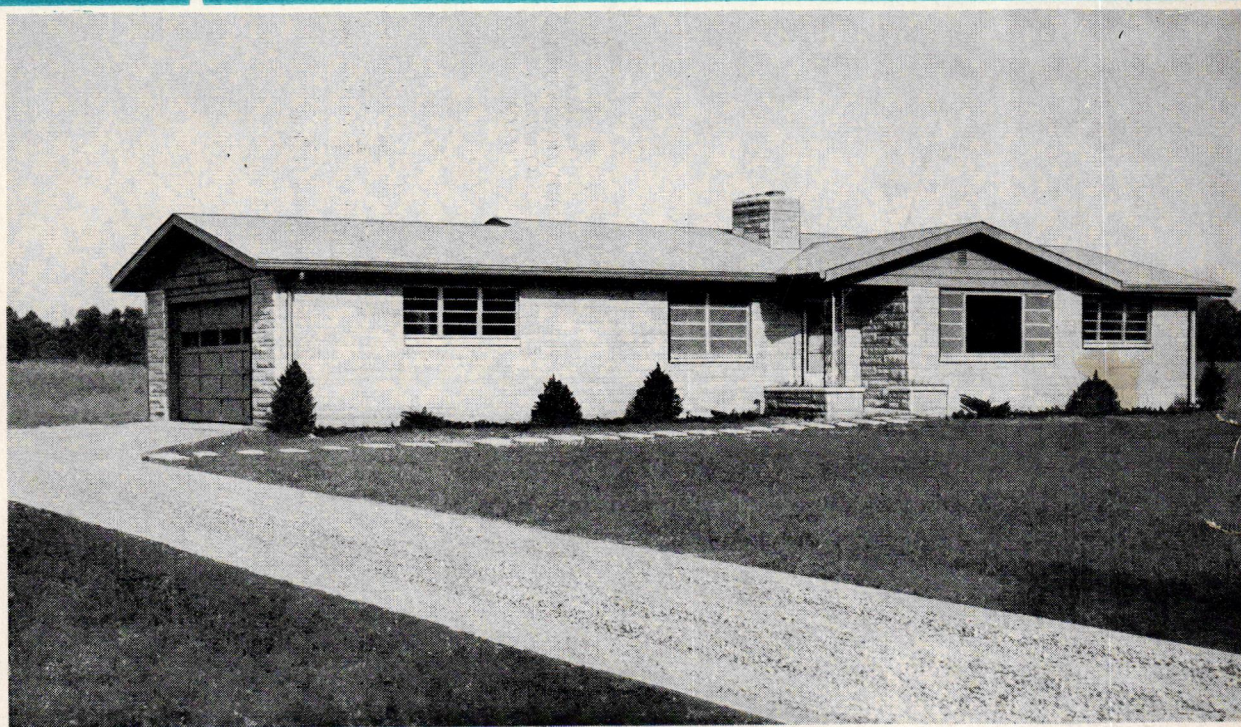


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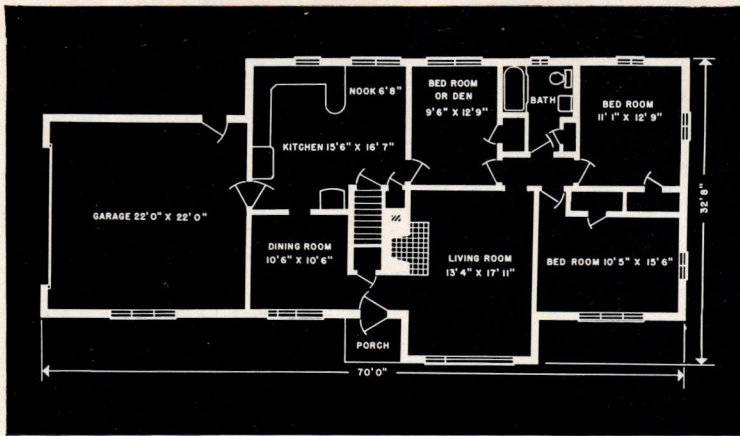
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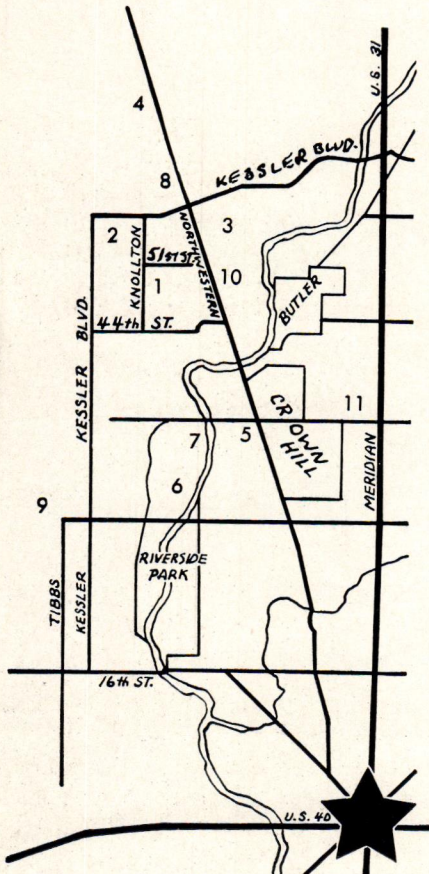
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# FLOORS OF OAK

**B**ECAUSE of its structural strength, attractiveness and resistance to natural elements, oak flooring has grown in popularity throughout the years.

In Europe today there are many castles and palaces with their original oak floors still intact after centuries of use. Right here in America may be found many colonial homes more than 200 years old in which the original oak floors remain practically as serviceable and attractive as the day they were installed.

Besides providing protection from drafts and dampness, flooring should be easy on the feet. Oak qualifies easily on both counts. Possessing considerable insulating value, it helps keep a house warm and dry in winter. Despite its hardness it is relatively resilient. It thus absorbs much of the body shock produced in walking. This results in greater foot comfort and less fatigue for those who stand or walk on it for extended periods.

In selecting oak flooring you have a choice between white oak and red oak. Those are the two groups into

which the 20 species of flooring oak are classified. There is little, if any, difference between them in utility or quality. In some sections of the country white oak is preferred, while in others red is more popular. Your contractor or lumber dealer can advise you as to which is used more widely in your community.

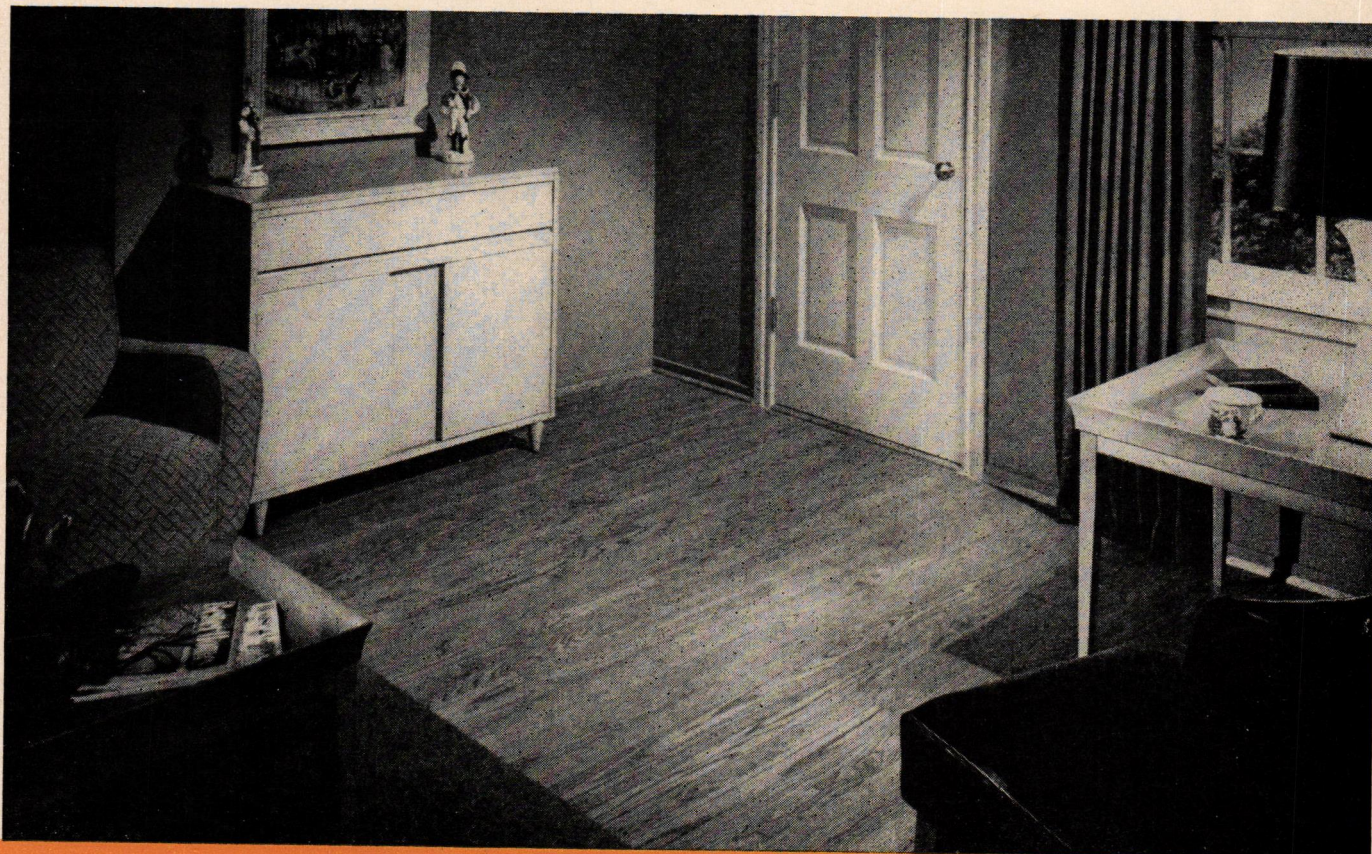
Even in appearance the difference between the two is slight. Both are light in color, with red oak being more uniform. If you observe them closely, however, you will note that white oak has a brownish tinge, while red oak is characterized by a pinkish cast. This usually turns a reddish brown after application of finish. More distinct differences are apparent when cross sections of the wood are viewed under a lense magnifying about twelve times. In white oak the pores of the summerwood then appear angular and so numerous it is difficult to count them. In red oak the pores are round and so relatively few in number that they can be counted easily.

Although many home owners have floors composed entirely of either white or red oak, others prefer a combination of the two.

The striking natural beauty of oak is due to two distinct characteristics of its cellular construction. It is one of the few heavy hardwoods that are ring-porous. That means

continued on page 4

The inimitable natural beauty of oak, together with its permanence, has been an important factor in the strong demand for floors of this material.





The most elaborate type, parquet flooring is especially suitable for formal surroundings. The most popular type is block flooring, shown in the picture above.

## FLOORS OF OAK continued from page 3

that the springwood of each year's growth has larger and more prominent pores than the summerwood. You see the pleasing results of this construction in the attractive figures conspicuous in plain-sawed oak. The second outstanding characteristic is the presence of strips of cells which extend radially in the oak tree. Known as wood rays, these cells take the form of large flaky figures which present such an interesting and beautiful effect when the wood is quarter-sawed. Quarter-sawing, by the way, is simply the process of sawing the log at such angles that the wood rays appear prominently. It is more time-consuming and involves somewhat more waste than plain-sawing. Quarter-sawed oak, therefore, is slightly more expensive.

There are three general types or styles of oak flooring—strip, plank and parquet. They are available in a wide price range, depending upon such factors as the grade of wood, whether it is plain-sawed or quarter-sawed, and whether it is unfinished or pre-finished. As a general rule, you will find strip flooring the most economical to buy.

For a dwelling in any price range, the strip style of flooring is always in good taste. This is the type most widely used. Besides being the most economical from the standpoint of initial cost, it is adaptable to practically any architectural style and any decorative plan.

As the name implies, strip flooring consists of flooring pieces cut in narrow strips. Available in several different thicknesses and widths, strip flooring always is laid in random lengths.

Despite their extensive use, strip floors retain individuality of character and beauty of grain. No two oak floors are alike. Most strip floors are composed of pieces of uniform widths, but interesting effects can also be achieved by using random or mixed widths. The latter arrangement imparts a somewhat less formal mood to the room. In either case, intersecting patterns can be attained by using pieces selected for variations in color, mineral streaks or other natural irregularities.

Plank flooring is seen frequently these days in ranch type dwellings and other homes where an atmosphere of cozy informality is desired. One of the oldest types of oak floors, it dates back to the handcraft era. In its crude early forms it was widely used in Medieval Europe and was a popular flooring for American homes in Colonial days.

Plank floors customarily are laid in random widths. Usually the pieces are tongued and grooved at the sides and ends. You can, however, obtain planks tongued and grooved on the sides, but with plain ends, or plain on both sides and ends.

The most elaborate type parquet flooring is especially suitable for formal surroundings. Parquetry long has been a favored flooring for expensive homes, art museums and mansions of state, such as the White House. It also is used extensively for more modest homes in certain sections, particularly in the East.

There is record of the use of parquetry as early as the time of King Solomon. In 14th Century Europe this type of oak flooring reached great popularity for use in palaces and other lavishly furnished buildings. Many of those original oak floors are still beautiful today. Modern parquetry usually assumes geometric designs such as squares, rectangles and herringbones. Yet an almost infinite variety of effects can be achieved. In recent years a popular form of parquetry has been block flooring, sometimes classified as a distinct type. A modern development, it consists of pieces pre-assembled at the flooring mill into square or rectangular blocks. The pieces are held together by metal splines or other types of fasteners on the backs or at the ends. When laid, block flooring resembles conventional parquetry.

In maintaining your oak floors, you will find that an electric polisher eliminates a great deal of the labor and does the polishing job equally well, if not better than you can do it by hand. Some electric polishers apply the wax and polish it in the same operation. Power-driven polishing machines, as well as sanding and buffing machines, may be rented at reasonable rates in most communities.

With a moderate amount of simple care you can keep your oak floors clean and sparkling almost indefinitely. Daily sweeping with an untreated dust mop is one of the basic points of good maintenance. An occasional polishing with a soft cloth or electric polishing machine will keep the floors glistening. Then, about four or five times a year—depending upon the amount of wear your floors receive—it is a good idea to clean and re-wax them.

# SLIP COVERS for your furniture

**S**LIP covers now occupy a permanent place in home furnishing. They have advanced from the old-fashioned, loose, baglike protectors against dust in the summertime to trimly fitted, smartly tailored coverings suitable for year-round use.

Materials, too, keep pace with the streamlined design of the covers. Controlled shrinkage, colors more permanent to light and washing, finishes that render the fabric crease resisting and water repellent, are outstanding improvements in cotton fabrics particularly. Added to these various service qualities, there is an ever-increasing variety of artistic designs and texture—all of which make it possible to find ideal slip cover materials at moderate prices.

Slip covers may be an economy in several directions. They protect permanent furniture coverings from wear and dust and thus postpone reupholstering. They are often used to harmonize the decorative scheme of a room or to add a new accent to long-used furnishings. They may even substitute for upholstery. In the summertime, fresh, light-colored slip covers that cover up the dark, warm-looking upholstery change a room into a cool, restful and inviting place to spend hot days.

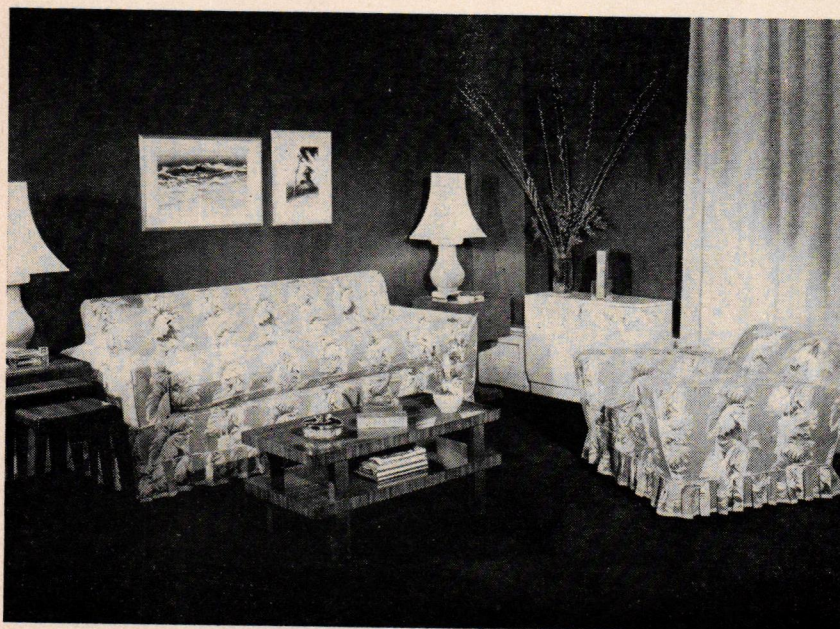
Simple, washable covers protect good upholstery and permit the entire family to enjoy the easy chairs. They lessen the wear and tear from everyday work clothes and

from the sticky fingers and playthings of the little folks. Besides, they save the exposed wood portions from many raps and scratches. In fact, where furniture gets hard use, removable covers that can be quickly taken off and tubbed are almost indispensable. They are far more practical and harmonious, decoratively speaking, than the tidies of Victorian vintage which, until a few years ago, so universally protected the arms and backs of chairs from soil. No matter how closely woven the cloth may be, some dust will sift through the fabric so that it is necessary to remove the slip cover occasionally and brush the upholstery.

By providing a relatively inexpensive new cover for worn, faded, and soiled upholstery, slip covers help to tide over a lean period in the family income when the purchase of new upholstery or new furniture would be entirely out of the question.

Too, furniture covers provide a relatively inexpensive means of changing the decorative plan of a room. They make it possible to have different color schemes for the different seasons in the year. More important still, slip covers hide unattractive and inharmonious colors in upholstery and often conceal poor structural lines as well as out-of-date decorations on the chair itself. Thus they may transform an unsightly piece into a decorative asset.

At right are shown matching drapes and slip covers. The same material is used to cover an unsightly heating register. Below, summertime slip covers turn this room, into a cool, restful, and inviting place to spend the hot days.



# DO YOU WANT TO EAT IN THE KITCHEN — OR IN THE DINING ROOM?

**A** GREAT many housewives like to serve at least one meal a day in the kitchen—and if your kitchen is cheerful and bright—if ample provision has been made for eating in the kitchen, you will find it handy and enjoyable to do so. Then, too, if you have provided for eating space in your new kitchen, it is an excellent spot not only for breakfast and noon-time lunches, but also for buffet suppers or a midnight snack.

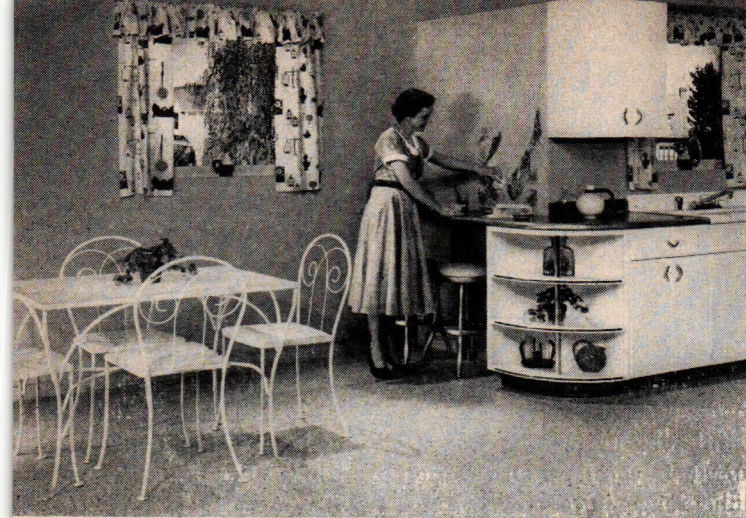
Some delightful arrangements have been made for eating in modern kitchens. One novel idea which appeals to many families is the breakfast bar, such as the one shown in the picture below. This arrangement saves many steps. Children enjoy it and it helps speed up the morning meal. Still another type of snack bar is shown in the photo at the top of the opposite page. Dinette space is also included here.

However, mealtime is not always snack-time, and in our enthusiasm for modern kitchen ideas we should not overlook the fine art of dining.

If you do any entertaining at all—and of course you do—it cannot always be the crowded, snack-type which is good enough (and lots of fun, no doubt!) for old friends and neighbors down the street. Once in a while you will have a yen to splurge into elegance—and for that sort of occasion a real dining room is required.

Dining . . . real dining, not just crowding elbow to elbow with your friends and family to chew and chatter—is in its own right a pleasure you should not want to miss. In times past graceful dining and gracious conversation at the dinner table were regarded as the very highest of social activities. To dine well, drink well of good wines and brandies, and talk well are traditionally treasured





delights. You have a right to enjoy them even in this day of less leisurely pastimes.

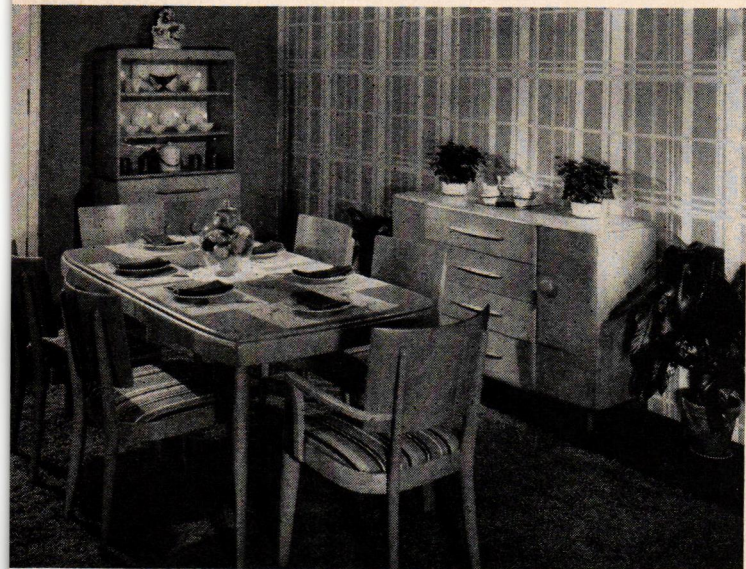
Furthermore, you might consider your children's social education. No doubt they will consider eating at a snack-bar loads of fun. But do you want them to go through life eating with the speed and manners of the eternal "snack"? Sooner or later they will have to face up to a real dining room, in someone else's house, if not their own. How can they ever be expected to handle the complexities of a normal dinner service if they have never seen one in their own home?

Two examples of dining rooms are shown on this page. The photo at the left depicts the modern style furniture; the one below is furnished in the traditional style.

You will see in the furniture stores, dining tables and buffets that can fit into the floor plan of any home. The drop leaf table is perfect, where space is a prime consideration. An innovation on the drop leaf table features pilasters that pull out to give sturdier support. Another feature of this same table is that the center section is narrower so that it will take up less room when closed.

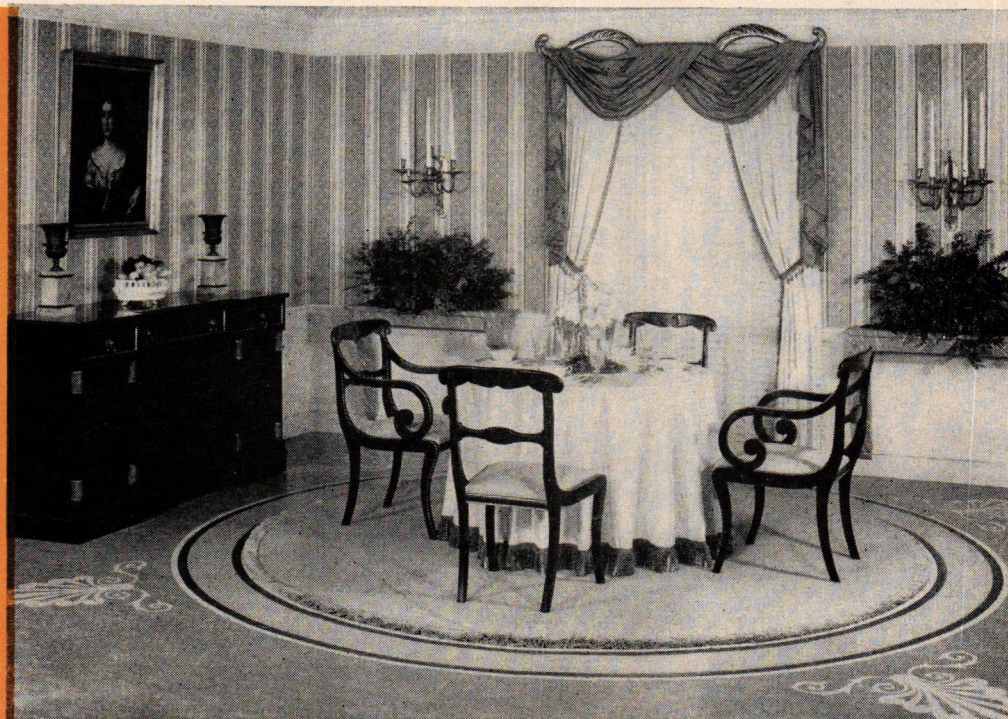
Buffets, the way they are designed today, are a handsome addition to either a living or dining room. If yours is a small home, don't sacrifice space and beauty because you think that you can't fit a buffet unit into your room plan. In reality, you can't afford to be without the additional storage space.

But most important, do your family and friends the honor of providing them with an attractively appointed dining room.



First photo above shows a modern kitchen with both dinette space and snack bar. This is an ideal spot for those informal snacks or family breakfasts. Second photo shows a modern dining room, attractively furnished.

We call this setting at the right the Family Circle. Charmingly furnished in traditional style, it suggests an ideal dining room for the family.



The dazzling kitchen at the left offers a novel design for a snack bar. It's the sort of thing the kids would love, and an excellent place for family breakfasts and informal dining.

# JUNIOR

## TAKES HIS MEDICINE

### AND HOW!



Junior needs some medicine. Mother, with grim determination, is going to see that he gets it. It looks as if there is going to be some trouble ahead.



Mother's efforts having failed, Daddy says, "This is a man's job. I'll show you how it's done." He takes some medicine himself just to prove it tastes good. Failure again.



Daddy passes the buck back to Mother. Her patience is now worn completely thin. She tries to force the medicine down Junior's throat—but that doesn't work either.

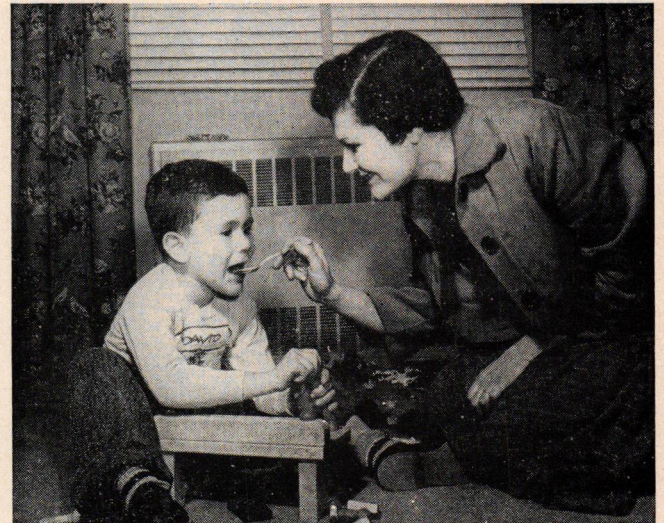
**G**IVING medicine is a tricky thing. If some of us didn't remember our early reaction to castor oil, we would probably be much better off—and so would our youngsters. When our own parents, without benefit of psychology, had to give us a "good, stiff dose," it was usually done with threats. If that didn't work, force took over.

It's too bad we had these negative ideas because actually it's easy to get medicine into a child if you know how to do it. Most medicines today are made to taste good, so don't start by expecting trouble. However, with a little ingenuity even castor oil can be pleasantly disguised. If you have an electric mixer, blend the castor oil with orange juice.

No matter what the age of your child, you can get him to take his medicine without too much fuss if you follow these hints:

Be sure to get the medicine ready out of the child's sight, preferably in another room. Be casual, relaxed. Approach him smiling. If he's busy playing, all the better. Be prepared to use juice, syrup or soda when needed to make the medicine taste better. Be ready to talk about something pleasant. If your child insists on discussing the medicine, be understanding, but explain to him why he must take it. Be honest with him. Be sure your child is in the most comfortable position to take the medicine. Usually it's best if you are at his level.

Don't ever use threats, intimidation or force. Don't bribe the child and don't let him blackmail you. Don't tower over him or corner him. Don't give him the feeling that he is being attacked.



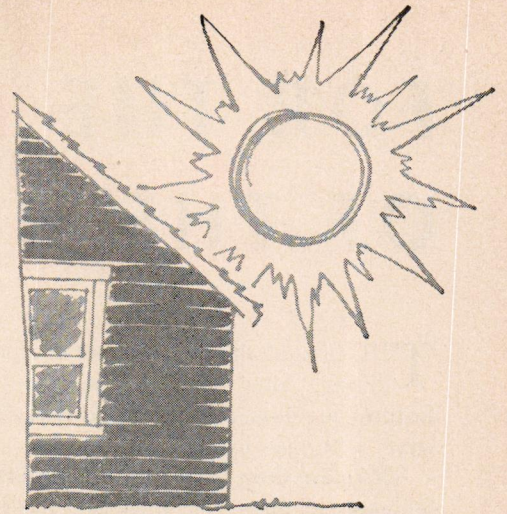
Photos Norwich Pharmacal Co.

Three months later when medicine is needed again, everyone is happy. How do you suppose this change came about? First, Mother's attitude became casual and relaxed. Next, she learned to add syrup or juice to the medicine if it didn't taste good. And she followed the hints given in the article above. See if it can't help you, too.





# WHAT IS *Insulation?*



**W**HAT is insulation? A good definition would be the following: Insulation is a silent partner to comfort. Actually, insulation is a cloak for your house. It saves you heat and fuel the way warm clothing saves you energy. Moreover, because of a peculiar property of heat, insulation actually adds to your comfort during all extremes of winter and summer weather. And this comfort can really be measured.

Just how does insulation work? First of all, to understand it, let us examine the personal heating system. Your body has its own furnace and, unless you are ill, stays at one temperature, normally 98.6°F., summer and winter. The amount of heat you generate is, in fact, more than you can stand, and you are constantly throwing heat off. If you did not, you would suffer from fever. But, when this heat escapes too fast, you feel cold, shiver, and have goose flesh as your body works hard to make up for its loss.

There are three ways you can lose heat. If you sit on a cold stone step, or a metal chair, you feel instantly the discomfort that comes from the contact of your warm body with a colder surface; this way of losing heat by contact is called conduction.

Drafts across your ankles or down your neck are unpleasant, because they remove the heat unevenly; the moving air carries it away by convection.

The heat you lose by the third method is less obvious, but in its understanding lies the secret of assuring comfort in your home. Radiated heat moves at high speed through the air without heating it, and flows in direct lines from a warm surface to a cooler one. Sun heat is radiated heat; heat going from your body to a nearby cold object, like a wall, is also radiated heat.

You can warm the furnishings, the objects you touch in your home, by heating the air, as your furnace does. You can close windows to avoid drafts. But even if your room is heated to a livable 70° you cannot be comfortable when cold walls, ceiling, and floor are drawing too much heat from your body.

In a sense, then, your body is heating your own walls. Heated air warms the walls too, but without protection it cannot keep up with the loss to the outside cold. Here,

then, is insulation's simple job—to make walls, ceilings, and floors resistant to the flow of heat. Indoor heat stays within such walls to create a surface temperature near that of the indoor air. And you say, without realizing why, "My, what a cozy room!"

The temperature barrier of insulation works in reverse during hot weather, and if you are planning your own "strategy of comfort," you will want to understand the year-round job of insulation.

The sun radiates so much heat in summer that outer surfaces of walls exposed directly to it may get as hot as 120° even though the surrounding air is much cooler. Exterior surfaces of roofs may reach a blistering 140° or even higher because they catch the sun's rays more directly than do vertical walls.

During the hot months the sun rises early in the northeast and sets late in the northwest. When rising and setting, the sun is low in the sky and its rays pour almost horizontally upon east and west walls. In afternoons, especially, this adds a great deal more unwanted heat to that already stored within the attics and hollow wall spaces of uninsulated houses.

Our bodies, remember, are constantly throwing off heat, even in summer. If we get too warm, they start their own cooling system of perspiration. In an uninsulated house, with walls and ceilings heated to high temperatures by the sun, the rooms become oppressively hot. When personal cooling systems cannot cope with the heat being radiated from the hot walls and ceilings, we suffer from excess warmth.

By evening, the heat in sun-baked walls and attics of uninsulated houses has made huge, heat-holding "fireless cookers" of them and they continue to discharge heat into the house far into the night.

The way to keep out much of this unwanted summer heat, of course, is to retard its seepage through side walls and ceilings with an adequate amount of insulation. The principle is the same one used in keeping heat out of your refrigerator. In other words, insulation works to exclude unwanted heat in summer, just as in winter it serves to retain within your home the heat you have to pay for.

# FOR THE **MAN** OF THE HOUSE

**T**HE man of the house is not forgotten when it comes to furniture design. After all, most furniture designers are men. Numerous features are found in furniture today that have been designed exclusively with men in mind.

There are deep, luxurious upholstered seating pieces with matching ottomans to please the man who has had an especially vigorous day at the office. Sofas have been given greater length to further accommodate the relaxing male. Chaise longues have been styled for the male den, as well as for his bedroom.

Inter-related living, dining and bedroom pieces have been designed and are very acceptable to either the bachelor or benedict home.

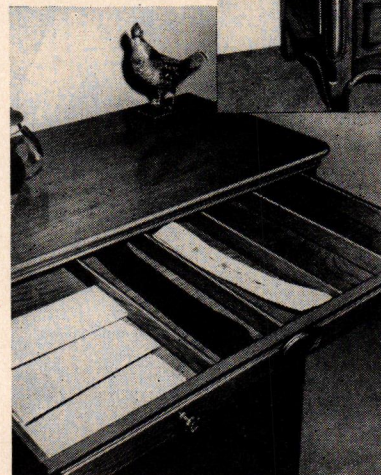
Chests-on-chests, bookcases, the chaise longue, chifferobes, desks, have all been tailored to suit masculine tastes and needs. Chifferobes feature either whole or compartmented sliding shelf-trays which reveal the contents at a glance.

Desks are designed with vast working and writing surfaces, in addition to more than adequate knee and leg room. Plastic upholstery, and the return of leather in many furniture items, indicate that masculine tastes and preferences have not been overlooked.

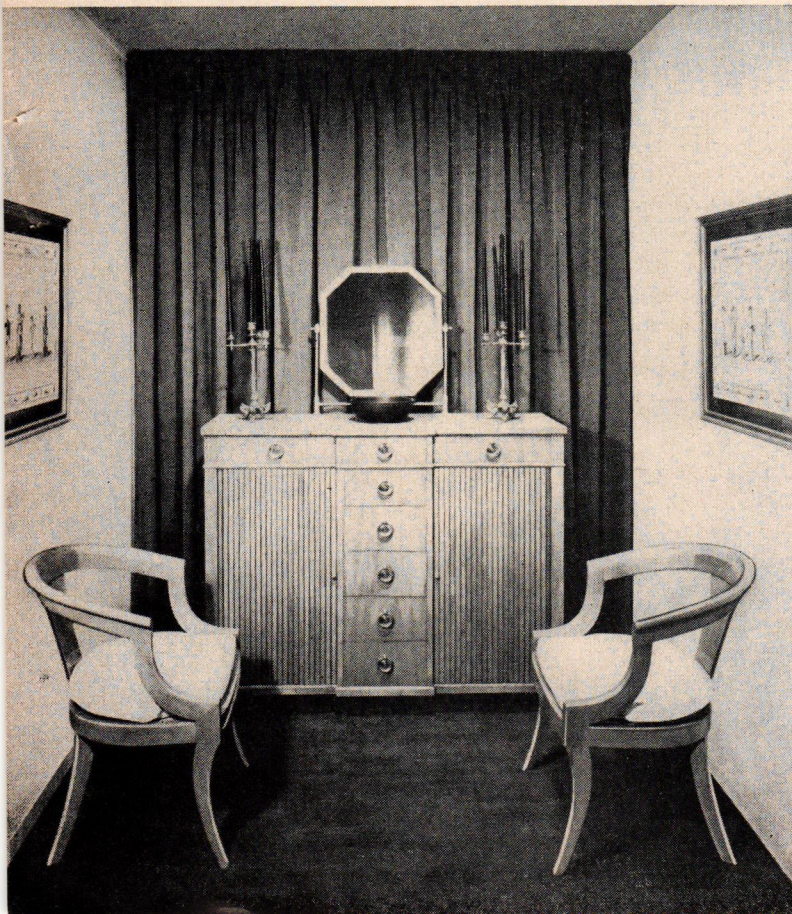
Tambour doors, removable sliding shelves, and eight small drawers are features of this man's chest of drawers. Made of pearwood its classic lines blend with all periods.



**Cinerama Chair** features woven cane on three sides of the frame, and has a theatre seat mechanism. It responds to body pressure giving motion to depth.



Shown above is a chest of drawers designed especially for men. Large, roomy shirt drawers, and a tie drawer are features of this item. Tie drawer (left) is partitioned to keep ties neat and dust free. Large section is for handkerchiefs and gloves.



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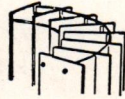


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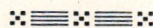
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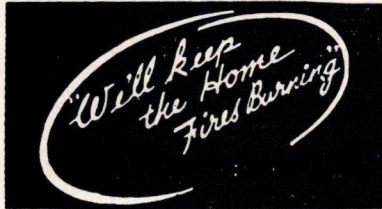
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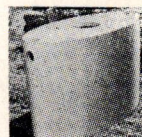
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