Inside America's Loveliest Homes with WUNDA WEVE

HUDSON RUG COMPANY
242 BROADWAY
NEWBURGH, N.Y. T. L. 860
Come in to the welcome of Wunda Weve

A great open hearth, the spinning wheel by the fire, and Wunda Weve in a sweep of rich, warm color make a room that is irresistibly inviting... delightfully different.

Wunda Weve's luxurious texture, its glowing colors, its practicality will set the decorator in youdreaming. And why not? With Wunda Weve, it's easy to have charming picture book rooms of your own.
Wunda Weve sets a keynote of casual elegance for Laraine Day at home

In Laraine Day's delightful Santa Monica dining room, Wunda Weve sweeping wall-to-wall creates a background of quiet luxury and warm, friendly charm for gay or formal dining. You'll find Wunda Weve's richly dramatic texture enhances the simplest setting, makes itself beautifully at home and wonderful to live with—anywhere.
Wunda Weve works decorative magic.
Countess Dorelis chose Wunda Weve for her charming bedroom and for the loggia of her home in Palm Beach. Delighted with its decorative and practical qualities, she later ordered Wunda Weve for other rooms in her home.

Bright Gold Wunda Weve strikes just the right color note for Countess Dorelis' sunny loggia.
Mr. and Mrs. Brian Aherne chose Wunda Weve for their living room and for the master bedroom of their Santa Monica home.
Wunda Weve in rich Forest Green adds grace and beauty to Laraine Day's stairway in the modern vein.

Gail Patrick chose Wunda Weve for her traditional stairway as well as for library and den.

**Stairways of the stars—Wunda Weve cushions each step in luxury**

Wunda Weve's foot-caressing luxury welcomes each step, hushes each coming-and-going in quiet. And Wunda Weve's ruggedness, its carefree, practical qualities make for sense as well as beauty on your stairs. The deep, soft pile "loses" footsteps, takes plenty of traffic without showing soil. The sturdy loom woven construction thrives on hard wear.
Wunda Weve creates exciting
color drama for striking
decorative settings

With Wunda Weve's magic color palette, decorative possibilities are endless. Whether it's the drama of vivid contrast you want—or a harmony of soft, subtle hues, Wunda Weve gives you the perfect color answer. No other floor-covering can match Wunda Weve's incomparable "flair" for decorating...not even at twice the price.
Wunda Weve brings
liveable, long-lasting loveliness
to your home

When you choose Wunda Weve for your home, you’re sure of beautiful rooms for years to come. Wunda Weve’s clear, fast colors, the rugged, mothproof cotton pile take plenty of hard wear in stride. Wunda Weve gives you all the practical wearing qualities of fine wool broadloom—along with a decorative beauty, an authentic look of luxury that simply can’t be matched in conventional floor coverings.
Individual decorative treatments find perfect expression with Wunda Weve

Wunda Weve is a carpet of infinite versatility. Its rugged richness and easy air of elegance are equally effective in extreme modern or traditional settings—and always in perfect taste. Choose it for living room, dining room, bedroom—Wunda Weve will bring freshness, beauty, charm to any background.
WUNDA WEVE

is as practical as it is beautiful . . .

It's nice to know that Wunda Weve is not only the loveliest, most room-flattering carpet you can choose for your home—but also a thrifty, practical buy. No other floor covering gives you so much for your money in wear, as well as in decorative value. (And Wunda Weve is the perfect floor covering answer for anyone who is allergic to wool.)

Outwears Quality Broadloom

Because Wunda Weve is loom-woven through the back and double-locked for extra wearing strength, Wunda Weve's beauty lasts for years—better by actual test than quality wool broadloom costing almost twice as much. The thick cut pile won't ravel, or pull out easily. And Wunda Weve is 100% mothproof.

Photo shows samples of Wunda Weve and a quality wool broadloom after being subjected to 100,000 revolutions on National Bureau of Standards' Wear Testing Machine.

Slow to Soil—Easy to Clean

Wunda Weve takes plenty of traffic without showing soil. And because dirt does not cling to its selected cotton yarns, Wunda Weve vacuums like a breeze. As with ordinary broadlooms, a standard cushion pad placed underneath your Wunda Weve carpet further simplifies cleaning as well as cushioning wear.

Launders Beautifully

Wonderful, wearable Wunda Weve can be washed again and again to bright new beauty. Pack it off to your laundry at low bulk rates—or our factory will wash it for you at cost. Scatter sizes can be whisked through your own washing machine at home. Because they are preshrunk, Wunda Weve carpets won't buckle shrink, ever. (Residual shrinkage is only about 1%) Location Cleaning: Wall-to-wall installations are cleaned in the same way as wool. Detergents recommended.

Colors Guaranteed to Satisfy You

Wunda Weve is made from cotton which is dyed with fast colors before it is either spun or woven. This raw-stock dyeing assures maximum color penetration and delicate hues. This longer, costlier process gives Wunda Weve colors their subtle "glow" and matchless clarity so effective in creating decorative harmony.

Choose Wunda Weve for wall-to-wall installations, in room sizes, rounds, ovals and scatter rugs. For unusually shaped rooms, you can order Wunda Weve to fit.
With Wunda Weve's 13 beautiful colors at your command* you can work your own decorative magic... upstairs, downstairs, all through your home.

Choose Wunda Weve in a bright, vibrant tone to set the dominant color note for a whole decorative scheme. Or use a soft, muted shade as subtle understatement to a striking decor, to create an atmosphere of quiet charm, to tie a room together.

However you use them, Wunda Weve's radiantly lovely decorator-tested colors will make your dream rooms a beautiful reality.

*You may also have Wunda Weve custom dyed to your order to match any color you want.

In your home, too, let Wunda Weve make the difference...

• COLORS THAT COMPLIMENT—TEXTURE THAT DRAMATIZES

WUNDA WEVE

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• COLORS THAT COMPLIMENT—TEX

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