CARThAGE

Standard Specification

Felt Base Floor Coverings

1939

CARThAGE MILLS INCORPORATED
Main Office, Cincinnati

Branches: New York, 295 Fifth Avenue • Chicago, 13th Floor, Merchandise Mart
WHAT

"STANDARD SPECIFICATION"

MEANS TO YOU

The successful manufacture of any reliable product is the result of painstaking care in every manufacturing process . . . in the selection of raw materials . . . in the adherence to uniform methods of production and definite standards for weight, size and durability. To assure the buyer of the highest quality, the leaders in every industry invariably establish certain manufacturing requirements as a production guide.

In the Felt Base Floor Covering Industry, manufacturers have for a long time voluntarily contributed their scientific knowledge and practical experience to the formulation of a comprehensive table of Standard Specifications. These specifications are designed to protect the purchaser of Felt Base Floor Coverings by providing uniform quality of materials and workmanship in the products offered for sale.

In the every day production of Carthage Felt Base Floor Coverings, the existing Standard Specifications are the inflexible law. Every precaution is taken to surpass the established requirements. In addition, the Research Department at Carthage is constantly seeking new and better methods and materials which, when proved and perfected, are incorporated in Carthage Standards.

The result of this strict policy is a complete line of Carthage Felt Base Floor Coverings of the highest, unvarying quality. In the variety of designs, in the attractiveness of patterns, and in wearing qualities and durability, Felt Base Floor Coverings manufactured by Carthage are considered unsurpassed. Insist on products bearing the Carthage "Standard Specification" label . . . it is your guarantee of QUALITY!
SARRANA RUGS
FELT BASE

Pattern 4012
9x12, 9x10¼, 7½x9, 6x9

Pattern 4003
9x12, 9x10¼, 7½x9, 6x9

Pattern 4010
9x12, 9x10½, 7½x9, 6x9

Pattern 4011
9x12, 9x10½, 7½x9, 6x9

STANDARD SPECIFICATION
FLOOR COVERINGS
A new non-slip wax element has been added to our Sarrana line of Rugs and Yard Goods. This is not merely a surface treatment—much better than that—the wax is mixed right with the enamel paints.

We have taken a tip from the thousands of home makers who wax their felt base rugs and floor covering to keep colors bright and reduce scuffing. However, Carthage Mills has gone a step farther and in place of a temporary surface application Sarrana products have a built-in wax finish, and that means a luster that lasts.

Remember—when you buy Sarrana you get the best in standard weight felt base.
SARRANA RUGS

FELT BASE

Pattern 4022

Pattern 4021

9 x 12, 9 x 10 1/2, 7 1/2 x 9, 6 x 9

STANDARD SPECIFICATION FLOOR COVERINGS
SARRANA RUGS

FELT BASE

Pattern 2001  9x12, 6x9  Pattern 2000  9x12, 6x9

Pattern 2065  9x12, 9x10\(\frac{1}{2}\), 7\(\frac{1}{2}\)x9, 6x9
SARRANA RUGS
FELT BASE

Pattern 4002  9x12, 9x10½, 7½x9, 6x9

Pattern 4001  9x12, 9x10½, 7½x9, 6x9

Pattern 4000  9x12, 9x10½, 7½x9, 6x9

Pattern 2066  9x12, 9x10½, 7½x9, 6x9

STANDARD SPECIFICATION  FLOOR COVERINGS
SARRANA YARD GOODS

FELT BASE

Pattern 1380
8/4 and 12/4 Widths

Pattern 1381
8/4 and 12/4 Widths

STANDARD SPECIFICATION FLOOR COVERINGS
SARRANA YARD GOODS

FELT BASE

Pattern 1320  8/4 and 12/4 Widths

Pattern 1321  8/4 and 12/4 Widths

Pattern 1277  8/4 and 12/4 Widths

Pattern 1279  8/4 and 12/4 Widths

STANDARD SPECIFICATION  FLOOR COVERINGS
SARRANA YARD GOODS

FELT BASE

Pattern 1341  8/4 and 12/4 Widths
Pattern 1342  8/4 and 12/4 Widths
Pattern 1340  8/4 and 12/4 Widths
Pattern 1322  8/4 and 12/4 Widths

STANDARD SPECIFICATION  FLOOR COVERINGS
SARRANA YARD GOODS

FELT BASE

Pattern 1351
8/4 and 12/4 Widths

Pattern 1350
8/4 and 12/4 Widths

Pattern 1297
8/4 and 12/4 Widths

STANDARD SPECIFICATION FLOOR COVERINGS
SARRANA YARD GOODS

FELT BASE

Pattern 1363

8/4 and 12/4 Widths

Pattern 1361

8/4 and 12/4 Widths

Pattern 1360

8/4 and 12/4 Widths

STANDARD SPECIFICATION

FLOOR COVERINGS
SARRANA RUG BORDER

FELT BASE

Pattern 526-A  24", 36", 72" Wide

Pattern 524-A  24", 36", 72" Wide

Pattern 710  COLONIAL PLANKING  3 Ft., 6 Ft. and 9 Ft. Wide

STANDARD SPECIFICATION  FLOOR COVERINGS
CARTHAGE

ROTARUS RUGS

(U. S. Patents Nos. 1691021 and 1787140)

FELT BASE

The Rotarus Rug—manufactured by the perfected rotary process, spar-varnished and carrying a warranty of satisfactory service—occupies a unique position in the felt base floor covering field.

This rug gives you the opportunity to meet the demand of that great market—governed in purchasing by the need for strict economy.

Rotarus is a name known to millions. Each year for the past 10 years this name has gained more and more good will. Today the fine quality—the large selection of patterns of the Rotarus line can only mean a further gain in popularity.

Cash in on this big Felt Base value. Rotarus means extra sales—extra profits.

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Pattern 232

9x12

Pattern 233

9x12

WARRANTED ... SPAR VARNISHED
ROTARUS RUGS
FELT BASE

Pattern 270 9x12  Pattern 271 9x12
Pattern 273 9x12  Pattern 272 9x12

WARRANTED . . . SPAR VARNISHED
ROTARUS RUGS
FELT BASE

WARRANTED . . . SPAR VARNISHED
ROTARUS RUGS

FELT BASE

Pattern 261 9x12

Pattern 213 9x12

Pattern 211 9x12

Pattern 212 9x12

WARRANTED . . . SPAR VARNISHED.
ROTARUS RUGS

FELT BASE

Pattern 290

Pattern 291

WARRANTED...SPAR VARNISHED
CARThAGE BORDERED MATS
FELT BASE

PACKING

18 x 27—30 to a carton
18 x 36—30 to a carton
27 x 36—20 to a carton
27 x 54—12 to a carton
4½ x 4½ Stove Mats—6 to a carton

* Above sizes packed assorted
4½ x 4½ not made in patterns 74 and 75

* Solid packing of any individual pattern available except in the 4½ x 4½ size.
SHIPPING WEIGHTS

STANDARD SPECIFICATION FLOOR COVERINGS

SARRANA RUGS
9 x 12—41 lbs. 7½ x 9—27 lbs.
9 x 10½—37 lbs. 6 x 9—22 lbs.

SARRANA YARD GOODS
2 yards wide—Average weight—180 lbs.
3 yards wide—Average weight—280 lbs.

* SARRANA RUG BORDER
24" wide—60 lineal yards—105 lbs.
36" wide—60 square yards—157 lbs.
72" wide—60 square yards—169 lbs.

* COLONIAL PLANKING
3 feet wide—30 square yards—75 lbs.
6 feet wide—60 square yards—150 lbs.
9 feet wide—90 square yards—225 lbs.

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ROTARUS RUGS
9 x 12—36 lbs.

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CARTHAGE BORDERED MATS
18" x 27"—30 to a carton—29½ lbs.
18" x 36"—30 to a carton—40 lbs.
27" x 36"—20 to a carton—40 lbs.
27" x 54"—12 to a carton—35 lbs.
4½' x 4½'—6 to a carton—39 lbs.