



Armstrong's

LINOLEUM · LINOWALL · ASPHALT TILE

ARMSTRONG CORK COMPANY · · · LANCASTER, PENNSYLVANIA



SMALL KITCHENS LOOK LARGER when the floor is planned to give the illusion of size. For example, Pattern 5610 in Armstrong's Embossed Inlaid Linoleum makes the whole kitchen look roomier. The top of the corner table is covered with linoleum; and the walls are covered with Armstrong's No. 732 Dove Gray Linowall

Cover Illustration: A rich burgundy floor of Armstrong's Embossed Inlaid Linoleum No. 6284 is set off attractively with a plain eggplant border in this dignified but richly colorful Swedish dining-room. The walls are Armstrong's Temlok De Luxe. A list of furnishings in these rooms will be sent you free.

Room Planning is easy

WHEN YOU START WITH ARMSTRONG'S LINOLEUM



Many folks who write to us for help on planning attractive rooms seek answers to the same questions on linoleum. Below we've listed the questions that occur most frequently, together with the answers of our decorating experts. We hope this story in quiz form will give you the right start to your color schemes.

ARE LINOLEUM FLOORS EXPENSIVE?

Linoleum floors are only slightly higher in first cost than other fine floors, but they save you money in the long run because they never require expensive refinishing to keep them attractive.

ARE LINOLEUM FLOORS SANITARY AND EASY TO CLEAN?

Yes, see page 5 for details.

HOW LONG WILL A LINOLEUM FLOOR LAST?

Armstrong's Linoleum Floors have been in service fifteen to twenty years or even longer. Improved manufacturing methods should mean even longer life for linoleum being made today. Armstrong's Linoleum is manufactured to specifications even more rigid than U. S. Government standards.

CAN RUGS BE USED WITH LINOLEUM?

Certainly. Linoleum is a flooring, not a floor covering. Rugs should be used with it, as with any other flooring. The handsome colors in a linoleum floor bring out the rich beauty of color in fine rugs. Linoleum can be used without rugs, of course; a feature that makes it desirable where the buying of rugs must be postponed, or when rugs are stored during the hot summer months.

HOW MANY KINDS OF LINOLEUM ARE THERE?

There are seven main types: Plain, Jaspe, Marbelle, Monobelle, Embossed Inlaid, Straight Line Inlaid, and Printed. Some of these are illustrated on pages 6 and 7. Your Armstrong dealer will be glad to show you many other attractive colors and patterns.

WILL THE COLORS WEAR OFF LINOLEUM?

Except in Printed linoleum, the handsome colors run through the full thickness of the composition. Therefore, they will last as long as the linoleum itself.

IN HOW MANY THICKNESSES IS LINOLEUM MADE?

There are five thicknesses: 6 mm. (about $\frac{1}{4}$ -in.); $\frac{3}{16}$ -in.; Heavy ($\frac{1}{8}$ -in.); Medium ($\frac{3}{32}$ -in.); and Standard ($\frac{5}{64}$ -in.) gauges. These provide for every floor requirement and every budget.

IS LINOLEUM CORRECT FOR LIVING-ROOMS, DINING-ROOMS, BEDROOMS, ENTRANCES, HALLS, AND OTHER ROOMS BESIDES KITCHENS AND BATHROOMS?

Yes, Armstrong's Linoleum is being used for every room in the house by many of the country's leading architects and interior decorators.

ARE LINOLEUM FLOORS IN GOOD TASTE FOR PERIOD ROOMS, SUCH AS SPANISH, EARLY AMERICAN, COLONIAL, ENGLISH, SWEDISH, MODERN, ETC.?

Yes. Properly chosen linoleum floors harmonize with every style of interior decoration.

AREN'T LINOLEUM FLOORS COLD?

Floors tend to assume the temperature of the room. Linoleum is as warm as any other flooring; and because it is practically a one-piece floor, it does not permit drafts to come in through the floor boards. Also, because it is laid over lining felt, linoleum retards the escape of heat into cold basements.

SUPPOSE NONE OF THE STANDARD PATTERNS SUITS ME?

If you cannot make a selection from Armstrong's standard patterns, you can create individualized effects with Armstrong's Custom-Craft design elements. See page 8 for suggestions.

DOES HEAVY FURNITURE DENT LINOLEUM?

Although linoleum is resilient, heavy furniture should always be supported on furniture rests of the type recommended by Armstrong. These are sold by most stores handling linoleum.

WHAT IS THE BEST WAY TO INSTALL LINOLEUM?

Over wood subfloors, linoleum should be cemented to a layer of Armstrong's Lining Felt, which in turn is pasted to the wood base. Where water is likely to be spilled, the seams should be protected with Armstrong's Waterproof Cement.

CAN LINOLEUM BE LAID OVER SUSPENDED CONCRETE OR METAL FLOORS?

Yes. The use of Armstrong's Lining Felt over suspended concrete subfloors is optional, but desirable.

ARMSTRONG'S LINOLEUM FLOORS WILL MAKE YOUR FINEST RUGS EVEN MORE ATTRACTIVE



If you wonder whether rugs can be used with a linoleum floor—be assured that it is perfectly proper to do so. By choosing a linoleum floor that is in harmonizing or contrasting colors, you can make any good rug seem considerably more attractive than is possible with other floorings.

WHY IS LINING FELT NECESSARY?

At different seasons of the year, floor boards expand and contract. If the linoleum were cemented direct to these boards, the movement might tear the linoleum or cause it to buckle. Lining felt takes up the movement of the boards and thus protects the linoleum. It also makes the floor warmer, quieter, and more comfortable underfoot.

CAN LINOLEUM BE LAID IN BASEMENTS—OR OVER WOOD OR CONCRETE FLOORS THAT ARE IN DIRECT CONTACT WITH THE GROUND ON GRADE?

Linoleum is not recommended because of the dampness that is likely to be present in such floors. Armstrong's Asphalt Tile is the only type of resilient flooring recommended for these areas.

WILL LINOLEUM CURL AT THE SEAMS AND WILL THE SEAMS BE CONSPICUOUS?

Properly installed linoleum will not curl, and the seams will be practically invisible. Because rolls of linoleum are six feet wide and about ninety feet long, few seams will be necessary when the material is installed in a room of ordinary size.

SHOULD LINOLEUM FLOORS BE INSTALLED WITH BORDERS?

Borders are not essential but they are usually desirable. To make the creation of simple borders inexpensive, Armstrong offers ready-cut border strips and Linostrips in several convenient sizes.

IS LINOLEUM A QUIET FLOORING?

Yes. A resilient linoleum floor is quieter under impact and footsteps than hard flooring.

HOW SHOULD A LINOLEUM FLOOR BE FINISHED AT THE BASEBOARDS?

Any type of baseboard may be used; but Armstrong's Flash Type Cove and Base is recommended. This device provides an attractive curved joining of the floor and wall, thus preventing dust from collecting and also making sweeping easier. It is offered in colors to harmonize with linoleum and Linowall.

CAN LINOLEUM BE REMOVED AND REUSED?

Yes, if it is pasted over Armstrong's Lining Felt.

CAN I LAY LINOLEUM MYSELF?

We do not recommend it. Linoleum laying requires skill and a large assortment of special tools. It is more economical and more satisfactory to have the work done by an experienced Armstrong merchant, in accordance with standard Armstrong specifications.

CAN LINOLEUM BE BOUGHT DIRECT FROM ARMSTRONG?

No. Armstrong's Linoleum is sold through department and furniture stores, by floor contractors, and in specialty shops. For the names of local merchants, write to Armstrong Cork Company, Floor Division, Lancaster, Pa., or ask your architect or builder.

WHERE CAN MY ARCHITECT OR BUILDER FIND OUT MORE ABOUT ARMSTRONG'S LINOLEUM?

Refer him to *Sweet's Architectural Catalog* or to the *Builder's Supplement of Home Owners' Catalogs*. We shall also be glad to mail him additional information on any of our products.

I LIKE LINOLEUM, BUT FOR FINANCIAL REASONS HAVE TO POSTPONE BUYING IT FOR A FEW YEARS. ARE THERE ANY OTHER ARMSTRONG FLOORS LOWER IN COST?

Armstrong offers Linoflor, and Quaker and Standard Rugs and Floor Coverings, suitable where utmost economy is essential, or for temporary installation. Although these products are not linoleum, they are smooth surface materials in attractive colors. Your Armstrong dealer will be glad to show them to you.

LINOLEUM FLOORS SAVE HOURS OF HOUSEWORK

Whether you do your own housework or employ servants, an Armstrong's Linoleum Floor will mean more time for other activities. If there are children or pets in the house, you will find that the ease of cleaning linoleum is a doubly welcome feature.

WHAT CARE DOES A LINOLEUM FLOOR REQUIRE?

If a linoleum floor is kept properly waxed with Armstrong's Linogloss Wax, which requires no rubbing, daily dusting will keep it clean and attractive for months. Even in kitchens, a properly waxed linoleum floor requires comparatively few washings.

When washing is necessary, Armstrong's Floor Cleaner will make the work easier because it was specially developed for cleaning linoleum safely and quickly. If spilled things are wiped right up, the number of washings can be considerably reduced.

By using Armstrong's Flash Type Cove and Base to form a rounded joining of floors and walls, you can prevent dust from collecting in corners.

DO LINOLEUM FLOORS HAVE TO BE REFINISHED?

No. Armstrong's Linoleum never requires scraping, sanding, or other costly, troublesome refinishing.

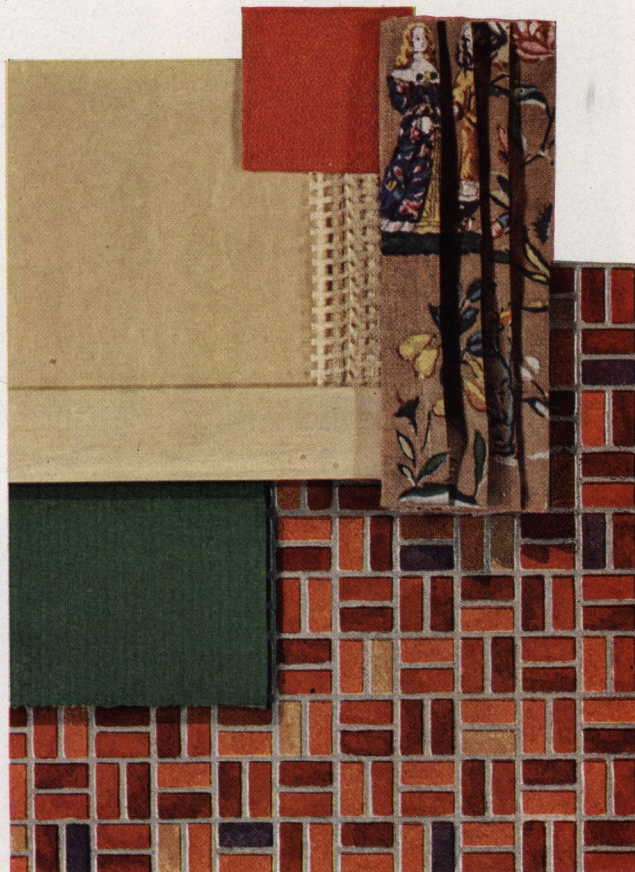
CAN LINOLEUM BE USED AROUND TUBS, SINKS, AND OTHER FIXTURES WHERE WATER IS SPILLED?

Yes. Any seams at these points are made waterproof when the linoleum is being installed. Spilled water should be wiped up as quickly as possible, however.

IS LINOLEUM MORE SANITARY THAN BOARD FLOORS?

Yes. There are no open cracks to collect dust and germs. The lining felt, the tightly cemented seams, and the large unbroken areas of linoleum prevent drafts from rooms below. (This is important where children play on the floor.) Many scientists believe that linoleum acts as a germicide; and many prominent hospitals are large users of linoleum floors.

OUR INTERIOR DECORATOR WILL HELP YOU PLAN YOUR COLOR SCHEMES



Without charge, the Armstrong Bureau of Interior Decoration will create complete color schemes for rooms using linoleum, Linowall, or asphalt tile. This service includes suggestions for draperies, upholstery, walls, rugs, and floor designs, as shown above. In requesting this service, state color preferences, size of rooms, exposure, purpose, etc. Include blueprints if possible.

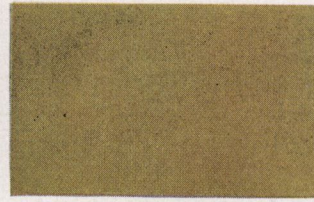
HERE ARE A FEW ARMSTRONG'S LINOLEUM PATTERNS



Willow Green No. 44



Cadet Blue No. 29



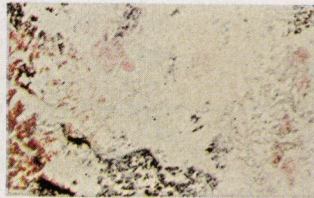
Fawn No. 45



Chinese Red No. 39



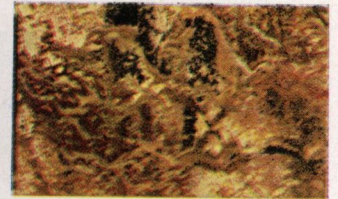
Marbelle No. 021



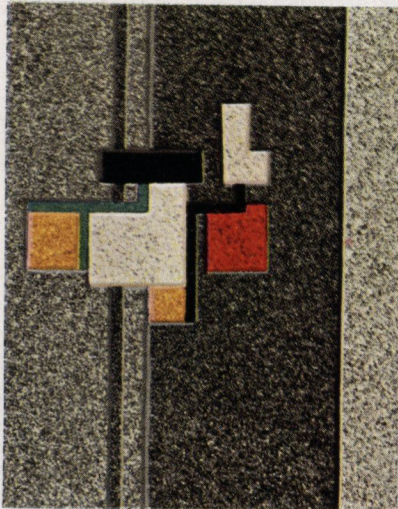
Marbelle No. 016



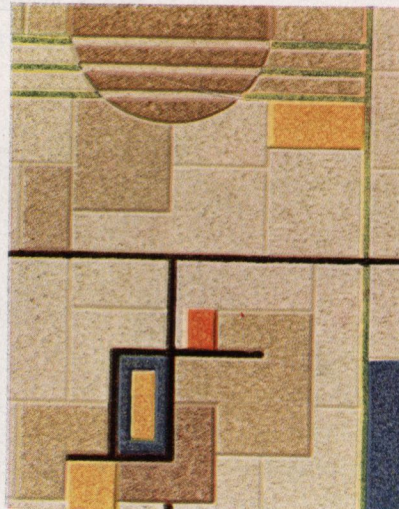
Marbelle No. 013



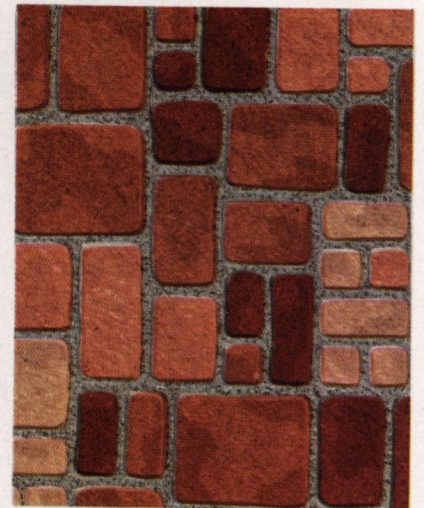
Marbelle No. 033



Embossed Inlaid
Standard Gauge, No. 5610



Embossed Inlaid
Standard Gauge, No. 5592



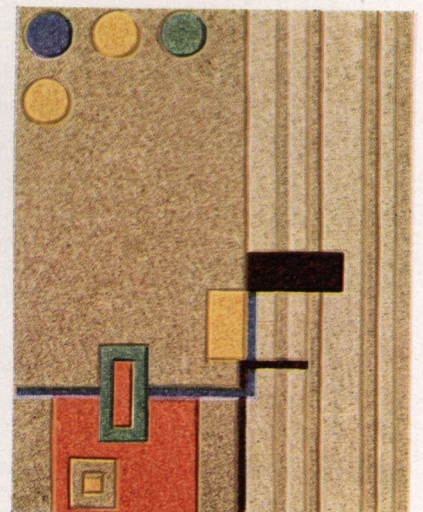
Embossed Inlaid
Standard Gauge, No. 5352



Embossed Inlaid
Heavy (1/8") Gauge, No. 6310



Embossed Inlaid
Medium Gauge, No. 3412



Embossed Inlaid
Medium Gauge, No. 3402

Armstrong's

LINOLEUM • LINOWALL • ASPHALT TILE

SEE OTHER DESIGNS AT YOUR DEALER'S STORE



Rust Jaspe No. 10



Apple Green Jaspe No. 011



Tan Jaspe No. 9



Azure Blue Jaspe No. 6



Monobelle No. 046



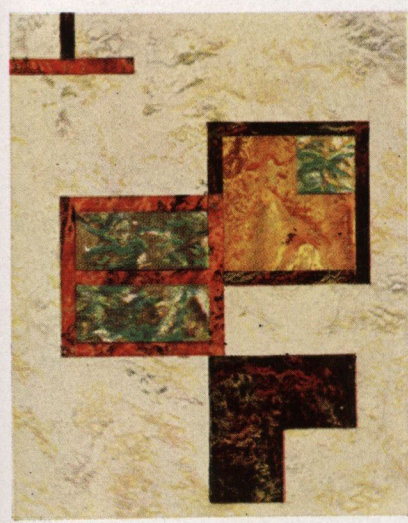
Monobelle No. 041



Monobelle No. 042



Monobelle No. 040



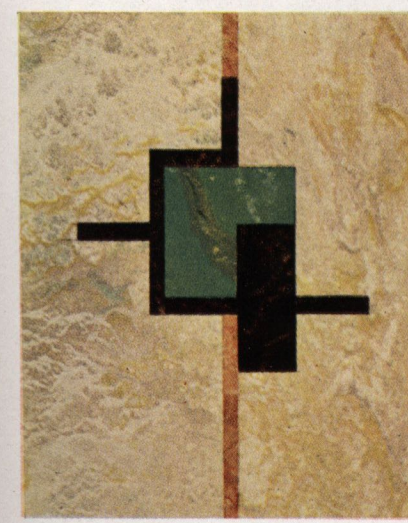
Straight Line Inlaid
Standard Gauge, No. 0367



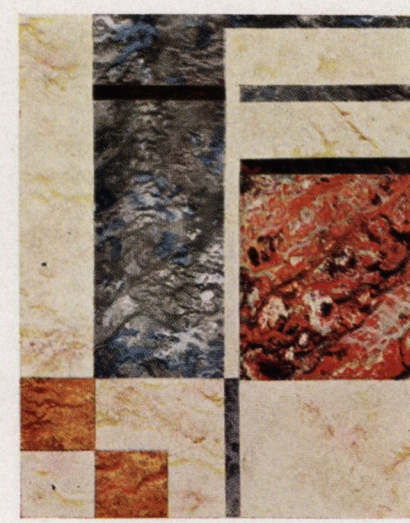
Straight Line Inlaid
Standard Gauge, No. 0375



Straight Line Inlaid
Medium Gauge No. 14302



Straight Line Inlaid
Standard Gauge, No. 0416



Straight Line Inlaid
Medium Gauge, No. 14290



Straight Line Inlaid
Heavy (1/8") Gauge, No. 681

Custom - Craft Floors

PLAN NOW TO MAKE YOUR LINOLEUM FLOORS MORE INTERESTING WITH INSET DESIGNS

Any linoleum floor, or any wall covered with Armstrong's Linowall, can be made more attractive by inseting it with Linosets—i. e., decorative designs cut from harmonizing colors of linoleum.

Armstrong's Linosets, a few of which are shown here, make it possible to use inset designs even where building or remodeling budgets are extremely limited. Any one of these or other handsome Linosets can be installed quickly and inexpensively, by your linoleum merchant, in new or existing linoleum floors or Linowall.

These designs were created by the Armstrong Bureau of Interior Decoration, which for twenty years has been planning distinctive custom-built linoleum floors for architects, interior decorators, and home owners.

INSETS CAN BE MADE TO EXPRESS YOUR INDIVIDUALITY

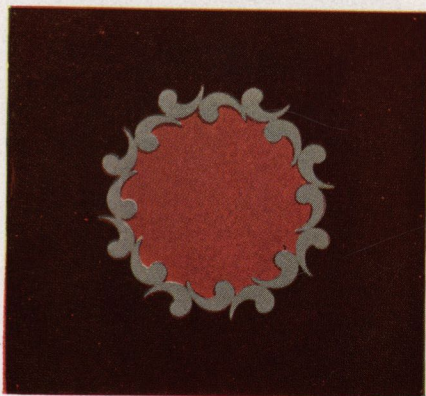
Below, you will notice a series of inset designs consisting of simple elements—circles, scrolls, petals, and rosettes—arranged in interesting combinations. If you prefer a highly individualized floor, you can combine these and other simple elements into a colorful design that is entirely of your own creation. Your local linoleum merchant will gladly assist you in the preparation of this design. There is a Custom-Craft linoleum floor to fit every interior and every pocketbook. Where even more intricate linoleum designs are desired, Armstrong merchants can supply them to order.



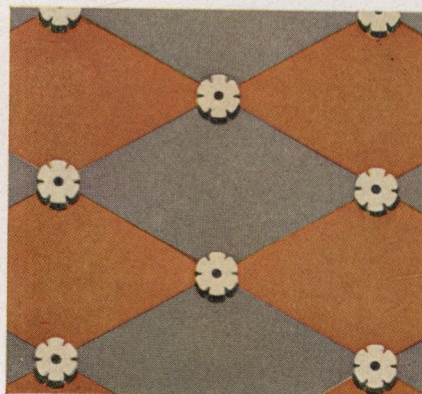
For instance, the linoleum in your reception hall could be inset with your coat-of-arms or monogram.

In nurseries or playrooms, a clever idea is to have silhouettes of interesting figures cut from different colors of linoleum and inset in the floor or Linowall.

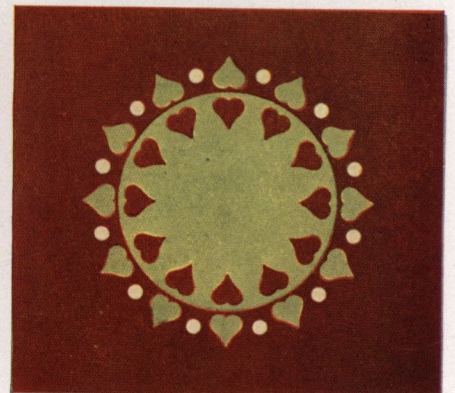
In bathrooms, floors or walls can be inset with sailboats, tropical fish, water lilies, mermaids, or other nautical motifs. In upstairs recreation rooms, game-board floors can be made from various colors of linoleum; in basements, from various colors of asphalt tile.



Typical linoleum inset. Field is eggplant; disc is deep rose; scrolls, pearl gray.



Against pearl gray and fawn diamonds, rosettes are white with dark gray centers.



Discs and petals form this inset. Colors are terra cotta, white, and chartreuse.



A CHEERFUL WELCOME starts with the floor in this attractive entrance hall. Something new and inexpensive in a floor of special design is offered here in Armstrong's Linoleum—Monobelle No. 043—with Custom-Craft insets of white and chartreuse. Monobelle is available in colors which combine well with your other furnishings. Like all linoleum floors, the one illustrated above is easy to clean and long-lasting.

Soilproof Linowall

PROVIDES PERMANENT WALL BEAUTY AT A SUBSTANTIAL SAVING

With Linowall, you can have a *permanent* wall covering that is soilproof and washable—at about *half* the cost of hard tile, marble, and other permanent materials. Linowall can be installed in almost any color or multicolor combination that you desire, either with or without the various kinds of inset designs that are described on pages 8 and 12.

WHAT IS LINOWALL?

Linowall is a linoleum-like wall covering. It consists of a smooth facing of inlaid composition securely bonded to a strong, flexible fabric backing.

HOW LONG WILL LINOWALL LAST?

Linowall is a truly permanent wall covering. Unless damaged by fire or harsh cleaners, or willfully defaced, it never has to be replaced. It does not crack or chip when bumped by furniture. It does not "craze"; and it withstands moderate settling of walls without cracking or buckling. No refinishing

is required to keep Linowall neat, attractive, and in perfect condition for years of dependable service.

IS LINOWALL EASY TO CLEAN?

Since it is washable, Linowall is remarkably easy to clean. Its special factory-finish sheds dirt and prevents ordinary staining and spotting from oil, grease, water, smoke, or ink. Finger marks, dust, and cobwebs brush off easily. A cloth dampened with water or mild soapsuds quickly makes Linowall as clean and sanitary as new.

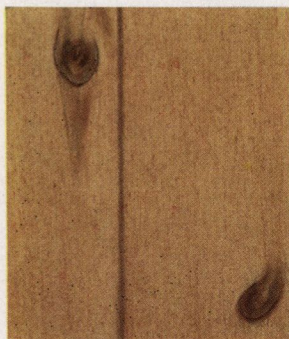
IS LINOWALL FADEPROOF?

Sunlight does not fade Linowall any more than it affects linoleum. This is an important advantage, considering that a Linowall installation lasts for years.

IS LINOWALL WATERPROOF AND SUITABLE FOR SHOWER STALLS, LAUNDRIES, ETC.?

Linowall is moistureproof and is not affected by steam. Seams also are waterproofed when the Linowall is installed. Therefore, Linowall can be used in shower stalls, kitchens, and laundries

(Continued on page 12)



Armstrong's Linowall
Knotty Pine No. 900



Armstrong's Linowall
Green No. 753



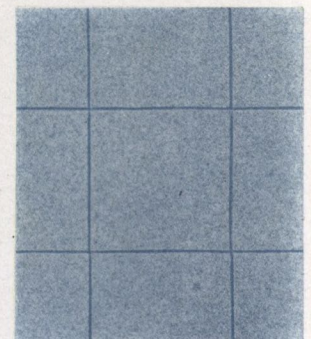
Armstrong's Linowall
Yellow No. 750



Armstrong's Linowall
Rose No. 754

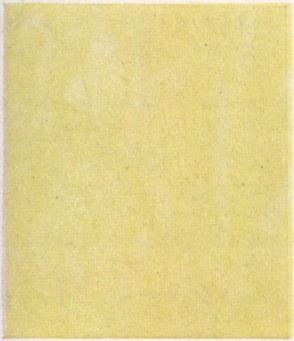


Armstrong's Linowall
Ivory No. 752



Armstrong's Linowall
Blue No. 751

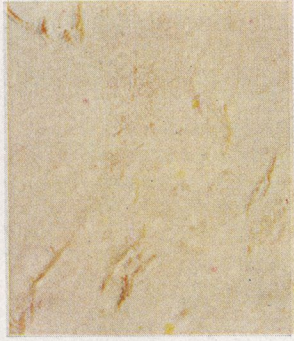
**LINOWALL COMES IN
A WIDE RANGE OF
COLORS AND TEXTURES**



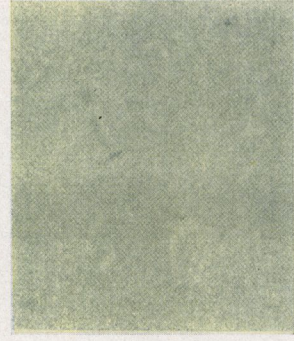
Armstrong's Linowall
Canary No. 734



Armstrong's Linowall
Ivory No. 704



Armstrong's Linowall
Tan No. 706



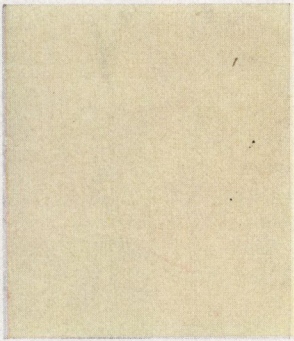
Armstrong's Linowall
Sage No. 738



Armstrong's Linowall
Peach No. 705



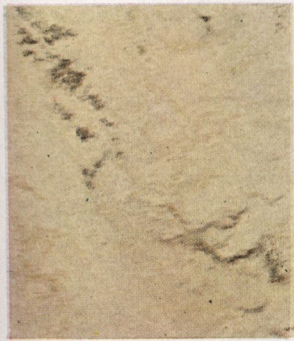
Armstrong's Linowall
Green No. 700



Armstrong's Linowall
Parchment No. 737



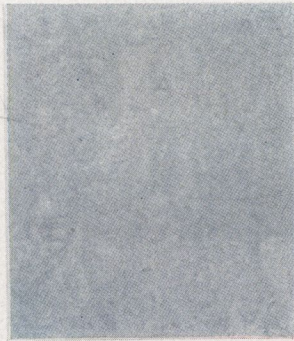
Armstrong's Linowall
Mother-of-Pearl No. 707



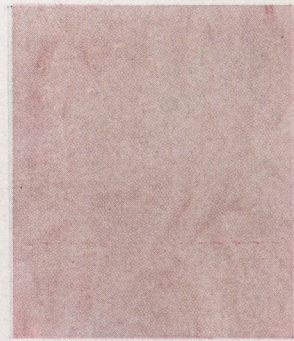
Armstrong's Linowall
Travertine No. 702



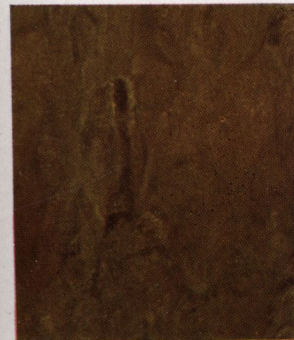
Armstrong's Linowall
Primrose No. 708



Armstrong's Linowall
Colonial Blue No. 731



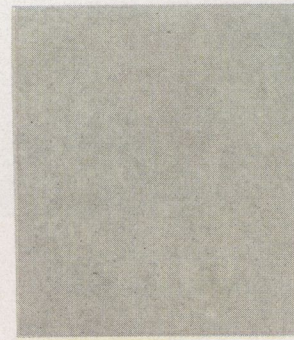
Armstrong's Linowall
Mulberry No. 733



Armstrong's Linowall
Walnut No. 736



Armstrong's Linowall
Pine No. 735



Armstrong's Linowall
Dove Gray No. 732



Armstrong's Linowall
Black No. 703

WHY IS LINOWALL MORE DESIRABLE THAN OTHER TILE, MARBLE, AND WOOD SUBSTITUTES?

The pleasing colors of Linowall extend clear through the composition to the fabric backing. Linowall is approximately $\frac{1}{16}$ " thick; whereas many tile and marble substitutes have a surface finish consisting of a film only a few thousandths of an inch thick. Linowall, therefore, has more in-built durability and retains its original beauty indefinitely.

Costing only about half as much as other permanent materials, Linowall often makes it possible to cover two rooms for what one would cost otherwise. No painting is required. Hence, painting costs are eliminated.

IN HOW MANY COLORS IS LINOWALL AVAILABLE?

Linowall is supplied in twenty-two patterns. These include a variety of colors and interesting textures, including marbled, block, semi-plain, and wood effects. A few of these are illustrated in this book.

WHERE CAN LINOWALL BE USED?

Linowall is suitable for many rooms in a home: kitchens, baths, nurseries, living-rooms, dining-rooms, bedrooms, reception halls, dens, recreation rooms, and powder rooms.

IS LINOWALL REALLY APPROPRIATE FOR LIVING-ROOMS AND DINING-ROOMS?

Yes. From the wide assortment of patterns, suitable effects are easily selected for the most dignified rooms. The wood designs (No. 735 Pine, No. 736 Walnut, and No. 900 Knotty Pine) and also the burl grainings—such as No. 737 Parchment and No. 738 Sage—are particularly appropriate for such rooms.

WHY SHOULD I USE KNOTTY PINE LINOWALL INSTEAD OF REAL WOOD THAT HAS BEEN ANTIQUED?

Knotty Pine Linowall has all the charm, softness and depth of aged wood. There are no knots to become loose, nor boards to open due to shrinkage. Linowall can be installed more quickly than wood and without removing plaster. Furthermore, when you see a sample of Knotty Pine Linowall, you know that the finished wall will be in exactly the same coloring. This certainty is not always possible when new knotty pine wood is antiqued to your order.

HOW IS LINOWALL INSTALLED?

Linowall is installed by cementing it to the wall surface with Armstrong's Linowall Paste. It can be

applied over new or old plaster that is in sound condition, as well as over certain types of wallboards.

MUST WALLS THAT ARE TO BE COVERED WITH LINOWALL BE OF SPECIAL OR MORE EXPENSIVE CONSTRUCTION?

No. Linowall does not require a better wall than is required by other coverings. Sound, dry plaster with a smooth, well-bonded white coat is all that is necessary.

CAN LINOWALL BE CURVED AROUND INSIDE OR OUTSIDE CORNERS?

Yes. The flexibility of Linowall permits it to be curved, without seams, around inside or outside corners. Curved corners are decorative and easy to clean.

CAN LINOWALL BE INSTALLED IN BASEMENT LAUNDRIES OR GAME ROOMS?

Linowall should not be cemented to basement walls that are in direct contact with the ground, but it may be applied to a false wall erected against furring strips, with space for air to circulate behind it. If a basement is damp, do not install Linowall before consulting your architect or builder.

CAN LINOWALL BE INLAID WITH LINOSETS OR SPECIAL DESIGNS?

Yes. Linowall can be inexpensively inlaid with other colors of Linowall, or with linoleum Linostrips, and Custom-Craft LinoSETS (see page 8). It can be inset with coats-of-arms, monograms, hand-carved plaques

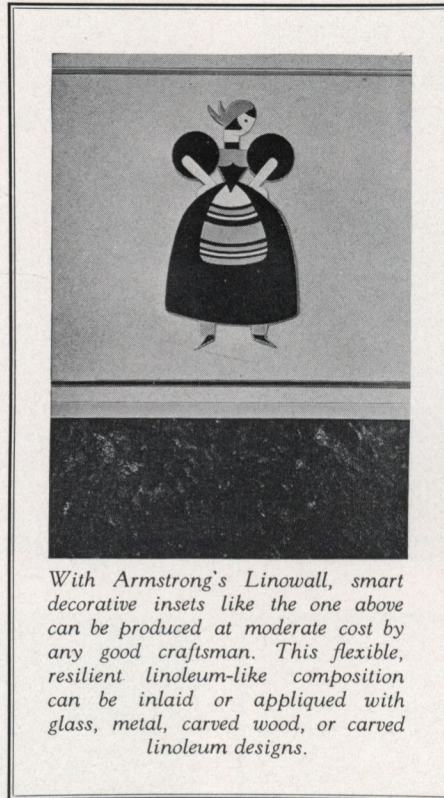
of linoleum, wood, or metal; or it can be applied with glass and metal. Armstrong's Bureau of Interior Decoration will furnish you with other suggestions.

HOW CAN I BUY LINOWALL?

Linowall is sold and installed by department stores, furniture stores, flooring contractors, and specialty shops. Orders must be placed through these dealers. Linowall is not sold direct to the user. For names of local Linowall dealers, write to Armstrong Cork Company, Floor Division, Lancaster, Pa.

WHERE CAN MY ARCHITECT OR BUILDER FIND OUT MORE ABOUT INSTALLING LINOWALL?

Tell him that Linowall is described in *Sweet's Architectural Catalog* or in the *Builder's Supplement of Home Owners' Catalogs*. If you care to send us his name and address, we shall be glad to furnish complete specifications, samples, and other data.



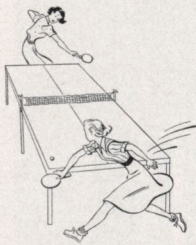
With Armstrong's Linowall, smart decorative insets like the one above can be produced at moderate cost by any good craftsman. This flexible, resilient linoleum-like composition can be inlaid or applied with glass, metal, carved wood, or carved linoleum designs.



SPLASH ALL YOU WISH in this tasteful bathroom. The walls are waterproof Armstrong's Linowall, which is unaffected by steam and water. In Linowall, special designs like the one above the tub can be inset as easily as in linoleum. And like linoleum, Linowall is available in a wide range of attractive colors. The floor above is Armstrong's No. 021 Black Marbelle Linoleum, with a No. 931C Ready-Cut Linoset and matching Linostrips. Linosets for use with linoleum and Linowall are described in detail on page 8.

Basement Play Rooms

YOU CAN CONVERT YOUR BASEMENT INTO A FAMILY FUN CENTER WITH ASPHALT TILE FLOORS



The first step in planning your basement playroom is to find some attractive but low-cost covering for the hard, dusty concrete floor. Because even the driest basements are damp at times, materials like linoleum, rubber, cork, or carpeting are not recommended. Painting the concrete is seldom satisfactory and still leaves the floor cold and hard. Likewise a wood floor is unsatisfactory and expensive.

In asphalt tile, however, many home owners have found an inexpensive solution to this problem. The following questions and answers will tell you why.

WHY IS ASPHALT TILE THE ONLY RESILIENT FLOORING YOU RECOMMEND FOR BASEMENTS?

The materials used in making asphalt tile are not affected by dampness as are the materials in linoleum, cork, or rubber floorings. Therefore, asphalt tile is the only type of resilient flooring that is satisfactory for basements or other areas in direct contact with the ground.

IS ASPHALT TILE EXPENSIVE?

No. It costs less than other resilient floorings. That is, you not only get a more moisture-resistant floor, but also a thicker one for the money.

CAN ASPHALT TILE BE BOUGHT WITH TIME PAYMENTS?

Yes, through the Armstrong Finance Plan. Your Armstrong contractor will give you full details.

I HAVE SEEN FLOORS WITH GAME BOARDS PAINTED ON THEM. CAN I DO THIS WITH ASPHALT TILE?

Do not paint the game boards on asphalt tile. Instead, have the pieces of tile laid so that the different colors form the game board designs you want. A built-in board of this kind never has to be refinished because the colors run through the full thickness.

IS ASPHALT TILE FIRE-RESISTANT?

Yes. One of the materials used in it is asbestos.

WHAT ABOUT CIGARETTE BURNS?

Marks left by burning cigarettes or matches are easily removed from asphalt tile by rubbing the surface lightly with a fine grade of steel wool.

DOES THE CONCRETE HAVE TO BE LAID WITH A MEMBRANE WATER-PROOFING IF ASPHALT TILE IS TO BE INSTALLED?

No. Any dry concrete floor is suitable for asphalt tile if the concrete is not subject to hydrostatic pressure or other factors causing excessive moisture.

CAN I USE ASPHALT TILE TO WATERPROOF MY BASEMENT?

No. Asphalt tile, while moisture-resistant, is not a waterproofing and should not be used as such.

IS ASPHALT TILE A BASEMENT FLOORING ONLY?

No. It may be used in any area of a house where an attractive, low-cost flooring is desired. In basementless "California-type" homes, where the concrete slab is in direct contact with the ground, asphalt tile should be used instead of linoleum.



WHERE CAN I GET HELP IN PLANNING MY ASPHALT TILE FLOOR?

Any Armstrong contractor handling our asphalt tile will be glad to assist you; or write to the Armstrong Bureau of Interior Decoration, Lancaster, Pa.

HOW SOON CAN ASPHALT TILE BE LAID OVER FRESHLY INSTALLED CONCRETE?

The actual time varies. The important thing is to have the concrete surface thoroughly dry. Roughly, a month should be allowed for setting and drying of new concrete if the basement is heated and well ventilated; otherwise, wait longer.

IS ASPHALT TILE EASY TO KEEP CLEAN?

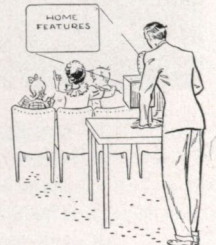
Yes. Dry-mopping and occasional washing and waxing will keep it fresh and attractive for years.

IS ASPHALT TILE SMOOTH ENOUGH FOR DANCING OR SHUFFLEBOARD?

If asphalt tile is waxed, it forms an excellent floor for dancing or shuffleboard. If, however, the room is to be used for ping-pong or similar games, the asphalt tile may be left unwaxed for steadier footing.

I HAVE SEEN ASPHALT TILE FLOORS BUT THE COLORS WERE DULL. ARE YOURS ANY BETTER?

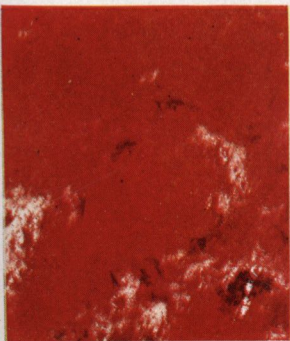
We'll leave that up to you, but we predict that our thirty-seven handsome plain and marble colors will give you a new respect for asphalt tile. As a bit of preview, we show a few of these colors on the facing page.





PLAN A BASEMENT GAME ROOM in your new home, or convert an odd corner of your present basement into a family fun center, with gay floors of Armstrong's Asphalt Tile—the only type of resilient flooring that should be used over concrete in direct contact with the ground, whether on or below grade level.

THERE ARE 37 HANDSOME COLORS FOR YOU TO CHOOSE FROM



Armstrong's Asphalt Tile
Cinnabar Marble No. 324



Armstrong's Asphalt Tile
Tennessee Marble No. 342



Armstrong's Asphalt Tile
Delft Marble No. 355



Armstrong's Asphalt Tile
Slate Gray Marble No. 345



A kitchen that is more than a kitchen might be the name for this handy room with its provision for family bookkeeping, sewing, and breakfasting. The floor is No. 0396 Straight Line Inlaid Linoleum.

ARMSTRONG BUILDING PRODUCTS

Floors

LINOLEUM
LINOFLOR
MASTIC ARMOPFLOR
QUAKER RUGS
QUAKER FLOOR COVERING
STANDARD RUGS

STANDARD FLOOR COVERING

ASPHALT TILE
LINTILE (Oil-Bonded)
RUBBER TILE
MONOCORK
CORK TILE
CORK CARPET

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LINOWALL
MONOWALL
CORK TILE
TEMLOK DE LUXE
INTERIOR FINISH
TEMWOOD

BLOCKED TEMWOOD
TEMBOARD
TEMBOARD DE LUXE

Insulation

CORKBOARD
TEMSEAL INSULATING SHEATHING
TEMLOK INSULATING LATH



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