

Basements Regaining Popularity In New Homes

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Buyers Get More Space At Low Cost

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Oak Floors Generally Used

Floors of oak or other hardwood, noted for natural beauty, foot comfort, warmth and other advantages, are specified almost universally nowadays for homes with joist-and-slab floor construction, such as that employed in houses with basements.

In a statement directed to builders of small homes the magazine urged the inclusion of basements to meet the space problem.

"Basements are the cheapest way to provide that extra space," it declared. "Even where slab or crawl space is the local preference, basements might mean extra sales on the basis of space."

Growing recognition of the value of basements for varied uses, such as workshop, recreation and laundry, is reflected also in Practical

Floors Of Oak In Slab Home Lend Comfort

More and more builders are discovering the advantages of providing oak floors in houses erected on concrete slab foundations, lumber dealers say.

Such dwellings sell faster since the vast majority of home buyers rank oak floors among the home features they want most.

In slab-on-ground houses, the dealers point out, floors of oak are especially desirable. Besides offering natural beauty, durability and easy upkeep they contribute two particularly important qualities — warmth and resilience.

The warmth is due to the wood's insulating property. Oak retards heat loss. Thus it is able to keep a home warmer in winter. Its resilience, a quality resulting from its structural composition, makes the wood easy on the feet.

The popular strip style of oak can be installed nowadays in slab-on-ground homes by nailing it to screeds embedded in mastic on top of the concrete. This system eliminates the expense of subflooring.

Block style oak floors can be laid in mastic directly over the concrete without use of screeds. Both strip and block flooring are available in unfinished and in prefinished form.

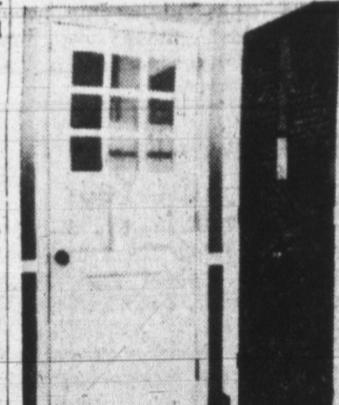
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Most hardwood flooring used in American homes, builders say, comes from the Southern and Appalachian regions.

Pine Doors Create Colonial Mood



An authentic Colonial mood is created in the kitchen of this \$60,000 New Jersey home by artfully combining two styles of ponderosa pine doors. The panel door with window-paneled upper section leads outside. The louver doors screen a one-package-deep storage closet.

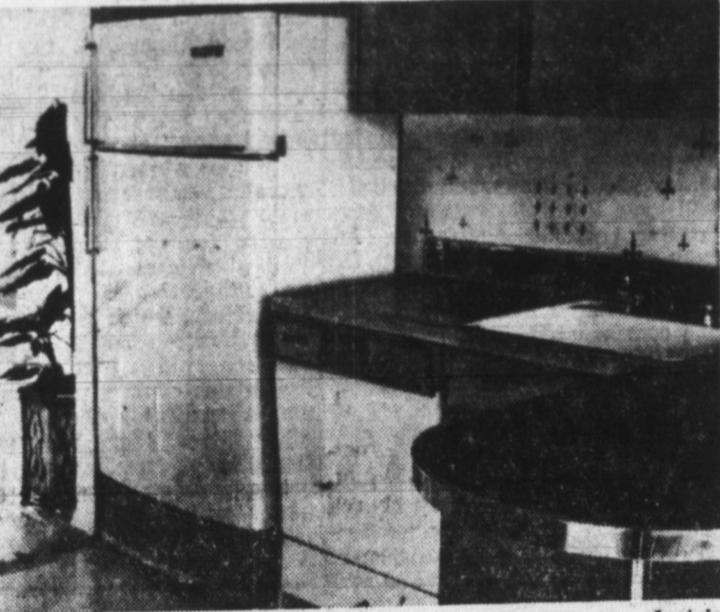
KITCHEN HEARTH

Old Idea—New Design



More than just a work area, this cheerful kitchen is a versatile "base of operations" for a modern homemaker. The charming Early American decor, relaxation corner, open hearth with rotisserie and a compact food preparation area make this room a comfortable and pleasant place to cook and entertain neighbors for coffee. An informal atmosphere is created by the handsome wood tones of Marlite Random Plank on the main wall above the hearth. Highly-resistant to heat, stains and other hard wear, the plastic-surfaced hardboard paneling can be cleaned with a sudsy cloth. The same easy-to-clean paneling, but in a star pattern, in the food preparation area emphasizes the unusual window treatment. An extremely colorful room, the range and built-in cabinets are red to harmonize with the hues of the pillows on the brick ledge.

1960's Electric Appliances Offer Space-Age Features



Two of the most coveted kitchen appliances—an electric refrigerator-freezer and automatic electric dishwasher—provide both time-saving efficiency and good looks in the modern kitchen.

Women today are looking over available to suit the preferences

the new 1960 electric appliances as avidly and critically as men inspect new cars. Each year sees new efficiency and beauty features added to major kitchen appliances. The canny shopper takes them all into consideration before choosing.

Take two of the currently most coveted appliances—electric dishwashers and electric refrigerator-freezers. Here are some of the more notable new features to look for:

Automatic Dishwashers

Dishwashers, both built-in and portable models, are quieter and have more capacity than ever before. Some now hold as many as 14 place settings. There's more flexible loading, with special racks to hold odd-shaped pieces. Front-opening, top-loading, and roll-out models are efficient insulation.

Electric Refrigerator-Freezers

New electric refrigerator-freezers have been designed with an eye to growing families with limited kitchen area. Manufacturers have built more storage space inside without increasing the amount of floor space needed and freezer compartments have been enlarged without sacrificing refrigerator space. Both of these have been accomplished by the use of thinner, more efficient insulation.

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Oak 'Shorts' Economical

Among the several grades in which genuine oak flooring can be obtained is a classification known as 1 1/4 Ft. Shorts. Particularly economical, it is especially well suited to use in small areas. Pieces in bundles of this flooring may range from 9 to 18 inches long, but they average 15 inches.

Oak Floors in Colors

Oak floors in attractive decorative colors are coming into vogue. The innovation has been spurred by the introduction of new easily applied penetrating sealer stains which do not obscure the beauty of the wood grain. One company, for example offers a line of 12 colors, including various shades of blue, green, red and brown.

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