

# Beginning Tomorrow Congoleum Week

## October 6 to 11 only

A Six-Day Sale of America's  
Most Popular Floor-Covering

For the first time in two years, genuine nationally-advertised *Gold-Seal Congoleum Rugs*, *By-the-Yard* and *Rug-Border* are now offered at special bargain prices. Unlike sales that feature cut prices on left-overs at the end of the season, Congoleum Week gives every woman the opportunity to beautify her floors at the lowest possible cost just at the time when she is putting her home in order for the winter.

Instead of putting down the same old rugs and carpets after everything else has been cleaned and looks like new, a few dollars spent now for *Gold-Seal Congoleum Rugs* will do wonders in brightening up the home.

One of the greatest charms of *Gold-Seal Congoleum Rugs*—the warmth and artistry of their color schemes—cannot be appreciated from this advertisement. You must see them to realize how beautiful your floors can be made at such small cost.

**Beautiful—Durable—Easily Cleaned**

A delightful note of brightness and color is introduced into the home by Congoleum Rugs. Beautiful to begin with, the unusually durable surface resists the hardest wear.

These popular rugs banish the tiresome beating and sweeping necessary with old-fashioned, woven floor-coverings. One minute with a damp mop and the rich, artistic patterns of Congoleum Rugs are revealed in their full beauty—cleaned as easily as highly glazed tiles.

**Designs for Every Room**

There are appropriate Congoleum patterns for every room; for every manner of taste, for every color scheme. There are warm-toned designs to enrich the appearance of dining and living-rooms; exquisite floral patterns to give fresh beauty to bedrooms and neat conventional reproductions for kitchen, pantry and bathroom.

**Waterproof and Stain-Proof**

*Gold-Seal Congoleum Rugs* are made in one strong, seamless piece. They are absolutely unaffected by water. They will not fray along the edges. Spilled liquids cannot stain and dirt cannot penetrate their smooth, sanitary surface.

**No Fastening Required**

*Gold-Seal Congoleum Rugs* lie absolutely flat without fastening. They won't wrinkle or kick up; they never curl at the edges.

**Genuine, Guaranteed Goods**

All the *Gold-Seal Congoleum* offered in this sale is fresh, new goods. All of it carries the famous Gold Seal pledge of "Satisfaction Guaranteed or Your Money Back." For your own protection, remember there is only one "Congoleum" and it is identified by the Gold Seal pasted on the face of every pattern.

**Gold-Seal Congoleum By-the-Yard**

The same material as Congoleum Rugs, and made in tasteful unbordered designs for use over the entire floor.

**Gold-Seal Congoleum Rug-Border**

If it is desired to cover the floor space between a large centre rug and the walls, there is Congoleum Rug-Border in realistic reproductions of hardwood flooring.

**Don't Miss This Opportunity**

Wherever you may live—you will find a Congoleum dealer near you. He will be glad to show you the many beautiful patterns. Don't delay. Reduced prices are in effect this week only.



**Gold-Seal Congoleum Art-Rugs**

6 x 9 ft. *Gold-Seal Congoleum Art-Rug* \$7.95  
Nationally Advertised Price, \$9.00

7½ x 9 ft. *Gold-Seal Congoleum Art-Rug* \$9.95  
Nationally Advertised Price, \$11.25

9 x 9 ft. *Gold-Seal Congoleum Art-Rug* \$12.00  
Nationally Advertised Price, \$13.50

9 x 10½ ft. *Gold-Seal Congoleum Art-Rug* \$13.85  
Nationally Advertised Price, \$15.75

9 x 12 ft. *Gold-Seal Congoleum Art-Rug* \$15.95  
Nationally Advertised Price, \$18.00

Other sizes at attractive reductions ranging down to the 18 x 36-inch Rugs 49c

**Gold-Seal Congoleum By-the-Yard**

Nationally Advertised Price, 85c and 95c

Two Yards Wide . . . . . 79c per sq. yd.

Three Yards Wide . . . . . 89c per sq. yd.

**Gold-Seal Congoleum Rug-Border**

24 inches wide . . . . . 54c per running yard  
36 inches wide . . . . . 64c per running yard  
Nationally Advertised Price, 60c and 75c



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