

Building Costs Cut by Omitting Wood Flooring

By DOROTHEA M. BROOKS

New York—Looking for cost-cutting tricks in home-building? You might consider omitting the flooring.

There seems to be a growing trend in this direction, according to Allen Frischer, president of Frischer Carpets Inc., New York, one of the country's largest carpeting firms.

It used to be, he said, that home owners and apartment dwellers had to decide whether or not they wanted to carpet, decorate with area rugs or leave floor completely exposed. Now, however, the choice often is boiling down to whether or not a family wants carpeting or flooring.

The practice of eliminating wood flooring entirely and simply installing carpeting or

hard surface covering over the sub-flooring began with cost-conscious apartment builders and has spread to the ranks of home owners.

Adopted Trick

The large-scale home developer picked up the practice for his model homes where, since carpeting was necessary as a decorative feature, it seemed foolish to bother installing expensive wood flooring that would never be seen. The do-it-yourself home builders also adopted the cost-cutting trick which saves both money and the time required to install flooring.

"Whether or not carpeting is installed directly over the sub-flooring or over wood floors, Frischer emphasizes, 'There are a number of important considerations that should be taken into account when contemplating the floor treatment of a home.'

Frischer emphasize the decorative value of carpet to a room setting, since it contributes both color and texture.

Important also, is the sound-deadening qualities of carpeting. The soft pile of carpet absorbs not only the clatter of feet on wood but, in homes of more than one story, will minimize overhead noises and provide an added measure of sound insulation.

Gains Favor

Frischer maintains, too, that carpeting has been gaining favor in recent years because of its low maintenance requirements, which generally

amount to regular vacuuming and infrequent cleaning.

He stressed the importance of choosing the right floor covering for a particular use, noting that, since certain areas of a home are likely to have heavier traffic than others, it is a wise idea to vary the grade of carpet to suit the room. It is possible to do this without resorting to different patterns or color since the same carpeting often comes in a variety of grades and thickness, Frischer said.

He pointed out that carpeting is not an all-purpose floor covering and there are certain living areas where use of another material is preferable; in playrooms, for instance, where it usually is advisable to use some sort of tile. Bathrooms and kitchens, too, traditionally lend themselves to tiling.

For the family that likes the appearance of wood flooring with area rugs for accent, he suggests as a less expensive substitute a vinyl or linoleum floor covering that simulates wood and is more easily maintained.

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Sir Winston Said Still Indomitable

London—Sir Winston Churchill, the indomitable, the magnificent—writers have long since run out of words to describe this astonishing man—comes up to his eighty-eighth birthday Nov. 30 as indomitable and magnificent as ever.

Whatever he has yielded to his great age has been yielded grudgingly. He has an unquenched and unquenchable lust for life, but never more plainly than in the past few months.

When he fell in his bedroom and broke his thigh while on a Riviera holiday last June there were few who would have wagered he would reach his 88th birthday. He was flown home amid what almost amounted to worldwide mourning and went into hospital. For days each succeeding medical bulletin was awaited with anxiety.

But the days went on. The old man began sitting up. Then came the day he went home in a wheelchair—with a defiant "V" sign for those who had doubted.

Soon Walking

Soon he was walking around the ground floor of his London home. With difficulty and with the aid of a stout cane. But walking.

And one day earlier this month he went out to dinner with his friends of "The Other Club," at the Savoy hotel. He ate and drank everything on the menu. He smoked his



To Observe 88th Birthday
SIR WINSTON CHURCHILL

big cigars. London newspapers splashed his first-outing pictures on their front pages. Sir Winston the incredible was doing it again.

down on his food, his smokes, his brandies? Not at all. Planning a birthday party? He wouldn't let the family miss it.

As usual there will be a special birthday cake on tap for Sir Winston, made by Madame Maria Floris. The Floris firm is the Queen's cake-maker, too. For 21 years Madame Floris has personally supervised something special for the Churchillian cake. Last year it was a huge affair topped with a model of Sir Winston's racehorse "High Hat."

Surprise

Mme. Floris never tells beforehand what the cake will be, to keep it a surprise for Sir Winston.

Churchill at 88 will be reaching a cherished milestone. One of his few unfulfilled ambitions is to live longer than any former prime minister. Gladstone was 88 years and five months when he died in May, 1898. A year, incidentally in which the then 23-year-old Winston Churchill was being praised as one of the finest war correspondents of his time.

Whatever the future holds for the man who has been described in his cherished House of Commons as the greatest Englishman for 500 years, he has at least one definite plan.

He wants to get back down to the Riviera and sit in the sun again as soon as his doctors will let him. And if Sir Winston has his way, it will be soon.

Back Stairs

George Washington Collects Kennedy's Hyannis Port Trash

By MERRIMAN SMITH

UPI White House Reporter
Washington—(UPI)—Back stairs at the White House:

Know who collects President Kennedy's garbage and trash at Hyannis Port? George Washington, that's who.

George Washington Rubbish Collection Service is a Hyannis Port institution. George, the founder of the trash pickup, not the country, no longer runs the business which is in charge of his son-in-law, George Tobey.

It may be announced any minute, but the Democrats were so pleased with their banquetless fund-raising affair in New York last May that they plan another one in Washington Jan. 18. It will be a mammoth entertainment gala at the District of Columbia Armory with most of the seats priced at \$100.

The show in Madison Square Garden last May saluted the President's 45th birthday and was more successful as a money-raiser than the conventional \$100-a-plate dinner.

If the Washington affair is another success, this could spread to other large cities where at conventional fund-

raising dinners, much of the money goes into food, wine and service.

This week's knee-slapper around the White House and other outposts of the New Frontier:

"Knock, knock."
"Who's there?"
"Nixon."
"Nixon who?"
"You've forgotten already!"

Mrs. Kennedy is taking extra special care of her new puppy, Clipper, a five-month-old German Shepherd male.

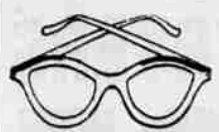
In the White House baggage from Cape Cod last Sunday night was a 50-pound sack of dog biscuits.

HELP US!

We need clothing, shoes, dishes, furniture, and bedding.

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The Salvation Army
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Just cut out the coupon that's on the back of our specially marked packages. It's worth a nickel on your purchase of your second package. So take it to your store and spend it. Hurry!

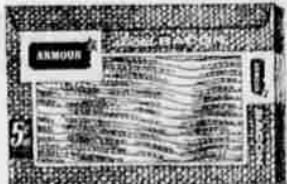


The nickel's nice—the bacon's even better

This bacon slab is selected. That means we look hundreds of them over for leanness and firmness and tenderness. Only one out of three is right for Armour Star.

Then we cut off both ends—where the streaks of lean start to thin out and get skimpy. Not good for either end.

And what's left in the middle of the slab... the wide, long slices with the broad strips of good lean meat... and enough fat to fry up crisp... that's the only part that is good enough to go into this package.



Armour Star is the bacon the butcher brings home



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If you enclose a top from any box or sack of any size or type of Aunt Jemima Pancake Mix or print the words "Aunt Jemima" on a plain piece of white paper and mail it with your entry... **YOUR PRIZE WILL BE DOUBLED!** Check the chart and see. Prizes redeemable in merchandise only.

EASY TO ENTER! This is a sweepstakes, not a contest. There's nothing to do but send in your entry.

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RULES... The Grocery Money Sweepstakes will be held for a limited time only. All entries must be postmarked by midnight, December 31, 1963, and received by January 15, 1963. The drawing for winners will be held January 15, 1963.

So don't delay. Act today. Fill out your entry blank now. Send it along with your boxtop or printed words "Aunt Jemima" on a plain piece of white paper. Sweepstakes open only to residents of the states of Washington, Oregon, Idaho, Utah, Wyoming, Montana and Nevada. You—yes, you—may be one of the many lucky winners in the great new Aunt Jemima Grocery Money Sweepstakes! Sweepstakes void where prohibited, regulated or taxed.



Great Sweepstakes! Great pancakes! Make it Aunt Jemima Day at your house soon. Especially Aunt Jemima Buttermilk pancakes... in the blue package. Those are the golden-light, tender-textured pancakes that make mom something special with the whole family.

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