Tile Design Simulates Natural Materials

A revolution of style and economy has hit the floor tile industry.

The do-it-yourselfer no longer has to settle for second best when it comes to highly-styled, quality flooring. With the array of patterns now available in low-cost, vinyl-asbestos tile, the luxury of high fashion underfoot is within reach of every pocketbook.

The tired old checkerboard patterns and uninspiring colors that once characterized tile flooring have vanished. In their place have emerged dozens of exciting new visuals aimed at the fashion-conscious homeowner.

New designs stress color, pattern and texture, while de-emphasizing the individual tiles themselves. So skillfully concealed are today's tile seams that it's difficult to distinguish the finished job from a professionally-installed sheet floor.

CURRENT TRENDS in home decorating indicate a wide appeal for natural materials. Anticipating this, tile manufacturers have been able to simulate many of nature's own designs. They offer patterns with the look of marble, brick, slate, wood, ceramics and stone. These new tile floors achieve a high degree of realism, thanks to improved manufacturing processes.

Whether the homeowner prefers traditional or modern decor, the wide variety of tile floors allows free expression of personal taste. Tile floors make a good background for area rugs, whether they be costly Orientals or bold modern styles.

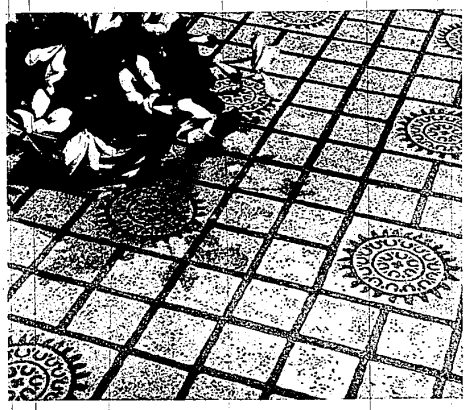
Certainly one of the key advantages of tile is its economy. Vinyl-asbestos flooring for an average 12' by 15' room can cost as little as $60. And since you do the work yourself, there's no added expense for labor. This improved value allows you to spend more money on furnishings and accessories.

TILE FLOORS are easy to install. A few cartons of material, adhesive and an investment of several hours of free time are all it takes. Recently, installation has been made even easier by the development of new techniques, which permits new tile to be installed directly over existing tile or sheet floors.

A clear adhesive can be spread directly over securely-bonded and properly-prepared old resilient floors. This adhesive, when correctly applied, permanently bonds the new tile to the old floor, eliminating the mess and expense of removing the old material.

Modern tile floors can be used in basements, family rooms, kitchens, baths — in fact any room where beauty and practicality count.

GEOMETRIC EFFECT is achieved by combining two colors.



ANCIENT AZTEC design is captured with an embossed medallion insert. The Armstrong tile comes in a variety of colors.

LOOKS LIKE hand-laid slate chips but it's Armstrong's Geodessy tile pattern.

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