

## Builders Explain Why Oak Floors Preferred

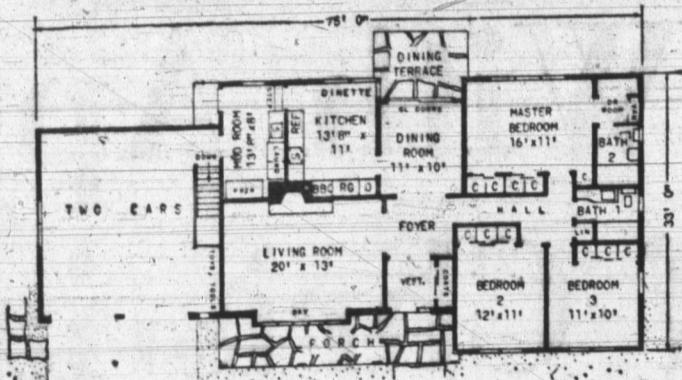
Among the chief factors in the overwhelming popularity of oak floors for homes, builders say, are the striking natural beauty of the wood, its renewability and the added resale value which the floors give a home. Even after years of severe wear, fine oak floors can be sanded and refinished to look like new. The cost of such reconditioning is moderate.

## A Century

It takes about 75 to 100 years to grow a tree large enough in the Pacific Coast states to make good lumber, but the same tree can be harvested at 35 years of age to make pulp.

## Perfect Wood

Wood has been found in tombs in the Middle East in good condition which was buried 4,000 years or more ago.



**DESIGN NO. C-2091** This is a distinguished ranch house. The portico fronts the living room; inside there is a vestibule with coat closet. Straight through is the dining room, with sliding glass doors to the alcove porch. To the side is the kitchen where efficient work area combines with a windowed dinette corner. Beyond is the mud room, with laundry units, freezer and access to garage and out-of-doors. The living room at the front has a box bay to the portico; opposite it is the fireplace. To the right of the foyer is the bedroom hall and access to the three spacious chambers. There are two complete bathrooms. Square feet is 1,360. For further information on Design C-2091 write Illustrated Publications, Room 704, 48 West 48th Street, New York 36, N. Y.



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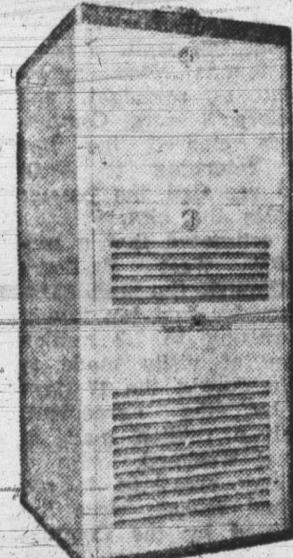
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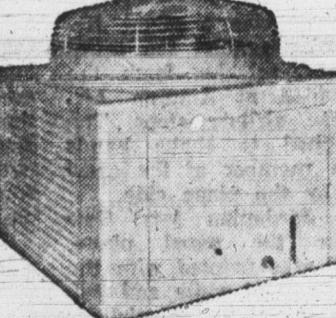
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## Beautify Your Oak Floors For Winter Traffic

Preparing your fine oak floors for tough winter traffic is a relatively easy matter these days, thanks to modern materials and methods for floor care.

Assuming the finish is in good condition, all that's necessary is cleaning, waxing and simple polishing. And for cleaning forget the old fashioned, back-breaking soap-and-water scrubbing bit.

Cleaning and waxing can be done in one quick operation with liquid cleaning wax now available. This can be put on easily with a long-handled lamb's wool applicator. The preparation rids oak floors of ordinary dirt and spots and leaves a coating of wax which not only brings out the beauty of the wood but also protects the finish from wear. The material usually is available wherever floor care products are sold.

Another type of approved cleaner is basically the same, but contains less wax. When this kind is used, a separate application of wax is recommended. For polishing, an ordinary soft cloth is adequate.

### Tall Timber

A Douglas fir tree will grow an average of one and a half feet tall each year.

## Dining Rooms Are Back

The dining room is definitely back. We have the word of a major national magazine, which keeps tabs on such trends.

The dining room no longer will be a mere adjunct of the kitchen, where formal dining is almost impossible. It will be a separate, distinctive room, with the functional requirements as associated with a room devoted to the eating of food.

In other words, says one leading architect, the dining room will go large enough for a family and its guests. It will have character and personality in keeping with the family.

By long odds the most desired finish will be the wood-paneled room with the most popular being the attractive and friendly softer tones of the western softwoods, such as west coast hemlock and Douglas fir.

These woods have the added advantage of serving not only as wonderfully lovely paneling, but a paneled wall can be fitted to form a door to a concealed china cabinet or dish cupboard can be concealed in an attractive wall niche with the paneled doors designed so cleverly they are not visible when they are closed.

Some dining rooms have a full wall of glass exposed to the outdoors, and this arrangement works well with the three wood-paneled walls. The real trick is

**Historical Note**  
Technologists can read the history of a region by studying the growth rings of a tree, which make the wonderful grain and texture when the tree is cut. Drought, heavy rains, storms, fires, all are recorded in the rings of the tree.

Tests conducted by the National Paint, Varnish, and Lacquer Association in Washington show that what paint is more effective for this purpose than either natural or pastel aluminum paint, but both of the latter brought about significant heat reductions. Be sure to use non-chalking paint to prevent the body of the house from being stained.

Since solvents used in oil paint will dissolve asphalt and cause ugly staining and bleeding, use exterior white latex, i.e. water-thinned paints, on roofs made of asphalt-felt, asphalt shingles or other materials containing this product. Asbestos-cement shingles and other roofing material containing cement should not be painted with oil paints since oil is attacked by the alkali in cement. Instead, use exterior latex paints, swimming pool paints or other coatings meant for masonry.

Galvanized metal roofs should be primed with zinc dust-in-c oxide paint, or another primer meant for this metal, particularly one rich in zinc chromate. The top coat can be any non-chalking exterior white paint. Tin-coated roofs should be given a coat of anticorrosive metal primer before the white paint is applied. Wooden shingles can be painted with any non-chalking exterior paint. To prevent the shingle stain from bleeding through the white, a coat of exterior aluminum paint is advised as primer.

Remember that the life of any paint on any horizontal or nearly horizontal surface is shorter than on vertical surfaces. Two coats will last longer than one and do a better hiding job. To save your back, apply the paints with a long-handled roller or with a paint sprayer.

Since the paint, as just noted, will have a shorter life on a roof, it is especially important to use a quality paint, which will retain its whiteness and stand up under the buffeting of the weather and the heat of the sun.

## CHECKLIST FOR SELECTING YOUR WOOD FLOOR FINISH

Everyone agrees that the natural beauty of wood floors makes a room gracious and inviting. Now, thanks to recent developments in wood finishes, wood floors can also be carefree as well. You can beautify and protect wood floors with a finish that defies wear, is unaffected by common stains and never needs waxing.

The biggest news in floor finishing is the development of a two-part amino-type resin system known as Target. It is a base varnish made of a new combination of resins plus a special chemical hardener. The hardener is added to the base varnish before use, just as you add cream to coffee. It boosts the strength of the floor finish, chemically building in long wear life, resistance to spilled household liquids, and stability of color.

Give your floors a truly long-lasting beauty treatment, now while the spring cleaning urge is on you. But, before you select a finish ask your dealer how the product rates in the following important performance characteristics:

**Long Wear Life:** Often your dealer will have comparison test results on wear life of different finishes. Worn spots are unattractive and expose the wood for stains and deterioration.

Can you use this finish in heavy-traffic areas?

Will it scuff or show scrape marks?

Is it non-skid as well as durable?

Will it watermark?

Does it resist cleaning agents, solvents, nail polish remover and foods?

Will it resist spills, even when left overnight?

**Upkeep:** Good finishes require little care from day to day. Some finishes need no waxing, usually a major feature of wood floor maintenance. Ask if waxing is necessary or optional.

Is the surface attractive and permanent?

Can ordinary cleaning materials be used on the floors?

**Aging:** You should be able to finish your floor exactly as you want it, and know that it will stay that way with aging. Later touchups will be inconspicuous.

Might it become brittle and crack with age?

Will it yellow or darken with age?

**Application:** Modern floor finishes go on swiftly and easily. Floors can usually be finished in one day, with a wait between coats.

Does it have an agreeable odor?

Does it flow evenly?

Can it be stored and used later?

**Recoating:** It is almost always preferable to sand down to the fresh wood and remove the old finish, rather than recoat. If, however, you want to recoat, see if that new finish will adhere properly to the old. Test an inconspicuous section of your floor to see how the finished interact.

There are several good floor finishes to choose from. Only an amino-type resin finish such as Target has all of the desirable qualities listed above. For lasting floor beauty, make sure the finish you select rates high on the list.

## Sliding Wood Louver Doors Provide Grace, Add Space

One of the favorite clichés of mystery writers of yester year was the secret door that slid open at the touch of a hidden button.

There's no mystery, however, about sliding wood louver doors that grace today's modern homes, although they do have some things in common with the mystery-book type. They are quiet, open easily and slide out of sight into the wall.

The latter is probably their most popular feature, because they use the waste space between walls, making room arrangement much easier.

A favorite spot for wood louver doors is between the dining room and kitchen. In many modern homes the dining room tends to be on the skimpy side, so families are happy to have as much usable wall space there as possible.

Sliding louver doors are ideal for clothes closets for two reasons. They help keep clothes fresh by permitting air to circulate freely, and they give maximum use of the room's space. In

This wood louver door slides into waste space between walls, makes room arrangement easier.

the bedroom, for example, furniture can be placed right up to the door on both sides, since no allowance is needed for door swing.

Louver doors made of ponderosa pine are available in many sizes and a variety of styles. They can be painted, stained or waxed to harmonize with any room decor.

## UL Label Signifies Safety, Performance

Several window trends showed up in a survey reported recently by Practical Builder, a national building trade magazine.

These include increased use of insulating glass in both windows and storm doors; wider popularity of double-hung and sliding windows, and steadily increasing use of wood windows, most of which are made of ponderosa pine. The survey also noted a continuing increase in the number of windows per house, although there is a significant shift away from fixed picture windows.

When picture windows are used, however, they are more apt to be double glazed. These shingles are first applied in the usual way. Then the sun activates the adhesive, bonding each course to the one below.

## Floors Of Hardwood Boast Romantic History

The vast majority of homes in the nation today are being equipped with a material as modern as the jet age we live in, but it boasts a history dating back to biblical times. The material is hardwood flooring.

Modern machinery and production methods, meanwhile, have brought the cost of hardwood floors within the reach of every home buyer. Nowadays in fact, a top grade oak floor often costs less than good quality floor covering of similar area.

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