

76

# USEFUL FACTS

ABOUT THE CARE OF  
RUGS AND CARPETS





**KEEP** this little book handy for ready reference. You will find it valuable in many ways. The information it contains is in agreement with the leading floor covering authorities and home economics experts.

**Ozite**  
RUG CUSHION

**CLINTON CARPET COMPANY**  
Merchandise Mart, Chicago  
New York Los Angeles

*Genuine Ozite has either Gold or Silver taping on all edges according to the weight.*

## PRACTICAL POINTS ABOUT THE CARE OF RUGS AND CARPETS

**T**o most women, rugs are among the most prized household possessions, yet few realize the terrific wear and tear, use and abuse to which they are subjected. When you *do* stop to think of this, you see at once how very much it is worth your while to give carpets and rugs the care they need. Otherwise you will never receive the service and comfort you paid for!

Proper care should begin when the new rug is delivered to your home—and should never cease. Yet it isn't difficult. All that is needed is to understand a few facts about rugs and to follow a few simple rules.

**Most new rugs "shed."** You'll find on almost any new rug a certain amount of woolly fuzz. This is merely the loose ends of the nap which have fallen back into the pile in the process of "shearing." As a rule, it disappears after a few weeks of use. If a broom is used in removing this, particularly on an Axminster or Wilton rug, do not sweep hard, and never with a digging motion. New rugs should receive very little cleaning for two or three weeks.

**Practically all rugs "shade."** The light or dark patches which appear are merely *seeming* difference in color due to unequal crushing of the nap. The effect may be lessened by smoothing out the pile all in one direction with the vacuum cleaner, carpet sweeper or soft corn broom. Turning the rug around from time to time also helps.

**Take special care in laying rugs.** Neglect of this causes untold trouble. Any bumps, ridges or unevenness in the floor is sure to cause worn spots. In any event, never place the rug on the bare floor but lay it over a rug cushion (*Genuine Ozite*, of course!) for this takes up the minor inequalities of the floor, makes the rug soft and yielding and doubles or triples its serviceable life.



**Do not beat or sweep rugs.** Beating breaks threads and loosens the fabric, thus damaging the rug. Sweeping the rug with a corn broom is also dangerous, as the stiff fibres of the broom tear into the nap. Use a carpet sweeper to remove surface dust and dirt. If possible, use a vacuum cleaner at least once or twice a week.

**Don't wash rugs on the floor.** Entrust washing only to responsible carpet cleaner who understands the action of various soaps and chemicals on the dye stuffs and fabrics used in rug making.

**Do not pull out knots or tufts.**

Cut them off even with the surface. These are not defects in the weaving.

**About lamp cords under rugs.**

Ordinary lamp cords cause a bulge under the rug that will cause a rapid wear. A special flat cord can be obtained to avoid this trouble.

**Move the furniture occasionally.**

This will prevent permanent indentations and will also distribute the wear.

**When rugs rip, sew immediately.**

Nowhere is it truer that a stitch in time saves nine.

**Protect rugs from direct sunlight.**

Even the finest domestic rugs tend to change color in bright sunlight; particularly is this true of delicate shades.

**Turn rugs around every few months.**

The heavy traffic will then be more evenly distributed.

**Dry air is harmful to rugs.**

Dry air makes the rug fibres brittle and shortens rug life. Use humidifiers on radiators, especially in steam heated rooms.

**Never pack away until clean.**

Soiled rugs are much more apt to attract moths.

### How Dirt Under Rugs Makes Them Wear Out



Lift the corner of a rug—in even the cleanest house—and you will find tiny particles of grit.

Dirt under rugs is made of tiny, razor-sharp particles like sand or grit. Every foot-step grinds these particles into the fabric. This action, constantly continued, cuts and grinds the rug to pieces.

*An Ozite Cushion provides greater under-rug air space, thus materially increasing suction and making vacuum cleaning more effective.*

## PREVENTING MOTH DAMAGE

Moths are the bugaboo of the housewife—and they ruin millions of dollars worth of rugs each season. Yet many women are misinformed about moths and do not know how to protect rugs and carpets against them.

**When danger is greatest:** The answer is all year around in a heated home. Summer months are worse, it is true, but the danger is always present.

**Where danger is greatest:**

It is important to know that moth-worms thrive in confined places—under furniture, along baseboards, under radiators—in fact, in all places that are dark and undisturbed. Other places should be watched, too, but give special attention to nooks and crannies. Also, moths are quickly attracted to food and grease spots.

**Persistent cleaning is one of the most effective ways to prevent moth damage!** Move the furniture; get at all of the out of the way places—preferably once each week. Clean with a vacuum cleaner, which sucks up the moth-worms. Use the nozzle attachment if necessary to get into the odd places, especially if you have carpets. Don't let the moths get a start. Cleaning frequently will prevent this. *Remember, too, that if moths are allowed to get a start in clothes, etc., they will be a constant menace to carpets.*

**Sprays and moth preparations** often merely drive the millers away and don't get the moth-worms. These preparations have their value but most of them are temporary (because they evaporate) and their use is no substitute for constant cleaning and watchfulness. Spraying the surface of a rug, does not kill moth-worms deep in the nap.

**For badly infested homes** fumigation by reputable professionals is the only sure remedy.

**Moths in rug cushions.** Unless the rug cushion is specially treated, it may become a serious moth-hazard, especially since it is in a dark confined space. Ordinary sprays are not sufficient protection, for their effect is temporary.

**Ozite rug cushion is permanently mothproofed** by impregnating it with a special solution that is deadly to moth worms. The minute they hatch and start eating—the Ozite mothproofing kills them. *This is an exclusive Ozite feature.*

*It's the  
MOTH that  
lays the eggs  
.....*



*But the  
Worms (lar-  
vae) do the  
DAMAGE!*

The moth-miller does no harm herself. In fact she doesn't eat at all. She lays the eggs and the little white worms (larvae) that hatch from these eggs are the real terrors. They eat and eat and you have to search hard to find them.



# HOW TO REMOVE SPOTS AND STAINS FROM RUGS

## Important Information You Should Keep

When rugs become spotted or stained, act quickly—but be sure you do the right thing! The following suggestions may help you save a cherished rug or carpet.

**General Cleaning** with a carpet sweeper and vacuum cleaner will retard the gradual soiling of rugs, but at intervals, preferably once a year, thorough cleaning by a responsible carpet cleaner is advisable.

**Oriental Rugs and American Reproductions** (sometimes called Domestic Orientals) should be placed in the hands of a reputable cleaner periodically. The beautiful sheen of these rugs is the result of a special process and to preserve this appearance requires special knowledge.

**Dirt Spots.** To remove, brush thoroughly with a soft brush. Then sponge with mild warm soapsuds, and rinse carefully with clear warm water.

**Grease Spots.** These rot the fabric and should be removed at once with carbon tetrachloride, which is sold under various trade names. Apply with a soft cloth, taking up the soil as it dissolves with a clean cloth or blotter. Another simple method is to sprinkle the spot with fuller's earth. Lay a clean blotter over this and iron with a warm iron. Use fresh powder and a clean blotter and repeat the treatment until the grease is absorbed. Remove powder with brush or vacuum cleaner.

**Ink Stains.** Take up freshly spilled ink with blotting paper or soft cloths. Then sponge the spot with lukewarm water. Old or stubborn stains should be sent to a professional cleaner.

**Food Stains.** First sponge with carbon tetrachloride to remove grease. When dry sponge with clear lukewarm water.

**Chewing Gum.** Soften by pouring on a little carbon tetrachloride. Let stand a few minutes, then remove carefully with a dull knife. Any remaining traces may be sponged with carbon tetrachloride.

**Road Oil, Tar or Asphalt.** Sponge with a cloth well moistened with carbon tetrachloride. Change the cloth as it becomes soiled and continue until no more color comes off.

**Paint Stains.** Fresh paint, if moist, can be removed by cleaning gently with a cloth wet in turpentine. Old or difficult stains should be sent to a cleaner.

**Animal Stains.** Most stains of this nature cause discoloration which cannot be entirely removed. Clean at once. Sponge thoroughly with salt solution ( $\frac{1}{2}$  cup salt to 1 quart of lukewarm water). Then sponge with weak ammonia solution—one part in 20 parts of water.

**Blood Stains.** Sponge with salt solution of  $\frac{1}{2}$  cupful of salt in 1 quart of lukewarm water.

**Coffee Stains.** Although it is difficult, these can be removed by applying clear lukewarm water and drying with cloth or blotter.

**Chocolate Stains.** Sprinkle with powdered borax; then soak for fifteen minutes with cold water. Remove gently with cloth and cold water. When dry, remove borax with whiskbroom or vacuum cleaner.

**Iodine Stains.** These glaring stains can be removed by applying first pure alcohol and then lukewarm soapsuds made with a very mild soap. Rinse with clear water.

**Mercurochrome**, and other medicine stains should be sent to a reliable rug cleaner.

**Grass Stains.** Sponge with denatured alcohol.

**Rust Stains.** You are advised to use "Erusticator," a patented cleaner sold by drug stores. The directions are on the container.

**Battery Acid** is very dangerous for it quickly eats the rug. Treat at once. Neutralize the spot by saturating with a borax solution (one ounce to a pint of water). Absorb with blotter or sponge, gently, not by rubbing. Repeat until you are certain the acid is completely removed.

**Vinegar, Lemon and Other Acids** quickly affect colors. Sponge at once with ammonia solution (one part ammonia to four of water). This will sometimes even restore changed colors.

## Send Rugs only to RELIABLE Cleaners

Consider your treatment of spots and stains as *first aid*, and unless you are certain of the results, send the rug to a professional cleaner at once. And be sure to select one who is thoroughly reliable and experienced. Cleaning rugs is a fine science and the methods must be varied greatly according to the type, condition and age of the rug, and the dirt or stains to be taken out. It doesn't pay to take chances.

## HOW TO CLEAN OZITE RUG CUSHIONS

Clean once or twice a year with a vacuum cleaner with brush or beater removed. Clean both sides of cushion. If not done oftener than once or twice a year, the cushion will not be injured.



# HOW OZITE CUSHION MAKES EVEN INEXPENSIVE RUGS THRILLINGLY SOFT AND LUXURIOUS

Put Ozite Cushion under a rug—and the effect is little short of magic! When you walk across the rug, it gives beneath your feet with such a delightful sensation of luxury you can scarcely believe it. Even an old rug or an inexpensive one becomes as marvelously soft as the finest deep-piled oriental!

With Ozite under the rug, the whole room takes on an added air of luxury. Guests notice your rugs and instinctively exclaim about them. You and your whole family get added pleasure and comfort from your home.

## WHAT IS THIS WONDERFUL OZITE?

Ozite Rug Cushion is really a thin hair mattress for your carpet—a mattress made of millions of little springs that never lose their resilience. The finest selected cattle hair is used, and this is felted under fourteen thousand pounds of pressure, making it even and flat. Through years of use the cushion will never mat down, but actually becomes softer. Through the center of the cushion is a layer of burlap, to which the hair is fastened by a special adhesive construction that holds the hair firmly in place and prevents bunching up. Sanitary and odorless because it is *Ozonized*. Fire-resistant; **PERMANENTLY MOTHPROOFED**; will last a lifetime. Made in all sizes for rugs and carpets.

*Ozite is the original Rug Cushion. Look for the name Ozite impressed on every cushion.*

You just  
seem to  
sink into  
them  
ankle deep!



Ozite Cushion adds to comfort in many other ways, too.

**Deadens Sound of Footfalls** and also tends to absorb other noises. Makes the room quieter.

**Makes Floors Warmer.** Acts as an insulating blanket, so floors are kept warm enough for children to play on.

**Prevents Rugs from Slipping and Scuffing up.** Ozite clings to the floor and rugs cling to the Ozite.

**Promotes Better Cleaning.** The Ozite Cushion beneath the rug increases effectiveness of vacuum cleaning.

**And, best of all, Ozite Cushion more than repays its own small cost because it MAKES RUGS WEAR TWICE AS LONG!**

## WHAT "OZONIZING" IS AND DOES

Ozonizing is a powerful electrical purifying process that removes every last vestige of impurity and odor from the cattle hair. It is your assurance that Ozite Rug Cushions are sanitary and absolutely odorless even in damp weather. *Only Ozite is Ozonized. (It is an exclusive Ozite Feature.)*





# HOW AND WHY **OZITE** CUSHION MAKES RUGS WEAR MORE THAN TWICE AS LONG



*Without Ozite, the rug is ground to pieces between sharp heels and the hard floor.*



*Ozite Cushion absorbs the hammering of heels and thus reduces wear on the rug.*

Rugs wear out because they are literally ground to pieces between the pounding of hard shod feet and the hard unyielding floor. When you lay your rug over Ozite, the cushion, not the rug takes the punishment.

Ozite Cushion, in other words, acts as a perfect shock absorber for the rug. The millions of tiny hair springs cause the rug to give gently underfoot . . . and you can't grind anything against a cushion! In this way the life of the rug is prolonged to an almost unbelievable extent. Many women in fact have found Ozite Cushion the means of securing years more service from

their old rugs. The Ozite itself never wears out—it will outlast a dozen rugs. *Ozite really costs you nothing, because it more than pays for itself by doubling the life of your rugs!*

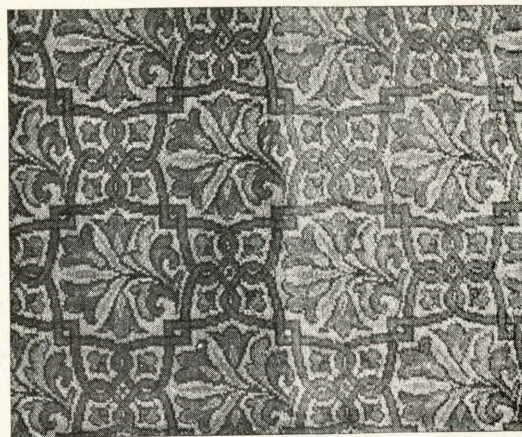
## CHICAGO'S WORLD FAIR CROWDS DO THEIR BIT TO PROVE THAT OZITE DOUBLES RUG LIFE

In Home Planning Hall at A Century of Progress, a strip of standard carpet was laid in the busiest aisles—with alternating sections with and without Ozite Cushion. The crowds who thronged the building instantly exclaimed over the softness Ozite gives—and after a few months service the amazing difference in wear was strikingly apparent.

*And, note this: All of the World's Fair Model Houses, without exception, chose Ozite Cushion for their rugs. Such unanimous approval by leading furnishing authorities means something!*

## A PRACTICAL EXPERIENCE TEST That Tells Its Own Story

Examine this unretouched photograph of the piece of carpet described below.



### WITH OZITE

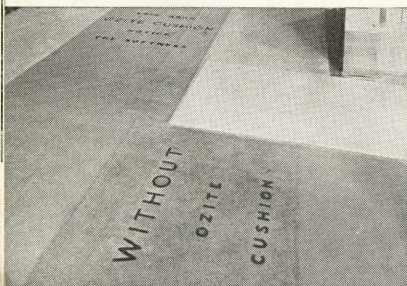
The carpet is fresh, new and shows no signs of wear. Notice the depth and brightness of color.

### WITHOUT OZITE

The carpet is practically worn out, its nap ground and crushed down, its color dimmed by wear.

A prominent New York department store made this test in a busy aisle. They laid a standard carpet, one-half over Ozite and the other half over the bare floor. After some months of heavy use, the carpet was taken up and photographed. Notice the difference Ozite Cushion made! Could anything be more convincing?

**OZITE GIVES DOUBLE LIFE TO YOUR RUGS**





# HERE IS PROOF YOU SHOWING HOW MUCH LONGER YOUR RUGS WILL WEAR if you lay them over OZITE RUG CUSHION

Delineator Home Institute Makes Interesting Test

**T**HE amazing performance of Ozite speaks for itself. We ask no one to take our word for it. As you probably know, the Delineator Home Institute makes impartial scientific tests of the merit of household furnishings and appliances. The following is a statement of what they found out about Ozite Rug Cushion.

Two pieces of carpet off the same roll were taken for the test. A machine was devised with two motor driven "feet" that "walked" on the carpet with the same pounding, scuffling motion as real feet. This machine in a few hours subjected the carpet to the same amount of wear it would receive in the average home in several years.

The first piece of carpet was laid on a piece of bare wood flooring. The machine was started. *After 225,000 "steps" the carpet was worn clear down to the backing.* The actual photo on the opposite page shows how it looked.

Then the second piece of carpet was placed over the same wood flooring, but laid over Ozite Rug Cushion.

Again the machine ran 225,000 "steps." Look at the second photo on the opposite page and see the result! *The Ozite-protected carpet showed practically no wear!*

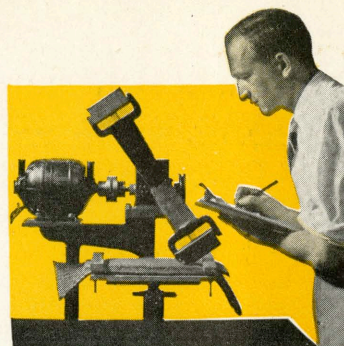
Then the machine continued on. It ran 325,000 "steps"—425,000—525,000—625,000! Finally it was only after the startling total of 700,000 "steps" were registered that the Ozite Cushioned carpet showed an amount of wear comparable to that of the unprotected carpet after 225,000 "steps."

There's no guess work about it. The Delineator Home Institute Report states that **"THE USE OF OZITE RUG CUSHION MORE THAN TRIPLES THE LIFE OF THE CARPET"**.

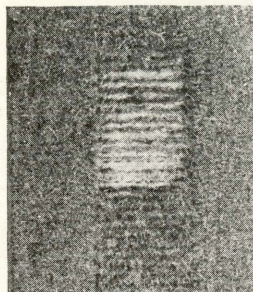
## CAN SEE

THIS IS THE  
"WALKING  
MACHINE"

devised by Delineator Home Institute for the test. Each "step" is scientifically calculated to duplicate the force and action of human feet.

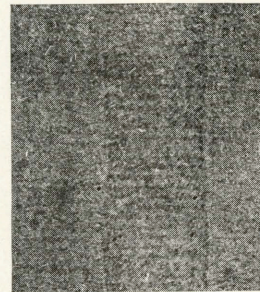


THESE ACTUAL PHOTOS SHOW WHAT  
HAPPENED AFTER 225,000 "STEPS"



**WITHOUT OZITE**

Worn out clear to the backing!



**WITH OZITE**

Practically no sign of wear at all!



AND THE MOST ASTOUNDING FACT OF ALL—

**700,000 "steps"** finally were needed to wear out the Ozite cushioned carpet—proving that Ozite made the carpet wear **THREE** times as long!



# BE SURE YOU GET GENUINE OZITE

FOR ONLY OZITE OFFERS  
THIS COMBINATION OF ADVANTAGES

Take no chances with your rugs! Inferior rug cushions may actually cause rugs to wear out sooner! Insist on *genuine* Ozite for there is no other rug cushion that combines these all-important features:

1. **ODORLESS, SANITARY BECAUSE "OZONIZED."** Our "Ozonizing" process electrically purifies the hair so that it is odorless—even in damp, muggy weather. *Only Ozite is Ozonized*—and only Ozonizing produces this sanitary advantage.
2. **PERMANENTLY MOTHPROOFED.** Ozite is completely impregnated with a special solution that actually *kills* the larvae (moth-worms). This is the only permanent method, and only Ozite is so treated.
3. **ADHESIVE CENTER PREVENTS "LUMPING."** The hair is bound fast to the burlap center by a special adhesive construction that is *exclusive* with Ozite and cannot be imitated. Therefore, Ozite will not bunch up or form lumps or ridges—stays flat and will not creep or curl.
4. **PERMANENTLY SOFT . . .** will never mat down or lose its springiness, because it is made of the finest quality selected hair by our highly perfected manufacturing methods.

THERE IS NO SUBSTITUTE FOR GENUINE OZITE

OZITE IS THE ORIGINAL RUG CUSHION—USED  
BY MILLIONS — GUARANTEED TO SATISFY

*Genuine Ozite Rug Cushion* is made in two weights. "Gold Tape" Ozite is the heavier weight and "Silver Tape" Ozite is the lighter. Both are of exactly the same quality, only difference being in weight and thickness. The rug cushions are bound on all edges and the weights can be identified by the "Gold Tape" and "Silver Tape" used.

All Ozite has the word "Ozite" impressed in the surface of the cushion. (Any cushion that hasn't this marking is not genuine Ozite.)

For Rugs, Ozite is made in all standard sizes; the cushions are made 3 inches shorter and narrower than the rugs, so as to show no edges. For Orientals, etc., special sizes may be ordered.

For Carpets, Ozite is furnished in any width up to 9 feet, and 50 feet in length. In laying, the strips of Ozite Cushion are simply unrolled side by side, without overlapping. Ozite makes carpet laying easier and more satisfactory.

Practically every Rug and Department Store in the country sells—and *recommends* Ozite. It is always sold under our absolute guarantee of satisfaction.

**Ozite**  
REG. U. S. PAT. OFF.  
**RUG CUSHION**

There is only one "Ozite"—Look for this trade-mark

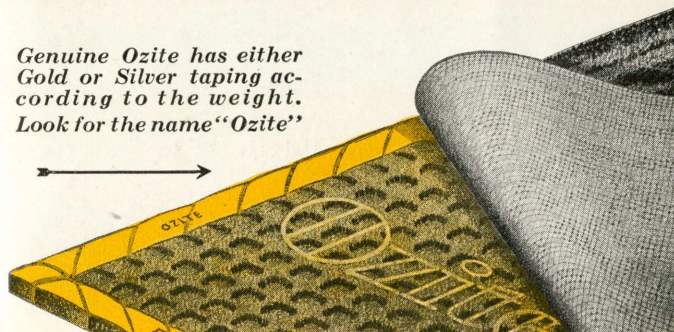
**CLINTON CARPET COMPANY**

New York Merchandise Mart, Chicago  
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Los Angeles

OZITE IS ABSOLUTELY GUARANTEED TO SATISFY

*Genuine Ozite has either  
Gold or Silver taping ac-  
cording to the weight.  
Look for the name "Ozite"*





It's safer  
and more economical to put  
DOLLAR BILLS UNDER RUGS  
than to buy a  
"cheap" rug  
cushion



When "bargain pads" mat down and form lumps — feet scuff against these lumps — and rugs wear out *Sooner*. So it's better to put the dollar bills under the rug in the first place, or else insist on *Genuine Ozite*, with its exclusive features and its *guarantee of satisfaction*.

**Ozite**

REG. U. S. PAT. OFF.

**RUG CUSHION**