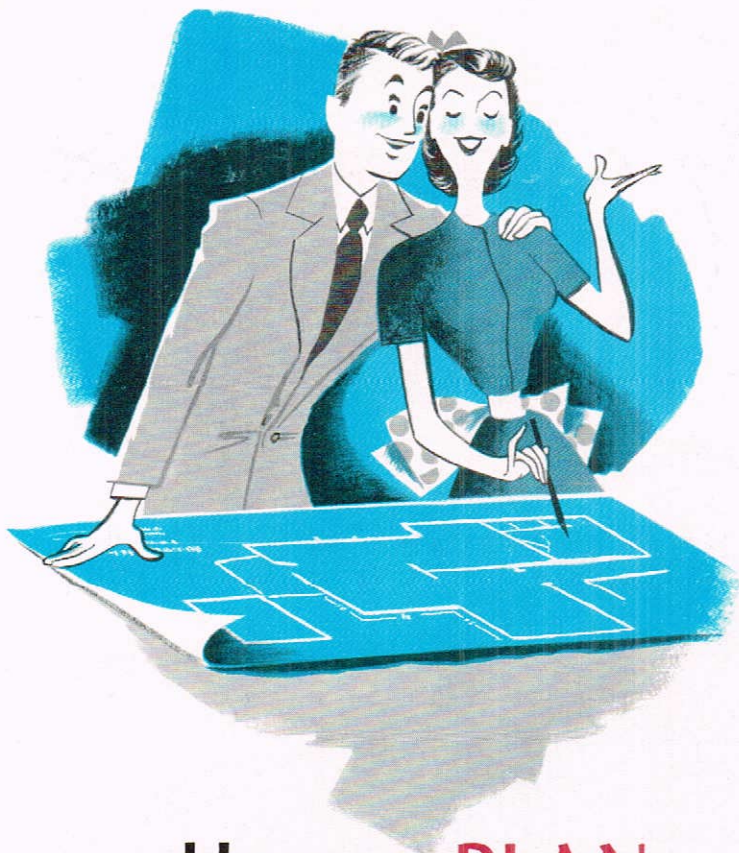


# Planning and Decorating

*the most important side  
of a room*







## How to PLAN

*the most important side  
of a room*

Planning your home begins with basic structural parts of the house that will be with you always—those parts that you will live with as long as you live in your home.

Your basic interior elements must be versatile because they are permanent. They must be chosen with great care for they must be able to blend into any color scheme—now or later. They must be adaptable to any decor and gracefully complement the motif of your furnishings.

Flooring, a primary element of home planning and decoration, is the most important basic. It is a primary structural part of the home—the side of the

room that you walk on, the side of the room that must withstand continuous weight and heavy traffic for the life of the house—with a minimum degree of wear and deterioration.

Your floor is that all-important side of the room that you and your guests look at more than the walls, ceilings—and even furniture. Everyone automatically looks where he steps—it is an instinctive habit as well as a safety measure.

*As a result, your floor must blend the walls and furnishings into an harmonious atmosphere for comfortable living.*



Unlike walls and ceilings—and even furniture and accessories—floors maintain their original appearance for the life of the home even though they may be covered from time to time with carpeting or throw rugs. Floors are not subject to dramatic changes in color, nor do they change their form to fit a new decor. Therefore, your floor must be versatile and adaptable to all color and style changes. As an integral part of your decorative plan, your floor must lend a distinctive atmosphere of elegance to your room.





## How to **CHOOSE** *your flooring*

There are three important factors to consider when planning and decorating the most important side of your room. The primary requisite is *durability*. You are interested not only in the length of service your flooring material will give you, but equally important, the kind of service and how this service meets your particular household needs.

You will want to know more about insulating value, cleaning, refinishing, sanitary considerations, fading, resistance to marring or scratching and many items that are often overlooked and occasion costly alterations later.



The next factor is *economy*. This, too, is important because you should not pay more than you have to in order to obtain the flooring that will do the best job for you in your home. You should know about initial cost, about refinishing, and about cost of up-keep. Another question you will want answered is, will the initial cost be the final cost—or will you have to pay for costly repair and replacement.

Then you must consider *style adaptability*, and the appearance of your floors because flooring is the most important single element of all home decorating. Check carefully and find out whether or not your floors will go with the color schemes of your rooms—even if you redecorate your home in a few years. Will your flooring complement your present decor and will it blend into the new motif you are planning for the future?



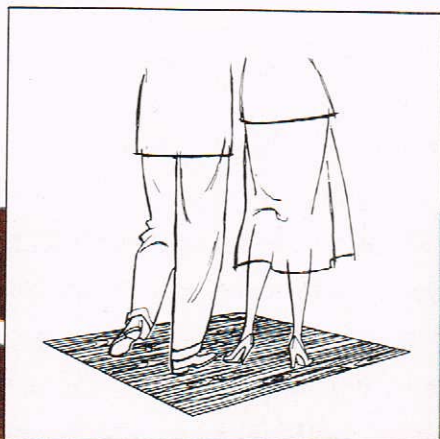
Let us consider each of these important factors by itself. In order to evaluate the durability of a floor, we will take a floor-level view of a floor's problems.

Then we will take a careful look at the dollar-level view to study the floor's problems of economy.

How important the floor is in the decorative plans of your home will be seen in the eye-level view of a floor's problems.



# A Floor-Level View *of a floor's problems*

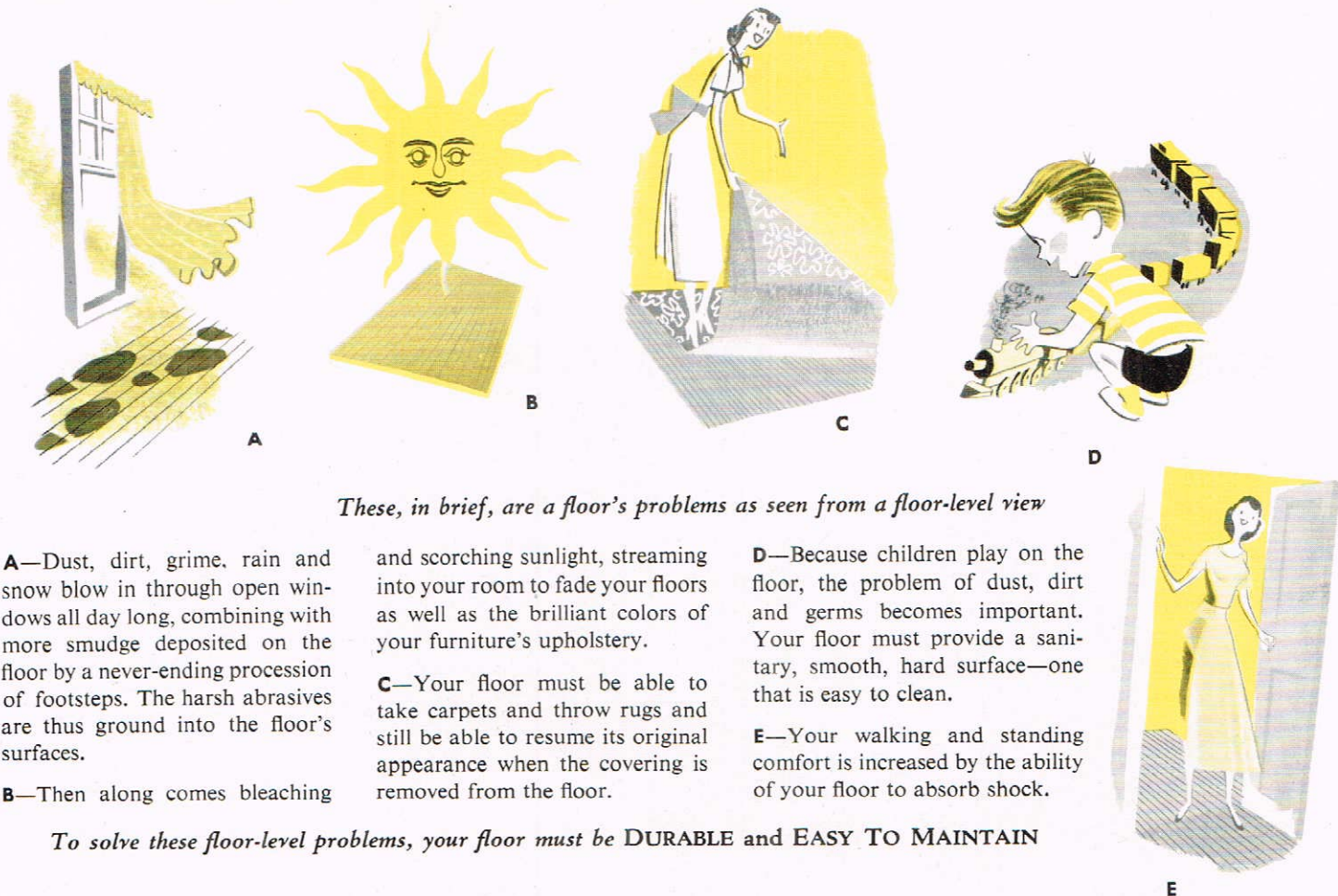


Your floor is the hardest working side of a room. Every second of the day and night it is faced with problems of wear and tear, of rain and slush, bleaching sunlight, extreme changes in temperature and humidity, dirt, dust and germs, spilled liquids and scratches due to falling objects. With all of these your floor must be able to maintain its original beauty and structural strength.



The trend in smart home decorating is to give full play to beautiful, exposed oak floors which provide welcome contrast to dark furniture woods. This charming room features slate grey London lounge chairs set off by elegant emerald green satin drapes and contrasting white, glass curtains. Moss green walls provide a harmonious background to the graceful Queen Anne piano.





*These, in brief, are a floor's problems as seen from a floor-level view*

**A**—Dust, dirt, grime, rain and snow blow in through open windows all day long, combining with more smudge deposited on the floor by a never-ending procession of footsteps. The harsh abrasives are thus ground into the floor's surfaces.

**B**—Then along comes bleaching

and scorching sunlight, streaming into your room to fade your floors as well as the brilliant colors of your furniture's upholstery.






**C**—Your floor must be able to take carpets and throw rugs and still be able to resume its original appearance when the covering is removed from the floor.

**D**—Because children play on the floor, the problem of dust, dirt and germs becomes important. Your floor must provide a sanitary, smooth, hard surface—one that is easy to clean.

**E**—Your walking and standing comfort is increased by the ability of your floor to absorb shock.

*To solve these floor-level problems, your floor must be **DURABLE** and **EASY TO MAINTAIN***

**Check durable oak flooring** on the scoreboard for proof of its amazing resistance to these floor-level problems.

FLOOR-LEVEL PROBLEM	SOLUTION	OAK FLOORING SCORE
 Abrasive action of dust, dirt, traffic.	Durable material able to withstand abuse and heavy wear with minimum degree of deterioration.	<b>EXCELLENT</b>
 Rain, snow and mud tracked in on shoes and blown in windows.	A material which will retain a maximum of its original appearance with minimum maintenance.	<b>GOOD</b>
 Fading, due to sunlight and heat	Light-resistant material which retains its original color	<b>EXCELLENT</b>
 Loss of room heat in winter; keeping room cool in summer.	Flooring material having high insulating value.	<b>EXCELLENT</b>
 Mars and scratches due to moving of furniture; depression due to heavy weight of furniture.	Material having structural strength and resilience to bear heavy, continuous weight.	<b>GOOD</b>

**Oak flooring** is the only floor material that will give you a superior, lifetime service of carefree use.





## A Dollar-Level View *of a floor's problems*

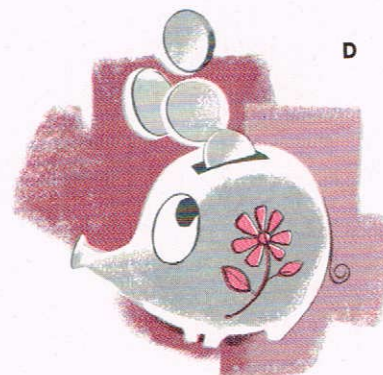
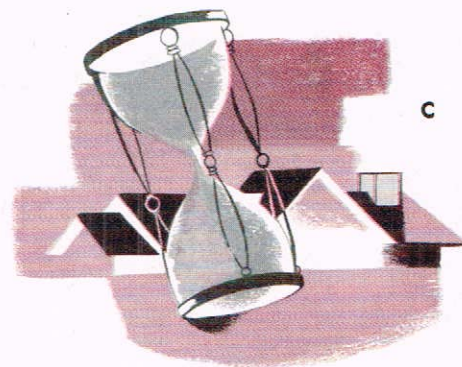
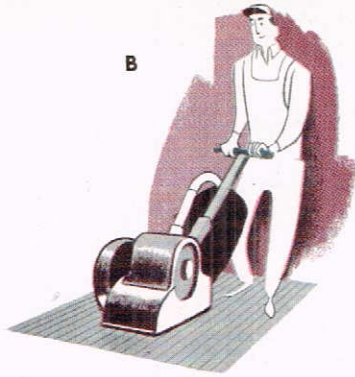


The early American motif of this relaxing fireplace setting is created by the outstanding yellow toile de Jouy print chairs against smooth, chocolate brown walls. Simple, spool-leg pine furniture provides bases for French, Chinese and English accessories — originally provided by early New England sea captains.

Your pocketbook has a lot to say in the choice of flooring material. It is interested not only in the initial cost but also in the day-to-day upkeep. Keeping the room's most used surface clean is the

housewife's first consideration in economical maintenance. Economical upkeep combined with low initial cost and good resale value are also important factors in a floor's economy problems.





*Here are the major problems to be considered from the Dollar-Level View of a floor's problems*

**A**—Flooring should be kept clean and glistening with a moderate amount of simple care. Nothing more than a few daily strokes with a dust mop and an occasional waxing should be required to keep your floor in its original gleaming condition.

**B**—You should be able to refinish your floor—even after years of severe wear and sheer neglect—by






the easy, inexpensive means of mechanical sanding.

**C**—Your initial installation cost should be your final cost, because flooring should be expected to last the life of the house.

**D**—No floor cost should be involved because of a change in a room's color scheme or mode of decoration.

*Only an economical flooring material will provide satisfactory answers to your floor's Dollar-Level problems*

**Additional proof** of the value of long-lasting, easy-to-maintain oak flooring is furnished by the Dollar-Level View scoreboard.

DOLLAR-LEVEL PROBLEM	SOLUTION	OAK FLOORING SCORE
 High maintenance costs, special polishing machines for cleaning, expensive waxes and cleaners.	Flooring which needs minimum care, no special equipment or preparations.	<b>EXCELLENT</b>
 New covering to restore floor surface to its original beauty. Initial installation costs repeated when floor is worn out and neglected.	Floor surface which can be restored to its original beauty and strength by inexpensive finishing methods.	<b>EXCELLENT</b>
 Periodic reconditioning of floor; replacing damaged sections because of weight of furniture and wear due to heavy traffic.	Life-lasting, weight-resisting resilient flooring requiring a minimum of reconditioning.	<b>EXCELLENT</b>
 Expensive change of floor material to conform to new decor or color scheme.	Flooring which is adaptable to every mode of furnishing and color scheme.	<b>EXCELLENT</b>
 A material that will increase the resale value of the house.	Flooring adding to a home's resale value.	<b>EXCELLENT</b>

**Only oak flooring** will give you a lifetime of economical, durable floors—adaptable to every color scheme and decor.



## An Eye-Level View—



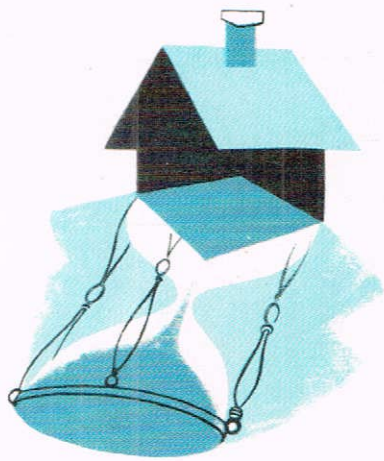
Soft yellow, delft blue and russet are the key colors of this provincial living room. The mixing of French provincial furniture and American provincial accessories—such as the pot-belly stove lamp and cobbler's bench—lends an air of cozy informality. Complementing colors in the wallpaper and furniture are held together by the black which highlights the hooked rug, the Hitchcock rocker and the Audubon print frame.



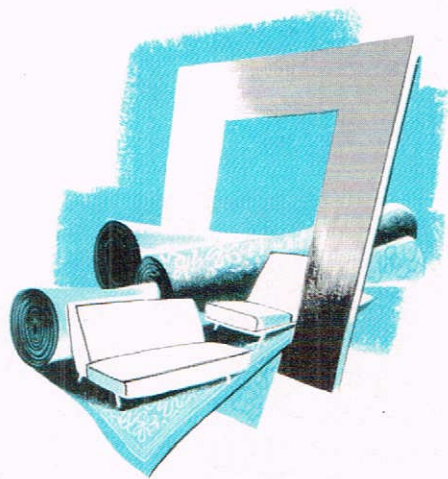
Flooring is the most important element in decorating the interior of your home. All basic decorating is centered around the flooring. You will change the colors of your walls; your tastes in furniture might change from period to modern, but your floors remain unchanged—ready to blend into any motif, any color change. All eyes look to your floor, *first*. It must, therefore, serve as a style co-ordinator for the rest of your room's furnishings.



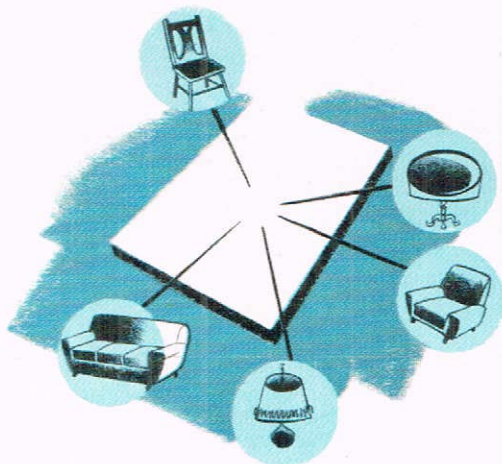
# - of a floor's problems



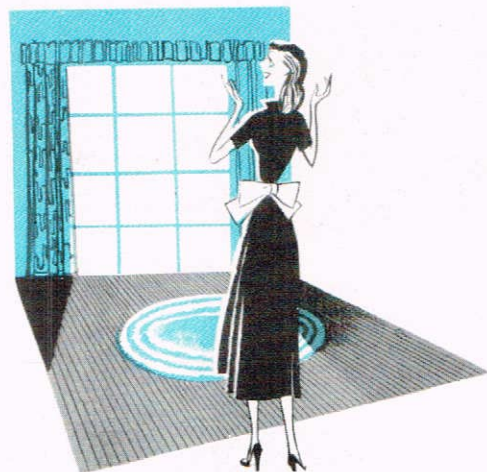
Flooring, if properly and carefully chosen, will last the life of the house. It must remain with you after tastes in furnishings and colors change.



Your flooring must set off your rugs and carpeting. They must lend a beautiful frame to your carpeting and also provide a smooth, firm carpet base.



Your floor will outlast every color scheme and mode of decoration. Flooring must therefore be adaptable to *every* decor and *any* color scheme.



Your flooring must have a charm all its own. It must be able to beautify a room when exposed and complement the room when serving as a background to rugs.



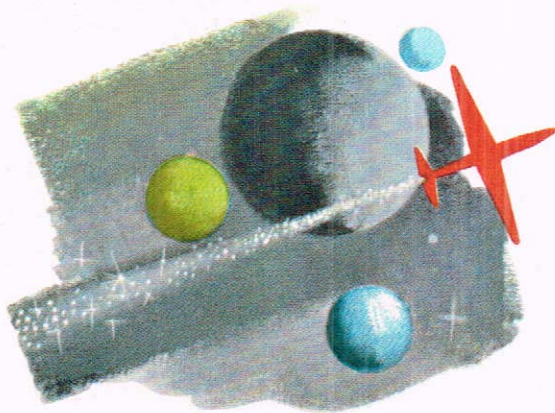


# An Eye-Level View

*of oak flooring with striking modern colors*



The strong, severe lines of functional modern furniture call for the brilliant, accented grain of oak flooring. Only oak blends with brilliant modern colors and dark and light wood finishes bringing both of them into their proper color perspective.



Vivid Chinese red in a knobby-texture fabric keys the American functional modern furniture to the warm thistle walls. Classic Grecian lamps and Chinese pottery add charm to the decor, which surrounds itself with the sharp, highlighting chartreuse, used in the drapes, the Grecian column lamp and the love seat.



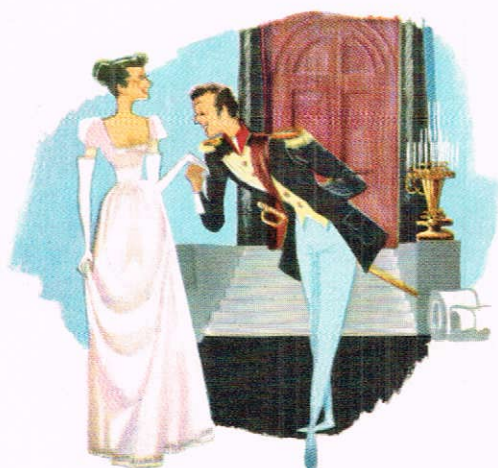


# An Eye-Level View

*of oak floors amidst the charm of Regency*



Decorators agree that there is no better way to accent fine mahogany and fine woodwork than to set off furniture with oak flooring. The neutral color variations of grained oak pleasingly frame your colorful throw rugs and carpets.



A Regency room is a room that spells comfort and fine living. Eggshell blue is the key color of this living room, a color which makes each piece of the fine mahogany furniture stand out by itself. The same blue is again picked up in the floral armchair and the interesting kidney-shaped love seat. By way of brilliant contrast is the striking color of the huge barrel chair, the piece that gives this room its individual character.





# An Eye-Level View

of oak flooring in an elegant hall of Chinese decor



Nothing lends more distinctiveness to a formal hallway than the clean lines and interesting graining of beautiful oak floors. Oak blends the key colors of your hall with the complementing color scheme of your living room.



Jet-black antique shutters with gold rococo knobs give formal elegance to the Chinese decor of this entrance hall which looks into the formal 18th century living room. The grape red of the rug is reflected in the softer tones of the wall. The soft blue Chippendale wing chair picks up the greys of the oriental wallpaper as the studded nail trim of the Sheraton pull-up chair accents the gold on the shutter's knobs.



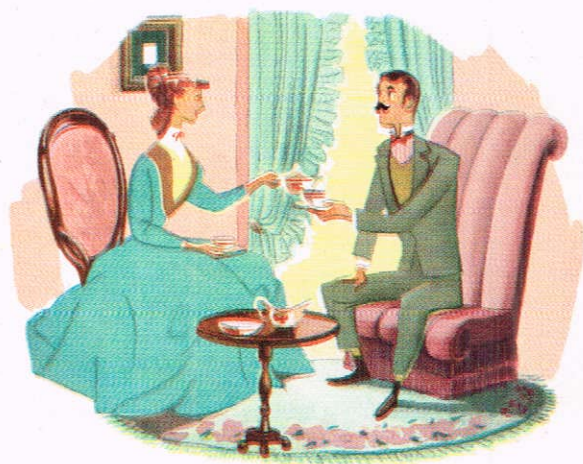


# An Eye-Level View

*of a Victorian motif and glowing oak floors*



Here is an authentic Victorian motif, right down to the oak-framed oval floral pattern rug. This is an example of the correctness of oak flooring as a major part of the room's decor. Note the reflections of the soft color tones across the floor.



Victorian roses in dusty pink set the motif of this living room. The antique love seat's flowing lines are accented by the opalescent chimney lamps and milk glass table and wall pieces. The rose theme is further carried out in the colorful oval rug and in the upholstery on the love seat and finger-mould chair. The Sleepy Hollow chair and full, ruffled turquoise curtains give this charming room an elegance all its own.



# An Eye-Level View

of a striking oak floor in a contemporary living room






The yellow faille silk draperies against the blue walls of this living-dining room combination set off its interesting arrangement. The Duncan Phyfe sofa sets the style for the drop-leaf table and ladder-back chairs.



This gracious American living room is as typical as your own home. The charm and coziness of this room is carried to every piece of furniture by the natural glowing rays of grain in the oak floor, a hallmark of fine American homes for more than 200 years.

Check oak flooring's beauty rating on the style-adaptability chart to learn why experts in interior decoration specify oak—the floor that lends itself to every type of decoration.

EYE-LEVEL PROBLEM	SOLUTION	OAK FLOORING SCORE
 Replacing flooring to conform to new wall color and decoration.	Flooring that is adaptable to all color schemes.	EXCELLENT
 Provide a base for carpeting which can also be used alone.	Flooring that provides a smooth, hard base for coverings and is not affected by the covering selected.	EXCELLENT
 New flooring needed because of change in decor and furnishings.	Flooring material that complements every decor and motif in home interior decorating.	EXCELLENT

Oak's eye-pleasing quality enhances the beauty of every room. Striking natural wood grains form fascinating designs which create an atmosphere of gracious living amidst beautiful furnishings.





## FACTS

### About Oak Flooring That Every Homemaker Should Know

To suit the individual tastes of every homemaker, to blend with any over-all effect, and to satisfy the demands of architectural style and design, oak flooring is manufactured in three different types, classified as strip, plank and parquet.

#### Grades and Types of Oak Flooring

Both red and white oak are processed into flooring. There is little difference between the two groups, except for a reddish brown cast which appears after the finish is applied to red oak.

Oak flooring is graded according to specifications set up with the United States Bureau of Standards. The finest oak available is graded "Clear". Following this superior classification are the "Select", "No. 1 Common", and "No. 2 Common" grades.

#### Characteristics of Oak Flooring

The beauty of oak is due to two important characteristics of its cellular construction. First, it is one of the few heavy hardwoods that are ring-porous. This produces the attractive figure in plain-sawed oak. Second, it is marked by strips of cells extending radially in the tree. Known as wood rays, these cells appear as large, flaky figures when the wood is quarter-sawed.

### Styles of Oak Flooring

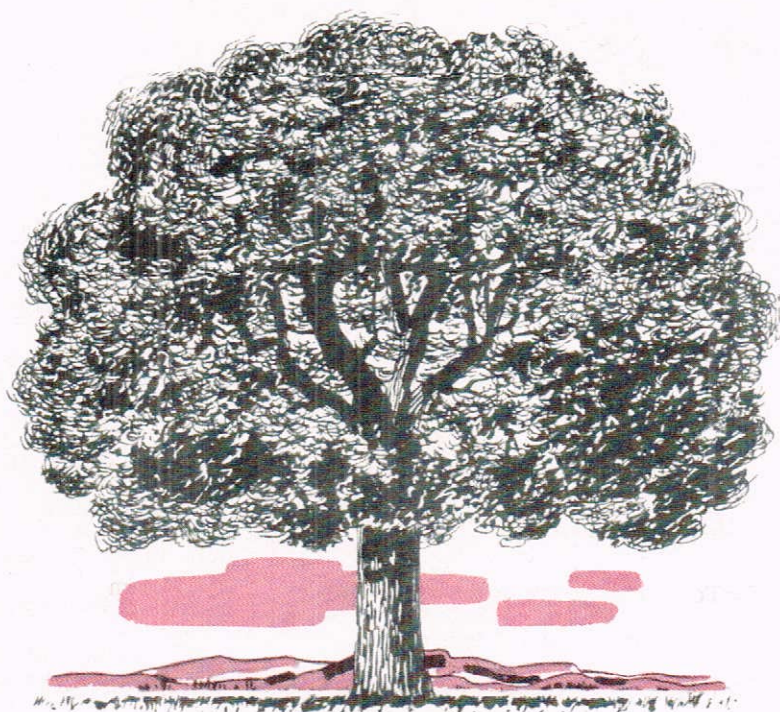
**STRIP FLOORING**—The most extensively used type of oak flooring, strip is chosen because of its individuality of character and beauty of grain. No two hardwood floors are exactly alike because of the interesting patterns which are formed by the natural irregularities and variations in color. The narrow strips are of varying length, giving additional distinctiveness to the floor.

**PLANK FLOORING**—One of the oldest types of oak floors, plank flooring, dates back to the handcraft era. The demand for plank flooring has increased in recent years due to the desire for an atmosphere of rugged informality. Plank derives much of its charm from its rough effects and interesting irregularities, which, in colonial days, were unintentional. Today, however, these defects are simulated by machines. Keys and pegs give an additional air of authenticity to plank floors.

**PARQUET FLOORING**—Pattern floors, also known as parquet and design floors, appeared as early as the 14th Century and today, as then, they represent the most formal and elaborate oak flooring available. Today's parquetry assumes geometric patterns such as squares, rectangles and herringbone. Hundreds of designs are available, many featuring variations of species or shades of the same species.

For technical information of any kind, write to the National Oak Flooring Manufacturers' Association, Sterick Building, Memphis 3, Tennessee.





# OAK FLOORING

*a symbol of gracious living*

## FOR EVERYONE

Beautiful, rich-grained oak flooring is the hallmark of fine homes throughout the world. Century-old European castles and palaces proudly show their magnificent oak floors—still intact after hundreds of years of constant use.

And right here in America, many colonial homes, more than 200 years old, have their original oak floors as serviceable and attractive as the day they were installed.

Yet, today, the rigid functional specifications and flexible decorating requirements of modern homes—from bungalows to large estates—are

still best met by time-tested, beautiful and durable oak floors.

For centuries, the timeless charm, the rich grain and flowing color of oak have made it the most extensively used flooring material in homes. Today, more than eighty per cent of American homes of all sizes have oak floors.

For the home you are building or buying specify oak, the only floor that is unsurpassed in durability, economy and style adaptability, the three vital factors used to determine your choice of flooring material.

Home Service Bureau  
**NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION**  
Sterick Building • Memphis 3, Tennessee