## Lots of variety offered in hard surface flooring

How fortunate you are to be furnishing a home today. Never before have there been so many satisfactory solutions to all the problems confronting the buyer of home furnishings, particularly in floorcoverings.

The market abounds in hard surface flooring for every room and every purpose, merging beauty and practicality. No longer is hard flooring confined to work areas; it may go anythere in the house.

Time-tested materials such as concrete, terrazzo, quarry tile and ceramic tiles have taken on new glamour and are excellent choices for entrance halls, dining rooms, family rooms, wherever there is hand access.

THE DEVELOPMENT of vinyls THE DEVELOPMENT of vinyls for floor use is largely responsible for the new interest in hard floor coverings. Almost no limit exists to the effects which can and are being produced in vinyl—clear of vividly colored, translucent or opaque, textures or satin-smooth.

Vinyls may simulate handsome grained wood, cork, delft tile, travertine, or marble, to mention only a few. A foam cushion backing now makes it possible to have a practical vinyl surface with the luxurious feel of carpet.

seramic tiles have taken on reer glamour and are excellent choices for entrance halls, dining rooms, family rooms, wherever there is hard usage.

However, these floors are non-resilient and are not the best choice in areas where one spends a lot of itte cap and water, nothing times standing, such as the kitchen.

I have listed a few of the most commonly used floor coverings, colors and textures, suitable for with their characteristics and uses any room of the house, may be to help shoppers know what to buy when they are ready.

CONCRETE THE: May be used solid or in squares, polished or unpolished, desirable for hard wear areas, requires heavy waxing, do not use varnish.

BRICK: Durable, requires little upkeep, comes in sizes and textures, used on patios, foyers, and any room where a country look is desirable.

MARBLE: The hardest of the nonresilient flooring materials, it gives a feeling of real elegance and is more expensive than other flooring, but it is permanent. Soap and warm water will suffice.

SLATE: Tends to be formal, runs from grey to black in color, may be used in heavy traffic areas, can be easily cleaned.

GLASS BRICK: A new development similar to glass brick for walks. Permanent, sanitury, translucent and easily maintained, very suitable to dark areas.

LINOLEUM: Inlaid linoleum is durable, long wearing, easy to clean, and quiet. Colors are unlim-ited. All utility areas of the house, including kitchen. Soap, water and wax, if you like it.

CORR TILE: Cork provides warmum quiet and cushiony comfort. However, not suitable for wet areas of the house, (kitchen or bath). Colors vary from light to dark brown, and require a lot of maintainance.

versatile, combining beauty, warmth, resilience and resistance to indentation, durability.

Reasonable cost of installation. and limitless use in any room it appears in make it as popular as it is.

VINYL: ASBESTOS: Excellent and your salesman will furnish you with additional information and and wears well. Hard to walk on chicked the click of the heels is heard.

VINYL TILE: Tough and non-porous, resistant to stains, durable. Available in variety of colors, pat-terns and textures, the more vinyl content, the higher the price. Easy care, this is the one grandma would have loved to own.

Everything above ground may come and go, but the floor you walk on will be most permanent. Spend a few more pennies here, and you will be thankful for many years to come.

want to know more about floor-ing? If you have a question for floria, write. Gloria Coben, Room Wood floors are in a category all by themselves. Wood is the most



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