric, especially that which covers the entire floor and is fastened to it. The term rug designates a soft floor covering that is neither fastened to the floor nor large enough to cover the entire floor.

2. Traffic: The kind and amount of traffic and wear your rugs will get should influence your choice. Regular traffic is the most serious cause of carpet wear. If your rug will be placed near an outside entrance, in a hall, or a room regularly used for passage, a good quality, soil-resistant rug will be the best investment for long, satisfactory

service. Bedroom and living areas that get only moderate wear can take the less durable qualities. Multi-tone, rough texture carpet is excellent for concealing soil and tracks in areas that get hard wear. Light colored, smooth texture rugs naturally show soil and tracks more easily. However, with regular care and cleaning they should be satisfactory for reasonably hard wear and soil.

3. Furnishings: Study the room to be carpeted. What is the character or feeling of the room? What activities are carried on there? What is the style of furnishings in the room? Some thought given to these questions will make rug selection easier and give unity to your room. Well chosen carpet can express and emphasize the character of the room and co-ordinate all furnishings.

4. Color and Design: Even before you think about fiber content and construction, you should be concerned about color and design.

As a general rule the colors for floor coverings should be subdued since they are a background for furniture. However, you may use brighter colors in rugs when the other colors in the room are grayed and soft or when you want the floor to be the center of interest.

If you are planning new furnishings for a room, choose the carpet first and let it be the guide for selection of furniture, fabrics, colors and designs. Or, a carpet can be successfully worked into your present scheme if you use the furnishings as a basis for deciding the carpet choice.

Amounts and proportions of color should be planned carefully. Too many colors are distracting. Colors combined in equal amounts are uninteresting.

Let one color dominate and choose two or three others to contrast or blend in varying amounts. A solid color rug may well be the dominant color in your room and a beautiful background for other colors and patterns. However, a patterned carpet might be an excellent guide for planning the entire color scheme.

Medium dark colors show soil least. Light colors show dark soil easily and dark colors show lint and dust tracks readily.

A floor covering the same color as the walls creates a feeling of spaciousness. This is usually desirable for smaller rooms. If rugs in adjoining rooms are related or alike, they contribute to a feeling of unity and spaciousness.

Solid colors, small multi-colored patterns, tweeds, striped patterns, textured, and abstract designs usually look well in modern rooms.

Tweedy carpets, nubby twists, small patterns, and tone on tone designs are good backgrounds for casual rooms. The tone on tone designs and small patterns are also suitable for combining two of the more elegant periods of furniture.

FIBER	DURABILITY	RESILIENCE, CRUSH AND MAT RESISTANCE	SOIL AND STAIN RESISTANCE
NATURAL FIBERS	Excellent. Sturdy, long wearing, proved worthy through long years of use. Holds appearance and color well.	Excellent	Excellent to good
Wool			
Cotton	Serviceable, can take reasonably hard wear. Often chosen for color and style rather than exceptional durability.	Poor to fair, but gives satisfactory performance depending on quality of construction and density of pile. More resilience in newer, better grades.	Shows soil especially in pastel and lighter colors. Can be improved by special soil retardant finishes. Higher priced cottons have greater soil resistance.
Sisal Jute Kraft-fiber	Reasonable wear at low cost. Good for temporary use or in areas not receiving very hard wear. Sisal is most durable of the three. Sisal and kraft-fiber are reversible, have tight twist and compact weave. Better quality has pattern woven through.	Jute—surface pile feels and looks like wool, fair resilience. Sisal and kraft-fiber are flat weaves.	Jute—poor to fair depending on soil resistant treatment. Sisal—fair to good Kraft—fair, has plastic coating.
SYNTHETIC FIBERS	Considered to be the longest wearing fiber. High resistance to abrasion. Fiber will melt but not support flame. Special finishes help reduce static electricity.	Very good. Elastic, cushiony if pile is dense enough.	Fair to good, but soils more easily than wool.
Nylon			
Rayon (Viscose and Acetate)	Fair. Often used in blends with other fibers.	Fair, depending on quality of fiber and density of construction.	Fair to poor, depending on quality of fiber and special soil resistant treatment.
Acrylic Fibers	Excellent. Very good resistance to abrasion.	Excellent. Has the look and feel of wool. Retains shape and yarn twist very well.	Excellent to good.
Modocrylics Polyesters	Similar to Acrilan.	Excellent. More like wool than any other fiber.	Very good.
Polypropylene	High resistance to abrasion. Withstands hard wear. Virtually static-free.	Special bulking quality.	Highly resistant to stains and chemicals.

BLENDED FIBERS are a combination of natural or man-made fibers, or a blend of both. A minimum of 20-30% of a particular fiber is required in order to realize its advantages in the blend. For example, a blend of 70% wool and 30% nylon combines the appearance and some desirable features of wool with the exceptional durability of nylon. Ten per cent nylon in a blend is merely a "selling point" for the rug. Rayon is often added to a blend only to help reduce the cost of the carpet. Be sure to carefully check the percentage composition of a blended rug before buying it.

EASE OF CARE	COLOR, DESIGN AND TEXTURE AVAILABLE	MOISTURE RESISTANCE	ALLERGY PROOF	INSECT, MILDEW RESISTANCE
Routine carpet sweeper and vacuum care at home. Periodic professional care. Easy to clean.	Almost unlimited choice of plain colors, tweeds, cut and uncut pile, twists, patterns designs and textures.	High (due to manufacturing process)	No	No (unless treated)
Tub-size rugs can be washed at home. Room size rugs respond well to professional laundering and tumble drying.	Unlimited choice of bright and conservative colors, tweeds, shaggy loop pile, cut and uncut textures. Color fast.	Poor	Yes	No
Jute—clean at home like other rugs.	Jute—fair range of colors, varied surface textures, designs, tweeds.	Jute — usually poor but may have moisture resistant treatment.	Jute—yes	Jute—yes
Sisal—routine brushing and vacuuming.	Sisal—variety of rich, subtle colors. Designs are limited, but interesting.	Sisal—good	Sisal—no	Sisal—yes
Kraft — vacuum daily and shampoo occasionally with foam or liquid detergent.	Kraft — variety of colors in patterns such as stripes, plaids, florals, tweeds.	Kraft—poor	Kraft—no	Kraft—mildew—no
Soil is easily removed. Water-soluble stains are not absorbed. Spot-cleans easily.	Unlimited choice of 100% nylon in solid colors, cut pile, loop pile, twists, textured effects. Colorfast to light and washing. Continuous filament has helped overcome pilling but has added luster.	Excellent	Yes	Yes
Responds best to professional cleaning.	Choice of plain colors, cut and uncut pile, tweeds, patterns, designs, textures, multi-color effects. "Solution-dyed" fast colors.	Poor to fair	Yes	Yes
Responds to conventional cleaning methods. Spot removal exceptional. Generally easy to clean.	Choice of plain colors, cut and uncut pile, tweed effects and textures, loops, twists, pattern effects. Very good dyeing properties. True, clean colors.	Very good	Yes	Yes
Easy to clean.	Choice of plain colors cut and uncut pile. Tweed and texture effects.	Yes	Yes	Yes
Does not pill, fuzz or shed. Easy to keep clean.	Available in a full range of colors. Solution dyed locked-in color. Continuous filament.	Excellent	Yes	Yes

Its performance will be largely determined by the fiber in greatest proportion. There is an almost unlimited choice of color, design and texture in blended rugs.

All the fibers will be somewhat damaged by fire. The natural fibers will flame more readily than the synthetic ones that char but do not support combustion. However, fire hazards should not be great if normal care is taken with cigarettes and open fire places.

Handsome floral rugs are generally used with traditional or period furnishings.

There is an almost unlimited choice of color and design to be found on today's market. There are solid colors in a wide range of pastel, vivid and subtle tones. Lovely color combinations are found in scroll, floral, abstract, geometric, striped, tweed- and novelty patterns.

Sculptured designs, tone on tone, frieze, twist and various combinations of high-low cut and loop pile provide interesting surface texture.

The final test will be making the choice that will most adequately take care of your individual carpet needs.

5. **Lighting:** Artificial and natural lighting in the room should be considered when planning rug color. The exposure of the room, warm or cool, has a bearing on the color scheme. Artificial light changes color, so be sure to test rug color with electric light as well as day light.

Carpet Quality

All carpets, despite their wide variety of fiber, construction, texture, and color, have certain basic quality factors in common.

Regardless of the type of rug you are considering, the following points will guide you in determining and comparing rug qualities and will help you make the best use of your money.

1. **Type of fiber:** Carpets are made of vegetable, animal and synthetic fibers. Several different fibers are sometimes used together in a blend to produce a rug that possesses the desirable features of each fiber. Basic fibers must be sturdy and of good quality to stand up under severe wear.

Man-made fibers are relatively new in the carpet field and are rapidly growing in importance. They have greatly widened the range of carpet available and have added much in decorative appeal.

You are often confused because companies have trade names for their fibers and often advertise by these rather than fiber names. For example, you may see chromespun and celaide carpeting advertised. These are acetate.

Acrlan and Dynel are trade names for the acylic fibers. Verel is a modified acrylic fiber.

Caprolan, 501, cumuloft and nyloft all belong to the nylon group.

While promising us still better test-tube rug fibers, research has improved the performance of wool, cotton, sisal, jute and other natural rug fibers.

Each of the fibers has desirable characteristics. The homemakers job is to weigh the comparative qualities of each one in relation to the type and amount of wear the rug will get and to the amount of money she can afford to invest. The fiber must

be given careful consideration since it determines to a great extent the durability, resilience, color fastness, care and economy of the rug. The accompanying chart compares some of the characteristics of rug fibers.

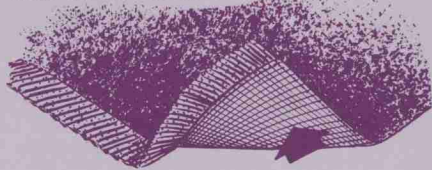
2. **Yarn:** The yarn should be strong, bulky and springy to make a crush-resistant pile. Ply yarns are used for carpet. Several strands are twisted together to get the strength needed for carpet. Straight and twisted yarn should wear equally well provided all other construction points are good. In an attempt to cut costs, some companies use light weight yarns. These do not wear satisfactorily.

3. **Density of pile:** This is one of the most important indications of carpet quality. Density is the closeness of the rows and of the individual tufts of surface pile. This, plus depth of pile, makes up the total amount of yarn in the surface of the carpet. A good rule to remember—the more yarn pile per square inch, the better the quality.

To test a carpet's pile density, take a sample in your hand and fold it back, right side out. Study the closeness of the rows and tufts. If a lot of the backing shows between the rows and if the tufts are rather sparse, be wary of the quality. Push your fingertips into the pile; work a sample back and forth in your hands to test the amount and compactness of the surface pile. This simple test will tell you much more about rug quality than will a lot of high-pressure sales talk.

Deep pile alone doesn't necessarily mean quality. However, if two carpets are equal in quality in every other respect, the one with the deeper pile should wear longer, and feel more luxurious under foot. There is no difference in the wearing qualities of cut and loop pile. However, loop pile tends to show tracking and soil a little less. Again, the more pile per square inch, the better the quality.

4. **Carpet backing:** After studying the amount of surface pile, turn the sample over and look closely at the construction of the back. The underside of the carpet must hold the pile yarns in position and provide a firm foundation. Again, fold the sample, work it back and fourth in your hands. Quality woven backing is of sturdy material (usually cotton, jute, carpet rayon, or kraft cord) and is tightly constructed, but flexible



The backs of tufted carpets are often covered with latex.

enough to roll easily without bending or cracking. In woven rugs, each row or ridge on the back corresponds to a row of surface pile (another good test of pile density) and should be spaced closely. The backs of tufted carpets are often covered with latex and you can't see the construction. If latex is not used, look for closely spaced stitching.

5. Resilience: This means the ability of pile to spring back into place. This is determined by the kind of fiber and amount of yarn in the pile.

A good test for this is to put samples of rugs you are considering under chair legs overnight. Then observe how deep a depression is made and how rapidly it disappears when you remove the chair. Does it spring back naturally, or does it require brushing and rubbing?

6. Carpet construction: There are two entirely different methods of constructing carpet and rugs—weaving, the traditional method, and tufting, the newer method. By varying the woven methods and now by the addition of tufting, manufacturers have greatly widened the choice of carpet and rugs for American homes.

Woven carpet is constructed on a loom. Wool is the principal fiber used, but man-made fibers and to some extent, cotton have entered the woven carpet field.

There are four standard carpet weaves—Wilton, Axminster, velvet and chenille. Because of the many major refinements and improvements in these weaves, it is no longer possible to characterize a carpet only by its process of construction. Nor can the weave be used as the sole guide to quality since the many variations in each make it impossible to say that any one of them falls into a definite quality range.

The tufted process has added materially to the range of choice. It is a process by means of which pile yarns are inserted into a jute or cotton canvass backing. After the tufting is completed, the back of the carpet is coated with latex. The face yarns or tufts in the pile may be looped, cut, or a combination of both.

Tufting permits broad widths of carpet to be produced on a wide scale. Today, cotton, rayon, nylon, acetate, wool and acrylic fibers are being offered in this construction. The nature of this process does not allow the flexibility of design and multiple color use permitted by some of the woven methods. However, developments are being made in color and texture variations.

Good quality tufted rugs have a thick, dense pile that feels luxurious and wears well. They are available in 9, 12, and 15 foot widths.

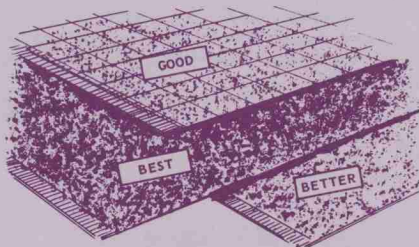
"How does one weave compare with another?" A question you are certain to ask.

You may select carpet of almost all grades made on the traditional carpet loom, or on the newer

tufting machines. Each has its own characteristics and advantages. The well made tufted carpet is comparable in qualities to the woven carpet.

In addition, there is another process used by those companies selling directly to you, the consumer. These rugs have pile on both sides and can be reversed as well as turned around. They are less expensive because of the materials that are used in them.

Because of continuous improvements in method of manufacture "weave" is no longer considered a determining factor in quality.



It is wise in the long run to buy quality carpeting.

7. Buy wisely: It is economical in the long run to buy quality carpeting and be assured of long and satisfactory use. Rugs and carpets place themselves roughly in low, medium and high price ranges. You should be realistic in your expectations of quality and performance at a given price level.

Just about all fibers are made into rugs and carpets in each price bracket. Some companies are beginning to label their products according to performance rating. This should be a great help in making your choice.

The established manufacturer labels his products. This is an indication to customers he has definite standards of quality. A reputable dealer will carry well known brands and stand back of his merchandise.

In general, buy the best you can afford. When you divide the cost of rugs and carpets by the number of years of use, the annual cost is surprisingly low. The extra value you receive in beauty, comfort, and service compensates for the extra dollars. The final test will be making the choice that will most adequately take care of your individual carpet needs.

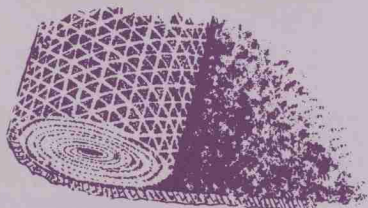
8. Rug cushions: Cushions greatly increase the service of rugs and carpets and also add to the feeling of luxury. They absorb the pounding of heels and part of the furniture weight. They add to the resilience of the rug and allow the surface to "breathe".

Cushions are made of hair, felt, hair-felt combinations, natural and plastic sponge, and foam rubber. You can find combinations of hair and rubber, hair and synthetic rubber, and laminated cotton, nylon, and rayon liners. Some of these have not been in use long enough to prove their quality.

All hair pads and hair pads coated with rubber give very good service. Hair cushioning is made of animal hair and retains its resiliency for life. This is not true for the hair imitations. Since hair is a protein fiber, care should be taken to see that it is moth proofed.

Sponge rubber underlay is noted for outstanding resiliency, lasting the life of the long wearing cushioning. It is not recommended for use directly over concrete.

There is a good possibility you may be offered a "packaged price," including your carpet, cushioning and any installation cost involved. Don't take the package without investigating the quality of the cushioning and the method of installation.



A rug cushion adds years to the life of your rug.

Rug Care

Your rug will retain its handsome appearance for many years if you care for it regularly.

A light daily cleaning with a vacuum or carpet sweeper is recommended. A thorough weekly cleaning removes both surface soil and embedded grit that cuts fibers and hastens wear. Periodic professional cleaning is advisable. This cleaning completely removes the deeply embedded soil that even the best home cleaning can not do. The origi-



Clean your rug daily with carpet sweeper or vacuum.

nal beauty of the rug is restored and wear is lengthened.

Dry cleaning solvents are especially effective for cleaning the surface of wool, rayon and nylon (without rubber backing). Follow manufacturers' instructions for use of solvents.

Wet cleaning with a neutral detergent solution is good for cotton, wool, and synthetic fiber blends. Do not use alkaline cleaners, as they damage fiber and cause colors to run. Avoid excessive moisture in cleaning rugs, and wet only the surface pile, not the backing, to prevent mildew and rotting of fibers.

Clean top and back of rug cushions once or twice a year. Vacuum hair cushions carefully so as not to dislodge any of the hair and wipe off rubber cushions with a damp cloth.

Remove spots and stains as quickly as possible to prevent permanent damage. Get professional help for serious stains that don't respond to home treatment.

Change the position of the rug and heavy pieces of furniture occasionally to distribute wear.

Fluffing or shedding is a characteristic of new carpet. It is simply loose bits of fiber left in the carpet that work up to the surface. Use and vacuuming will gradually remove them.

Small, clean plastic cups placed under furniture legs prevent deep depressions in the rug surface.

Most wool rugs are treated at the factory for moth resistance. However, you need to check this carefully and if this has not been done, your rug can be treated after purchase.

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