ORNAMENTAL HARDWOOD FLOORS.

PARQUETRY, BORDERS, STRIPS, FLOOR FINISHES, WEIGHTED BRUSHES.

MANUFACTURED BY
S.C. JOHNSON & SON,
RACINE JUNCTION, WIS.
U.S.A.
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INTRODUCTION

For eighteen years we have devoted our entire attention and energies to the manufacture of fine hardwood floors. In this age of keen competition quality is often sacrificed for price. This is particularly disastrous in our line, for if a floor is not made of wood carefully selected and cured and extreme caution used in every detail of manufacture, the floor, instead of being one of the most beautiful and satisfactory features of the home, will be a source of constant care, annoyance and expense.

The advantages of a hardwood floor over a carpet are many and varied. The wood floor is cleaner, sweeter, more wholesome and easier to keep in order. The germs of disease and contagion often lurk in carpets; hardwood floors are perfectly sanitary. Carpets are temporary; hardwood floors last a lifetime. Your home is supposed to represent your personal likes and everything that enters into its furnishing, reflects on your judgment. You will either be commended for your taste, or criticised for lack of it.

So, aside from the question of comfort and satisfaction, the best and the best only should be a part of your home surroundings.

The cost of laying and finishing a poor floor is the same as for a perfect floor. We do not make the lowest priced flooring, but we do claim to make the best and that in the end is always the cheapest. No manufacturer can offer goods at lower prices than we quote without sacrificing either quality, workmanship or design. Better have no hardwood floor than a poor one.

We are located where we can obtain all the different hard woods to good advantage, and nearly all our skilled workmen have been in our employ for years.

All of our materials are carefully selected and inspected and no inferior stock or faulty workmanship ever find their way into our product. When you buy anything—whether floors or finishes—bearing our name and trade mark you may be sure that there is no better made.

The designs shown in this catalogue are entirely new and original with us. We prefer to have selections made from these, but are prepared to furnish any of the styles shown in our former catalogues or special designs.

The list in the catalogue refers to the 5-16 inch thickness. When goods of 7-8 inch thickness are required, we will quote net prices when we know definitely what is wanted. We are always glad to submit estimates of cost with colored sketches when we can have sizes of rooms, together with some idea of styles.

STRIPS

Strips are used for widening borders and covering centerfields in place of parquetry or roll goods. All strips are 5-16 in. thick, varying in lengths from 6 to 12 feet, in any desired wood and width. Our stock strips are 1½ inches in width. We do not recommend the tonguing and grooving of thin strips for the thickness above the groove is but an eighth of an inch and is likely to soon split off, and as the strips can be nailed on one side only they are apt to warp and bulge in damp weather.

Strips should always be laid across boards in the foundation floor and fastened with 1½ in. No. 15 wire brads, driven in opposite edges into every board where the boards in the under-floor are wider than 2½ in., and in every other board if narrower. Strips are packed in bundles containing from 250 to 500 lineal ft. One thousand lineal feet of 1½ in. strips will cover 130 square feet and weigh 125 lbs.
A Border with Roll Goods for centerfield.

Scale ½ inch = 1 Ft
This term is applied to wood cut into geometrical designs. Our 5-16 inch thick parquetry (except the styles shown on page 6 of our catalogue) is glued up in slats 12x36 inches, 18x36 inches or 24x48 inches, depending upon the size of the figures. Heavy cotton cloth is glued to the back to hold the pieces together until they can be securely nailed to the foundation floor. Parquetry packed in crates ready for shipment, containing 75 feet each weighs 1 1/2 lbs. to the square foot.

Thick parquetry, 7-8 in., 1 in. or 1 1/4 in. thickness, is made by gluing quarter inch face of hard wood to pine backing. The blocks are either 12x12 in. or 18x18 in. square, grooved on four sides. 7-8 in. thick border is made in the same manner in lengths to fit the sides of the room.

The thin, or 5-16 inch thick borders are glued to cotton cloth same as thin parquetry, the widths varying from 6 in. to 24 in. Our 5-16 inch thick borders are put up in 12 ft. lengths, packed in bundles. Corner pieces are separate from borders. All material is sent in the White, viz: just as it leaves the planer and sander. All floors have to be nailed in place, then scraped perfectly smooth before filler and wax can be applied.

**Roll Goods.**

As shown in illustration, are slats of wood usually 1 3/8 inch wide and either 28 in. or 36 in. long, glued to cloth and rolled up in pieces of 5 yards each, for convenience in shipping. The illustration on the opposite page shows a floor composed of border with roll goods for centrefield. Roll goods can be laid straight or mitred. The best effect is produced by using one wood only, but we can supply alternate strips of another wood if desired. Our roll goods form just as durable and permanent a floor as any that can be laid.

<table>
<thead>
<tr>
<th></th>
<th>28 in. Wide</th>
<th>36 in. Wide</th>
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<tbody>
<tr>
<td>Plain Red Oak</td>
<td>$1.00</td>
<td>$1.25</td>
</tr>
<tr>
<td>Plain White Oak</td>
<td>1.15</td>
<td>1.40</td>
</tr>
<tr>
<td>Quarter Sawed White or Red Oak</td>
<td>1.60</td>
<td>2.00</td>
</tr>
</tbody>
</table>

This material can not be successfully taken up and re-laid.

Roll goods should be nailed every 9 inches, two nails opposite each other.
W O O D S

RED AND WHITE OAK.

All authorities agree that quarter cut oak is the wood best adapted for strips, roll goods, squares and as a basis or back ground for ornamental work. Although there are many different species of oak, but two are commonly used for flooring, red oak and white oak.

Oak is cut from the log by two methods, either by sawing the log through and through until it is entirely cut up, or by first cutting the log in quarters, and then cutting each quarter, as illustrated, so as to bring out or show the medullary ray or figure in each board. Owing to the extra labor and expense, the cost of quarter sawed lumber is almost twice that of plain sawed lumber.

The principal difference between white oak and red oak is in the grain and color; the cost is about the same. While white oak has a finer, closer grain than red oak, it is not so even in color. Red oak, as the name implies, has a redish or pinkish tinge. It is more open grained than white oak, but it is very uniform in color. Dark oak is made from quarter sawed white oak. It is not darkened by the use of ammonia or stains of any kind, but in the drying, by a process of our own. It is a very beautiful wood and forms a specially pleasing contrast when used with oak and maple. It closely resembles old English oak, but we think it has a more beautiful grain.

WHITE MAPLE.

The wood next in importance is white maple. This wood has a very fine, hard grain, is very durable and when polished with several coats of our Prepared Wax it is very beautiful. We recommend it specially for strips. It cannot be used except in small pieces for parquetry and border for the reason that it is very sensitive to dampness and does not stand as well as oak.

WALNUT, CHERRY AND MAHOGANY.

We use but very little walnut as it is a very dark wood, and dark oak has more than filled its place. Cherry is a very beautiful wood and we use a great deal of it in combination with other woods. Our cherry is dark and uniform in color. It takes an expert to distinguish the difference between our cherry and mahogany. The other woods used are imported. Mahogany and prima vera (or white mahogany) are very popular woods on account of their beautiful grain and color. We use a small amount of holly, which is even lighter than maple and ebony and rosewood, which are very dark and expensive woods.
**Borders Made by Using Strips Not Glued to Canvas with Special Corners**

- **Oak**: Plain Oak 2", Quartered White or Red 1 1/2", Cherry or Walnut 2 1/2".
- **Maple**: Cherry or Walnut 2 1/4".
- **Cherry**: Cherry or Walnut 2 1/4".
- **Mahogany**: Mahogany or Prime Vera 5 1/2", Cherry or Walnut 2 1/4".
- **Prima Vera**: Mahogany or Prime Vera 6 1/2", Cherry or Walnut 2 1/4".
- **Dark Oak**: Oak 1 1/4", Cherry or Walnut 2 1/4".
- **Borders Made by Using Strips Not Glued to Canvas with Special Corners**

**Strip Borders Glued to Canvas**

- **Border No. 536**: Oak, Maple, Mahogany, 12 1/4".
- **Border No. 534**: Oak, Walnut, 9 1/2".
- **Border No. 547**: Oak, Maple, Mahogany, 12 1/4".
- **Border No. 550**: 12 1/2", Cherry, Maple, Dark Oak.
- **Border No. 545**: Mahogany, Walnut, Maple, 20 1/4".
- **Border No. 543**: 20 1/4", Walnut, Mahogany, Maple.
- **Border No. 544**: Cherry, Walnut, Maple, 10 1/2".
- **Border No. 549**: Oak, Walnut, Maple, 13 1/2".
- **Border No. 580**: Oak, Maple, Walnut, Cherry, Cherry, Maple, 10 1/2".

**Scale**: 3/4" inch = 1 ft
SUGGESTION FOR HALL, VESTIBULE AND LAVATORY

Scale 5/° Inch = 1 Ft
Floor covered with oak parquetry and ornamental border.

Scale: 1 inch = 1 ft

Sideboard:
- Border No. 721: 16 in Oak & Dark Oak, 60° in ft
- Corners 90° each
- 2 in Oak next base, 02½ in ft
- Center Field Parquetry No. 722: All Oak, 40 sq ft

Hearth
FIELD 4 INCH OAK STRIPS WITH DIFFERENT 15 INCH BORDERS

Scale ½ inch = 1 ft
Parquetry N° 60 12" x 12" Laid Straight

Parquetry N° 406 12" x 12"

Parquetry N° 60 10" x 10" Quartered Oak

Parquetry N° 60 Enlarged

Size 10" x 10"

Herringbone Pattern N° 239

Size 4" x 12"

Slats glued to Canvas
But Edges not glued together

- Dark Spots show where Nails should be driven

Parquet N° 80 10" x 10" Quartered Oak

Parquet N° 80 Enlarged

- Dark Spots show where Nails should be driven

Scale 1/4" = 1 ft.
Border No. 760 12 in. Oak & Mahogany 55¢ lin. ft. Corners 50¢ each
Border No. 763 12 in. Oak & Dark Oak 35¢ lin. ft. Corners 45¢ each
Border No. 761 12 in. Oak Maple & Cherry 40¢ lin. ft. Corners 50¢ each
Border No. 762 10 in. Oak Maple & Cherry 30¢ lin. ft. Corners 45¢ each
Border No. 764 12 in. Oak & Dark Oak 50¢ lin. ft. Corners 75¢ each
Border No. 765 12 in. Mahogany & Maple .50¢ lin. ft. Corners 80¢ each
Border No. 766 12 in. Oak & Dark Oak 35¢ lin. ft. Corners 50¢ each
Border No. 767 12 in. Oak Maple & Cherry 55¢ lin. ft. Corners 50¢ each
Border No. 768 12 in. Oak Maple Cherry & Oak 40¢ lin. ft. Corners 60¢ each
Border No. 769 12 in. Oak Maple Cherry & Dark Oak 40¢ lin. ft. Corners 60¢ each
Border No. 770 12 in. Oak Mahogany & Maple 50¢ lin. ft. Corners 75¢ each
Border No. 771 12 in. Oak Maple & Cherry 30¢ lin. ft. Corners 45¢ each
Border No. 772 12 in. Oak & Mahogany 55¢ lin. ft. Corners 50¢ each
Border No. 773 12 in. Oak Maple & Cherry 55¢ lin. ft. Corners 50¢ each
Border No. 774 12 in. Oak & Dark Oak 50¢ lin. ft. Corners 75¢ each
Border No. 775 12 in. Oak Mahogany & Dark Oak 50¢ lin. ft. Corners 80¢ each
Border No. 776 12 in. Oak & Dark Oak 50¢ lin. ft. Corners 75¢ each
Border No. 777 12 in. Oak Maple & Cherry 55¢ lin. ft. Corners 50¢ each
Border No. 778 12 in. Oak Maple Cherry & Oak 40¢ lin. ft. Corners 60¢ each
Border No. 779 12 in. Oak Maple Cherry & Dark Oak 40¢ lin. ft. Corners 60¢ each
Border and Parquetry with Oak Stripes Under Rug

Scale: 1/2 Inch = 1 Ft
Instructions for Laying

A GOOD CARPENTER will have no difficulty in laying the most intricate patterns if our instructions are carefully followed. Four out of every five floors that we sell are laid by men who have never before done this class of work.

TOOLS REQUIRED.

Fine back saw, smoothing plane, jack plane, square, chisel, compass, cabinet scraper, veneer scraper, medium hammer, nail punch, chalk line and straight edge.

FOUNDATION FLOOR.

See that it is fairly level, well seasoned and dry. If the under floor cannot be successfully leveled with jack plane, take it up, level off joist and re-lay old floor. The more nearly level the under floor the less scraping will be necessary when smoothing our floor. Spread out the material on the floor, check up invoice and compare with plan but make no cuts until sure it is understood just how border, strips and field are to be laid. When laying the parquetry lay a row of slabs across the room each way, crossing in the center, so as to determine the position of the center block. Nail this block in place and lay slabs each way from it until the base is so nearly reached as to leave proper space for border and border strips. Our borders are usually widened with strips or strip borders thus:

Be careful to work perfectly square. It is usually necessary to trim the parquetry slabs only at hearth or irregular places. Now fit in border, strips and corner pieces and scribe in strip next the base to take in irregularities in the room and finish with quarter round. Ascertain how much if any the room is out of square. When laying roll goods and strips lay border first then centerfield.

Full instructions for nailing strips on Page 1.

NAILING IMPORTANT.

Great care should be taken in nailing for if sufficient nails are not used, the material will not stay in place during damp weather. Each individual piece of wood, except lines of quarter inch or less, should receive from one to four nails. The nails used should be No.15 1/4 in. Set nails 1-12 of an inch using center or nail punch no larger than nail head. For any considerable elevations use smoothing plane. This plane should be used with great care and only when absolutely necessary. Now scrape the entire surface with Stanley adjustable veneer scraper No. 12. This scraper is same as smoothing plane except that the iron is set in opposite direction. Then go over lightly with cabinet makers’ scraper. When using plane or scrapers be careful to work when possible with the grain. Go over the floor with No. 0 sand paper sanding with the grain where practical. Keep the floors clean when working and be careful to scrape and sand perfectly smooth as any defects will show when polish is applied. The floor is now ready for finishing. The average cost for laying and finishing floors complete by unskilled workmen is about 10c per square foot.
Instructions for Finishing

Apply a coat of paste wood filler tinted with yellow ochre so it will not show white in the grain of the wood. Our filler is already tinted. It is made of fine ground material called silax, linseed oil and Japan dryer. It must be thinned with benzine and turpentine to the consistency of flowing varnish. Apply with a brush and remove the surplus filler thoroughly with waste or excelsior before it sets and becomes too hard. Fill all nail holes with good putty colored to match the different woods. Use ochre for coloring putty for oak or primavera, burnt umber for dark oak or walnut and burnt sienna for cherry or mahogany. If puttying is nicely done it will be impossible to see where the nails were driven. Mix putty for filling nail holes dry as possible, for if oil is absorbed around the nail head it will leave the wood dark. Allow floors 24 hours for filler and putty to dry. Now apply two coats of our Prepared Wax, rubbing each coat on as thin as possible with a cloth and polish each coat with a dry cloth or weighted brush. Commence polishing fifteen minutes after first wax is applied; do not wait until the entire floor has been waxed. Floor can be used one hour after waxing. If a very quick brilliant finish is required, apply one or two coats of white shellac just as soon as nail holes are puttied. As soon as the shellac is dry go over lightly with No. 0 sand paper; then apply two coats of our Prepared Wax. The main objection to shellac is that when wax is applied over it the surface obtained is quite slippery.

Do not, under any conditions, use floor varnish, for varnish gives a thick coating for a finish that shows every scratch and heel print. When a hard and very brilliant finish is desired, there is nothing better than shellac and wax. Above instructions apply for finishing all hardwood floors, plain or ornamental.

To Keep Floors in Perfect Condition.

Clean soiled portions every two or four months with our Restorer. This preparation will remove all stains in or above the finish. If the wood under the finish is stained, these stains can be removed with our Renewer. To remove spots dampen cloth with Restorer, rub until spots disappear, then rub perfectly dry with dry cloth. When floor is dry apply a coat of our Prepared Wax. Worn spots can be re-finished without going over the entire surface.

For Hard Pine or Maple.

If a dark finish is required apply one coat of dark oak or mahogany stain, then one coat of white shellac. Sand lightly with No. 0 sandpaper, apply two coats of our Prepared Wax, polishing each coat well with the weighted brush. If a natural finish is required, finish without stain or shellac and apply three coats of our Prepared Wax, polishing each coat.
Scale: 1 inch = 1 ft
As soon as flooring arrives, store in a dry warm place until it can be laid. Do not commence laying until all other mechanics are out of the building. Do not use any finish that will change or darken the natural color and beauty of the woods. Never use oil, for with each coat your floor will grow darker and as oil does not dry quickly, it gathers dust and dirt. Floor varnish, regardless of cost, is never satisfactory, for it will show every heel mark and scratch, and these blemishes cannot be removed without removing the varnish entirely and finishing as a new floor. Worn spots, in a varnished floor cannot be re-finished without going over the entire surface.

When finishing your floor do not listen to outside advice. We have been manufacturing and finishing fine floors for eighteen years and we ought to be able to give proper information. Floors finished with our Prepared Wax can easily be kept in beautiful condition by any inexperienced person.

If you have an old floor that you wish to re-finish ask for our booklet "The Proper Treatment For Floors." Insist upon your dealer furnishing you with our preparations; accept no substitute.

Our Powdered Wax gives a perfect surface for dancing floors.

For bath-rooms, kitchens and stores that require frequent scrubbing, we recommend our floor finish No. 1. This preparation is more of a floor dressing than a floor polish. It preserves the wood preventing it from becoming soft and gray under the constant action of soap and water.

**PRICES.**

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<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Fine Back Saws</td>
<td>$1.50</td>
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<tr>
<td>Veneer Scrapers</td>
<td>$2.00</td>
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<tr>
<td>Cabinet Scrapers</td>
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<tr>
<td>Nails</td>
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<tr>
<td>Putty</td>
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<tr>
<td>Shellac</td>
<td>$0.30</td>
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<tr>
<td>Prepared Wax, 1 &amp; 2 lb. cans, per lb.</td>
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<tr>
<td>Prepared Wax, 4 &amp; 5 lb. cans,</td>
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<tr>
<td>Powdered Wax, 1 lb. cans,</td>
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<td>Paste Wood Filler, 1 &amp; 2 lb. cans,</td>
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<tr>
<td>Paste Wood Filler, 5 &amp; 12 lb. cans,</td>
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<tr>
<td>Paste Wood Filler, 25 lb. cans</td>
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<tr>
<td>Restorer, quart bottles, each</td>
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<td>Amberene, 4 oz. bottle,</td>
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These prices are not subject to discount.
For Hardwood floors use

JOHNSON'S
Prepared Wax.