

EVER POPULAR SHAG continues to dominate the home fashion scene, but a revolutionary new version tagged "carved shag" will make its debut soon in Observerland carpet stores.

Carpeting To Sparkle; Splashy Debut For 'Splush'

Carpets will be "splush" this year.

That's a cross between a shag and plush, area carpet dealers quickly explain.

The luxurious splush carpeting--great for formal and traditional settings--was one just one of many previewed at the recent Chicago Home Furnishings Show, industry showcase for what's new in '72.

Upshot of the giant exposition, Observerland carpet men agree, is that the emphasis will be on style with a flair--at slightly higher prices.

QUALITY WILL be the byword, they say, but durable doesn't mean dull, either.

Far from it, carpet colors for this year are brighter, livelier, bouncier. Or as one carpet dealer put it: the colors "have good vibrations."

But the big news are the sensuous "splushes" and the swirling, sheared shapes of the carved shags--also making a full-scale debut at the Chicago show.

THE CARVED SHAGS are for people who want an unusual high-low effect. It will do decorating wonders for the family room, but it's not exactly the item for budget-conscious buyers, however.

Make way for the latest in tweeds--or tie-dyed carpeting that offers a subtle multi-color effect created by a spatter process that will give a new dimension especially to kitchen carpeting.

Speaking of colors, look for pastels to dominate the scene--softer and more of them.

THAT FROSTED orange you wanted so badly...the pale yellows,

the apple greens and the citron shades. All will be lusciously abundant this year.

Maple sugar is becoming a "now neutral." It's an exotic beige, if you can imagine such a thing. The gold and the avocado still are popular, but Observerland carpet dealers predict their decline.

"There are just too many other colors and consumer acceptance of these broader color lines and higher style color selections make the greens and golds appear drab," one dealer commented.

Multi-colors (good vibes), are in the "in" things, he added.

BUT DON'T count out those third-generation nylons, updated with the trade names of Antron and Caydon. Soil hiding features continue to make them a wise choice if you're the least bit conservative. The price range of these old friends continues to be appealing and easy on the pocket-book.

The real show-off at the Chicago showing, however, were the glossy and shimmery yarns that will give carpeting a sparkle as well as a texture unheard of before. You best see them for yourself at your favorite carpet emporium.

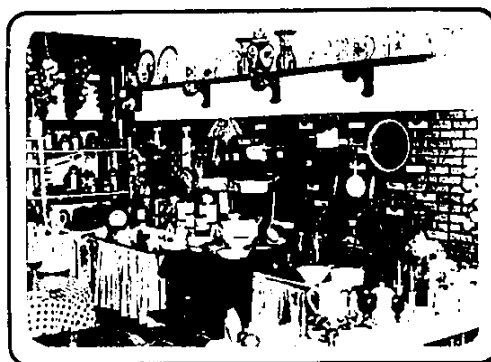
In Great Shapes

Area carpeting is in great shape these days.

And don't downplay the area rug.

Novelty scatter rugs take the shape of everything from watermelon slices to footprints--not to mention the "smile." Even story-book characters and peace symbols are available.

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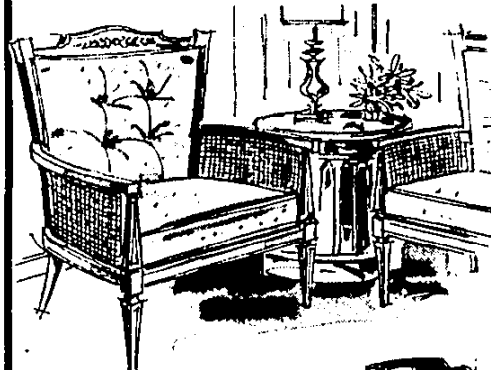
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