

Smart Businessmen Know It Pays To Advertise Their Business Here

Modern Basement Is Laundry Center

They're not making bathtub the way they used to. No longer the "poor stepchildren" of the home, today's bathtubs get as much or more attention than the other rooms.

There's a good reason for it. Homeowners now have a new attitude about the usefulness of the bath—and new, exciting ideas about how to make them beautiful and convenient. Dressing and personal grooming in many homes have been transferred to the bathroom where they belong.

Thus the bath has graduated from a strictly functional room to one of the first importance in the scheme of modern living.

The new freedom concept in bathroom planning is reflected in the modern styling of fixtures, innovations in design and exciting new color combinations. Gone is the cold, "clinical" look of past years. Bathrooms have been replaced by one of colorful, comfortable elegance.

In the color "popularity parade," the current favorites are pink and light tan, followed by light blue, light green, yellow, gray, maroon, dark green, ivory, dark blue and black. One of the most recent additions to the color line is orchid, and it's moving up fast in popularity.

While, far from being extinct, still accounts for nearly half of the fixture sales across the country.

Lavatories, perhaps more than any other fixture, have been adapted to modern, high styling. They are available in sizes, colors and shapes to suit any taste and to fit any type of decor—modern or period.

There's a major trend in lavatories to built-in or countertop installations. These popular vanity-lavatories can double as dressing tables with the added convenience of hot and cold water. Vanity-lavatories, when installed in bedrooms, permit women to devote as much time as they please to personal grooming, without monopolizing facilities of the family bath.

Another growing favorite is two lavatories—lavatories installed side-by-side, back-to-back or set at an angle to each other. Double lavatories are a popular because of their obvious double conveniences.

Attracting a great deal of attention among homeowners in recent months have been the new lavatories produced with decorative detail elements around the perimeter of the bowls. Among the patterns available are floral, Victorian, early American and Grecian.

To carry out this high-style theme in bathroom decorating, some manufacturers even offer accessories to matching patterns—including toilet seats, door knobs, wall and floor tile, water-proof wallpaper, towel sets and shower curtains.

Modern bathtubs, too, feature

Repellents Help Protect Hardwoods

There are water repellent preservative treatments available which protect hardwood floors against moisture penetration. The Maple Flooring Manufacturers Association points out, however, that there is no known method which entirely eliminates this hazard. By way of explanation, the association said:

"A growing tree is a receptacle for great quantities of water which is drawn from the earth and carried to the leaves through the cells. Treating wood with water repellent solids simply reduces the 'thirst' of wood for water.

"The treatment slows down moisture penetration and thus eliminates most of the damage which results from rapid expansion and contraction of the wood. This protection is called dimensional control.

"For hardwood floors, the water repellent preservative must be manufactured with chemicals which will not discolor in any way adversely affect the floor finish. Such products will contain chlorinated phenols, pentachlorophenol and tetrachlorophenol toxic to insects.

"They will also contain water-repellent materials which are held in perfect solution in efficient solvents and mineral spirits.

"This solution should be light-bodied and highly penetrating. Further, the light preservative will not leave a perceptible coating on the wood, nor will it present an odor problem, when dry.

"The major benefit of the preservative treatment on floors of northern hard maple is its ability to retard moisture penetration."

properly designed and the fixtures correctly installed can the homeowner get the full benefits that today's beautiful bathrooms are designed to provide.

Your qualified plumbing contractor is the man best equipped to recommend bathroom products and color to match the installation. He can also provide you with a wide selection of booklets and other literature that contain helpful ideas on fixture selection and choice of colors.

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