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THE  
**Observer & Eccentric**  
NEWSPAPERS

# Builders Show exhibit

## All's quiet on new hardwood floor front

**I**N ANY interior decor scheme, floor covering is perhaps the most important consideration. It determines the character and mood of an entire room, office, store or home.

A new three-element floor system developed by Rowi uses only the finest hardwoods from Malaysia, Africa, Indonesia and western Europe to provide a wide selection of species and colors of hardwoods from which the homeowner, decorator or installer can choose to create that certain mood or set the character of a home or office. Available in oak, wenge, rubia, smoky oak, esbea, merbau, white rubia or kambala wood, the design capabilities of Rowi are unequalled.

All boards in Rowi's hardwood floors are milled to precisely the same size allowing the homeowner or installer to easily create unique, customized and elegant hardwood floors in homes, offices or stores. Installed over a foam sound and vapor barrier, the "quiet" hardwood flooring provides a distinct advantage in modern offices or anywhere acoustics are a concern. Rowi quality hardwood floors install quickly and require no special tools, nails, screws, messy adhesives or technical knowledge, making Rowi ideal for the do-it-yourself worker or the professional. The flooring is natural wood and is prefinished with three coats of polyurethane for years of beauty and durability. Milled with square edges, Rowi flooring can be installed easier and faster than conventional tongue-and-groove hardwood floors and is ready to use out of the box.

**INSTALLED IN A** unique overlapping pattern that assures tight bonding, the flooring can be placed over almost any sub floor. Rowi hardwood floors are also flexible allowing the flooring to be installed over uneven sub-floors. It is recommended that particular attention be addressed to the sub-floor and that the flooring not be installed over carpeting.

The first underlayment of the Rowi hardwood floor system is a closed cell 1/4 inch thick polyethylene foam that has a pounds density per cubic foot. Laid directly over the sub floor, the

closed cell foam acts as both a sound and vapor barrier making Rowi floors very quiet.

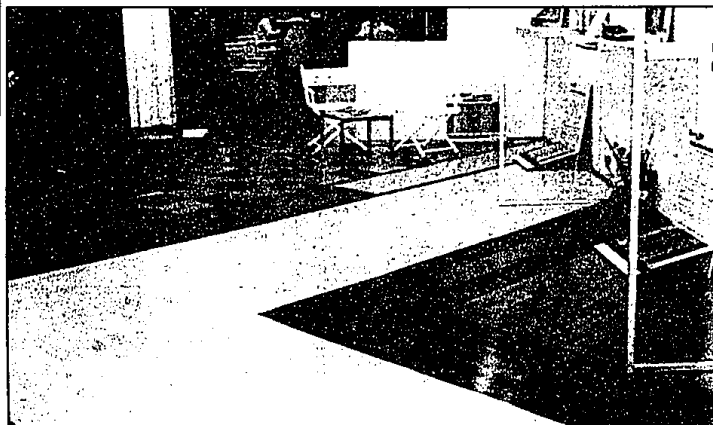
The secondary underlayment consists of 1/4 inch thick sheets of tempered cellulose hardboard. The sheets are 12-9/16 inches x 25-1/4 inches and are pre-coated with a micro-encapsulated adhesive on the upper side. This layer is the key to the strength and durability of Rowi hardwood floors since it bonds to the hardwood boards in a tight, almost impregnable fit.

Solid 1/4 inch thick virgin hardwood completes the Rowi flooring system. Available in strips 2-11/32 inches wide by 13-1/4 inches long or in strips 2-21/32 inches wide by 16 to 47 inch in length, the hardwood features milled square edges and ends to provide seamless edge-to-edge and end-to-end fit. Coated with micro-encapsulated adhesive on the bottom, the hardwood boards are laid at a 45 degree angle to the underlayment and bend to fit. This criss-cross pattern "pulls" the hardwood boards together completing the unique Rowi hardwood floor.

**ROWI HARDWOOD** floors can be sanded and refinished like other hardwood floors. They will not crack or squeak. Should any damage occur to any piece of the flooring, repair is simply a matter of prying up the damaged piece and installing a new board.

Rowi flooring is available in 5X (25 square feet) packages and in 50-square-foot, random-length packages. All packages include the foam barrier, underlayment and hardwood strips. All materials are shipped shrink-wrapped for protection. Shipping weight is approximately 1.5 pounds per square foot. The Rowi hardwood floor system costs \$4 to \$5.50 a square foot without installation or \$6 to \$7 a square foot with installation.

More information on the Rowi flooring systems is available from the Midwest distributor for Rowi, Forterra Corp., 24500 Forterra Drive, Warren, 48089. The Rowi hardwood floor systems also will be exhibited at the home Builders Show, Cobo Hall, Detroit, opening this weekend and continuing through March 27.



Rowi hardwood flooring system will be on exhibit at the Builders Show.

O&E Classifieds work! O&E Classifieds work! O&E Classifieds work!

**CLIP AND SAVE**

# BUILDERS SHOW EVENTS

**SAT  
MAR 19**

9 to 12 Ask the Handyman—WXYT AM  
1270. Popular talk show broadcasts  
live: Host Glen Haegle.  
12 to 1 Floral Design Demonstrations,  
Hall C  
12:00 Meryaires  
1:00 Meryaires  
2:00 Meryaires  
3:00 The Michigan Group Realtors  
Present Main Street Fashions

3 to 5 Floral Design Demonstrations, Hall C  
4:00 Ann Arbor Morris & Sword & Upper  
Cut Rapier Folk Dancing  
The Dancers Studio  
6:00 The Dance Connection  
6:45 Argentinian Gaucho Group  
7 to 9 Floral Design Demonstrations, Hall C  
7:30 Vidyanjali East Indian Dancers  
8:30 Tagumpay-Philippine Dancers

**SAT  
MAR 26**

9 to 12 Ask the Handyman—WXYT AM  
1270. Popular talk show broadcasts  
live: Host Glen Haegle  
12 to 1 Floral Design Demonstrations,  
Hall C  
12:00 Meryaires  
1:00 Meryaires  
2:00 Wala Song and Dance Ensemble  
3:00 The Michigan Group Realtors  
Present Main Street Fashions

3 to 5 Floral Design Demonstrations, Hall C  
4:00 Solem De Espana Flamenco  
Dancers  
The Dancers Studio  
6:00 Hora-Aviv Israeli Dancers-Dela  
Pierson-Gibbs Panel  
7 to 9 Floral Design Demonstrations,  
Hall C  
8:00 Wavel Folk Ensemble  
8:30 Sorbian Slo-Vak Ensemble

**SUN  
MAR 20**

9 to 12 Ask the Handyman—WXYT AM  
1270. Popular talk show broadcasts  
live: Host Glen Haegle.  
11:15 Nine Cadillac Dancers and  
Musicians Folk Dancers  
12:00 Glendi Greek Dancers  
12 to 1 Floral Design Demonstrations,  
Hall C  
1:00 Fashion Show with Main Street  
Fashions

2:00 Anita School of Dancers  
3:00 Mexican Ballet Folklorico de Cork  
Toen  
3 to 5 Floral Design Demonstrations, Hall C  
4:00 Capetilla Folk Dancers  
5:00 Glendi Dancers  
6:00 The Dance Connection  
7:00 Dance LTD  
7 to 9 Floral Design Demonstrations, Hall C  
8:00 Tri-Amullat Near Eastern Dancers

**SUN  
MAR 27**

9 to 12 Ask the Handyman—WXYT AM  
1270. Popular talk show  
broadcasts live: Host Glen Haegle  
1:30 Main Street Cloggers  
12:30 Fashion Show with Main Street  
Fashions  
1:30 Ford Motor Chorus  
2:30 The Don Large Singers

3 to 5 Floral Design Demonstrations,  
Hall C  
3:30 Anita School of Dancers  
4:30 Dance LTD  
5:30 Sara Creation Folklore Group  
6:30 Pat Sherrell Dancers  
6:00 Plant Auction to benefit MS. Quilt  
Raffle to benefit Ronald McDonald  
Houses

**MON  
MAR 21**

8:00 Standard Federal, Jeffrey  
Robinson, "Loan  
Qualifications—  
Types of Loans"  
3:30 Decorating Den  
4:40 Pierson-Gibbs Homes,  
Inc.

7 to 9 Soft Touch Fashion—  
Fashion Show  
6:30 Southfield Lathrup Jazz  
Ensemble  
8:00 The Don Large Singers  
8:30 Wolverine Chorus

**TUE  
MAR 22**

3:00 First Federal, Al Marshall,  
"Adjustable Rate Mortgages"  
3 to 5 Floral Design  
Demonstrations, Hall C  
3:30 Decorating Den  
4:30 Novi Singers  
5:30 The Soft Touch Fashions—  
Fashion Show

6:30 The Jills and the Chamber  
Singers, Andover High  
School  
7 to 9 Floral Design  
Demonstrations, Hall C  
7:30 Lakeshore Chorus Barber  
Shop Group  
8:30 Decorating Den

**WED  
MAR 23**

8:00 Lahser High School  
4:00 Madrigals—Southfield  
High School  
5:00 Madrigals  
6:00 Pierson-Gibbs Panel  
7:00 The Point Singers  
7:30 The Tower Dells

7 to 9 Floral Design  
Demonstrations, Hall C  
8:00 Crazy Eights—Grosse Pte.  
South High School  
8:30 Wavel Folk Ensemble

**THU  
MAR 24**

3:00 "Interior Landscaping"  
by Sam Defazio  
3 to 5 Floral Design  
Demonstrations, Hall C  
4:30 Soft Touch Fashions—  
Fashion Show

5:30 Birmingham Groves Pop  
Connection  
7 to 9 Floral Design  
Demonstrations, Hall C  
7:30 Main Street Cloggers  
8:00 Musical Ties Quartet  
8:30 Decorating Den

**FRI  
MAR 25**

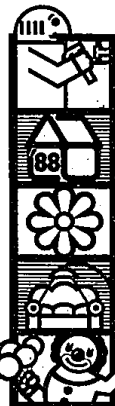
2:30 Jonathon Haglund—Time  
3 to 5 Floral Design Demonstrations,  
Hall C  
3:15 Decorating Den  
4:00 Lahser High School Jazz Band  
4:30 National Bank of Detroit  
Mortgage Corp. Dave Glikka,  
"Mortgage Products"

5:30 Soft Touch Fashions—Fashion  
Show  
6:30 Custom Blend Quartet  
7:00 Detroit Edison Glee Club  
7 to 9 Floral Design Demonstrations,  
Hall C  
8:00 Pierson-Gibbs Panel of Homes  
and Finance  
8:30 Decorating Den

**Show Hours**  
Saturday & Sunday  
10 am-11 pm  
Monday-Friday  
1 pm-11 pm

**Tickets**  
Adults ..... \$4.00  
Senior Citizens ..... \$2.00  
Students (6-12 yrs.) ..... \$2.00  
Kids under 6 ..... Free

**\$5.00 Special  
Family Ticket**  
Admits two adults and  
accompanying children 18  
and under. Children MUST  
be accompanied by adults.  
Available only at



**BUILDERS  
HOME  
FLOWER  
FURNITURE  
SHOW** COBO HALL  
MARCH 19-27