Report Demand For Hardwood Flooring

Oak is more than holding its own in the flooring sweepstakes of American home building, industry figures reveal.

For decades it has been the overwhelming favorite of home owners and builders. During most of this time it had little competition.

In the last few years, however, a number of man-made substitutes have been introduced with great promotional flourish in moves to challenge oak's leadership.

But the famed hardwood continues to outsell all other residential flooring materials combined.

Demand throughout the early months of this year has been up substantially over 1965, with orders exceeding production and shipments consistently. This has coincided with a shortage of rough oak lumber due to poor weather for production and to other factors.

As a result the industry has been hard put to fill orders promptly. But the situation shows promise of improving in the second half of 1966, according to the association's president, John F. Stewart.

He says indications point to a better supply of oak lumber and that this will permit flooring mills to meet all oak floor requirements of home builders without serious difficulty.

The accelerated demand underscores the rising popularity of oak floors, Stewart points out.

Much of the sharpened interest in oak is attributable, he says, to the current decorative trend toward exposed floors. In this, the emphasis is on floor attractiveness, and oak is long on beauty.

In fact, says Stewart, "some man-made flooring materials pay oak the supreme compliment of imitation in simulating its color and grain by photographic processes.

The promotional appeals of those products recognize hardwood as the standard of excellence in flooring beauty.

"For example, one typical statement asserted, 'Here are the traditional richness and warmth of solid hardwood.'

"These imitations, of course, cannot really duplicate the natural beauty of hardwood or its other qualities. But in making the effort they pay high tribute to the leader."

WHAT'S MORE FUN than eating hot dogs and ice cream? Riding on a fire truck! That's what these children did Sunday at the Ford Motor Company National Parts Depot open house in Livonia. Several thousand toured the facility to see "where daddy works." These children are (from left): Albert DeGrazia, 27649 Sheridan, Garden City; Jaime Robinson, 6736 Elizabeth, Garden City; Steve Greca, Wayne Road, Romulus; Jeffrey Barzitis, 31612 Hees, Livonia; Linda Greca, Wayne Road, Romulus; Dennis and Charlene Sears, 36532 Fernwood, Westland; Cindy Rawlings, 31710 Maplewood, Daniel and Sandra Vegh, 31245 Barton, and James and Donald Rawlings, 31710 Maplewood, all of Garden City.

Hike Purse For "Mile" To 100 Gs

The purse for the famed Michigan Mile will be increased to $100,000 added for the 1966 running, Dale Shaffer, President of the Detroit Race Course, announced Saturday.

The Mile, annually the outstanding event on the Michigan racing calendar, takes its place among the nation's richest stakes with the latest boost in its value.

The Mile now will have an added value of double that of any other stake contest in Michigan.

The 1966 renewal of the Mile will be raced Saturday, September 17, Shaffer said.

"This is the third consecutive season we have increased the value of The Mile," Shaffer said. "For 10 years it carried a purse of $50,000 added. In 1964, we boosted it to $62,000 and last year it was $75,000 added. This latest increase demonstrates our belief in the growing strength of Michigan racing and is another indication of our desire to provide the highest possible caliber of racing for our fans."

In 1965, The Mile attracted one of the finest fields of any stake event in the United States. It was won by Stanley Conrad's Old Hat, which subsequently was named Mare-of-the-Year. Harbor View Farm's Roman Brother was second and Take Over third. Roman Brother, the consistent performer who carries the silks of financier Lou Wolfson was selected Horse-of-the-Year in the annual polls.

In addition to the first three finishers, The Mile attracted Tronado, Peter Pumpkin, Moss Vale, Aurelius II, Tibaldo, Quita Dude, Lemon Twist and Viking Spirit.

"With a purse of $100,000 added, we are in a position to attract the finest handicap horses in the nation," Shaffer said. "Owners and trainers of the outstanding stars are attracted by a top purse."

Old Hat and Roman Brother both recently returned to training and if they make satisfactory progress will meet again in The Mile.

Larson Is Sports Chief At Country Day School

Richard L. Larson, 5150 Diehl Road, Metamora, has recently been appointed Athletic Director at Detroit Country Day School, Birmingham.

He will assume the duties of John L. Hannett, who has been named Director of Development. Hannett will retain his position of varsity basketball coach in addition to his teaching duties in the Upper School science department.

A 1961 graduate of Albion College, A.B., Larson taught at Oakleigh Junior High and Ottawa Hills High in Grand Rapids prior to his association with Country Day.

Most Decide To Remodel —Stay Put

What determines a family's decision to remodel?

Forty-nine percent of families participating in a survey said it was a desire "to remain in the same location." The study was sponsored by the National Home Improvement Council.

Other reasons listed for remodeling were:

Make home more beautiful, 43 per cent; expansion to permit other uses of present space, 29 per cent; space limitations of present home, 28; desire to increase value of property, 28; needed repair work 23; moved into used house, 18; miscellaneous, 2.

Commenting on the findings, John Concord, home improvement consultant to Masonite Corporation, says:

"Families become accustomed to their homes, neighbors and neighborhoods; naturally, they prefer to remain if their house can be updated to meet their present living needs.

"Children move out and grandmothers or elderly couples join the family circle. Often, these changes dictate changes in the living environment. These might be a room addition or conversion of an upstairs into an apartment."

Modern building materials and improved construction methods now make house renovations an important factor in deciding whether to remodel or move, Concord observes. Fuss and muss are at a minimum.

"Besides having the conveniences of the same but modernized home, many families consider the expense of buying a new or different property at current selling prices and mortgage interest rates. Most families find they can fare better by staying and improving the property.

"While home improvements cost money, too, they also add to the value of the property. It's no wonder that 49 per cent of the surveyed families stated a desire to remain in the same location."

Radio Man Now

Pvt. William S. Martin Jr., 20, whose parents live at 6111 N. Harvey, Wayne, has completed a radio teletype operation course at the Army Southeastern Signal School, Fort Gordon, Ga.

Dramatics Highlight Free Press Thriller

Dramatics marked the Garden City Sporting Goods 1-0 victory over Redford's Dependable Harchrome in last week's feature in the Livonia-Detroit Free Press baseball league.

It was a stirring, mound duel between Rick Wade and Tom Fleszar with Wade winning up the victor on a one-hit gem.

The only hit off Wade, who struck out nine, came from the bat of Reg Barringer. Meantime, Fleszar gave up only four hits and struck out 11.

Two big defensive plays saved Wade. In the fourth inning after Bob Holmes was safe on a fielder's choice and taken second on a wild pitch, Barringer poked his hit. Holmes, trying to score from second, was flagged down at the plate.

Then, with two out in the last inning, Robby Masson of Dependable slugged a towering fly beyond the light tower at Livonia's Ford Field. Ken Cartier of Garden City leaped high and made a back-handed catch, rolling over as he snared the ball.

Although crashing to the ground, Cartier hung on to the ball to end the game.

It was Cartier with a double and Ford Simpson with a single who combined in the first inning for the game's only run.

The victory was one of three scored by Garden City during the week to remain unbeaten in the Free Press circuit.

The other two conquests came over Livonia's Cardinal Decorating, 6-3, and 8-2.

Don Chute fanned eight and was in little trouble in the 6-3 win as Cartier and Gary Slade each belted across two runs for Garden City.

Joe Huber was the hero against the Giants in the second encounter. Besides driving out a single and double, Hartge pitched the victory and allowed seven hits.

Two-hit pitching by Rick Barryman brought Redford's Dependable a 3-0 whitewashing of Dearborn Heights.

Barryman gave up a single in the first and another in the third. He struck out seven.

Redford counted its first run in the opening inning when Robby Masson tripled and Holmes followed with a triple.

Masson singled and advanced when Barryman was safe on an error. Both then counted when Terry Rothwell rocked a long hit.

A doubleheader is slated in the Free Press League at Henry Ford Field Wednesday night with Cardinal playing Dearborn Dad's Club and Garden City meeting Dependable. The latter clash at 6:15 p.m. with the nightcap at 8:30.

Cardinal and Dependable will play at Riverside Field Friday at 6 while Garden City hosts Dad's Club.

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