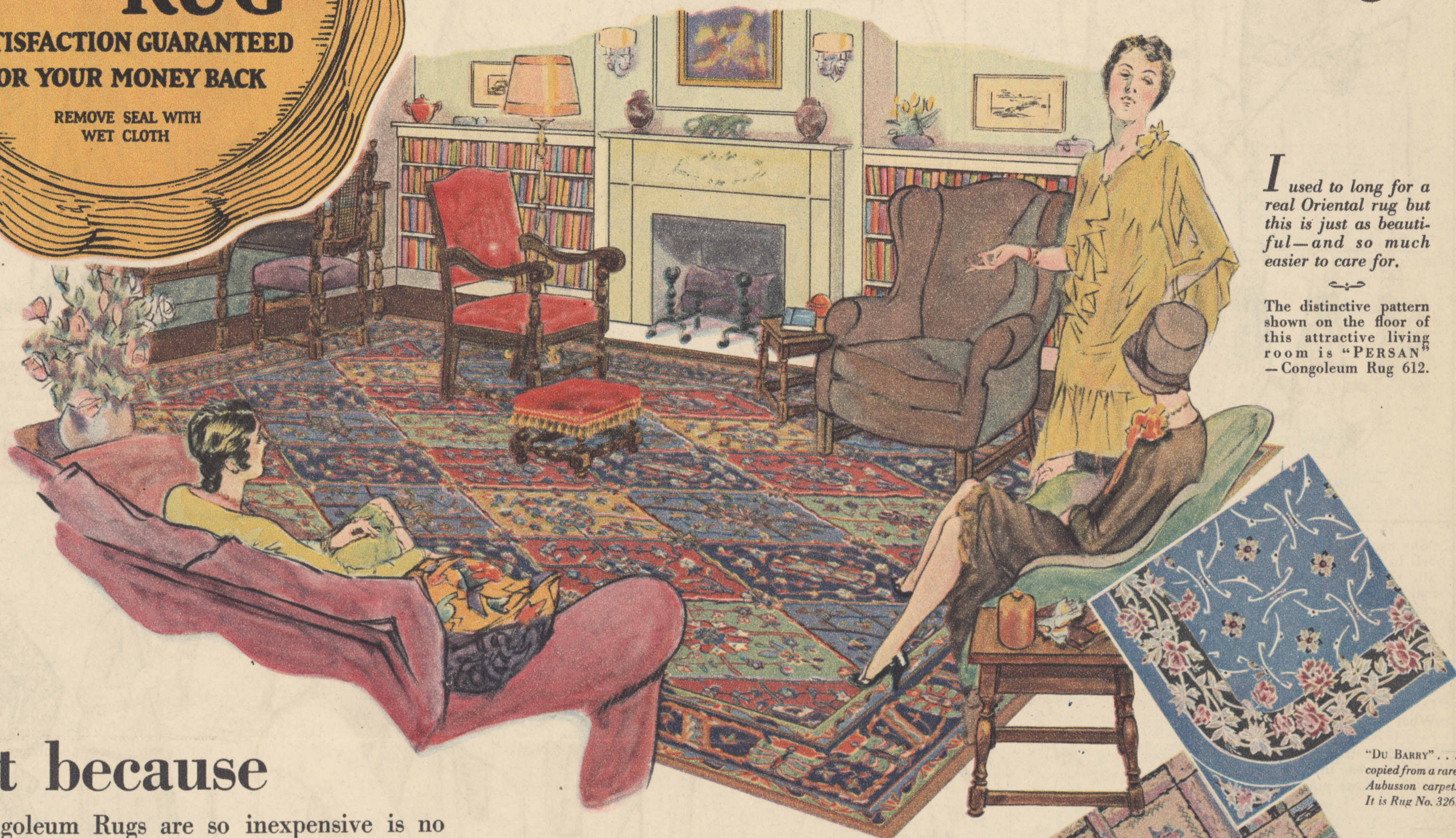




In style and in beauty
genuine CONGOLEUM RUGS rival
the most expensive floor-coverings



I used to long for a real Oriental rug but this is just as beautiful—and so much easier to care for.

The distinctive pattern shown on the floor of this attractive living room is "PERSAN"—Congoleum Rug 612.

Just because

Congoleum Rugs are so inexpensive is no reason why you shouldn't be proud to own them. Many families who can afford more costly floor-coverings have placed Congoleum Rugs all through their homes—

..because genuine Congoleum Rugs are miles ahead of their modest price in style and in beauty of design.

..because genuine Congoleum Rugs are so sanitary and so easy to keep immaculately clean—they bring golden hours of leisure to busy housewives.

..because genuine Congoleum Rugs give the longest service and the biggest value for the money—economy is still a virtue.

Every rug is a masterpiece of color and design. Think of it—if you had hundreds of dollars to spend, you couldn't buy a more "expensively designed" rug.



Ask your dealer to show you the patterns reproduced here. When you see them displayed—a flood of harmonious color—it will be a case of love at first sight. And love that lasts. For every Congoleum design has that subtle "something different" which not only wins but holds your admiration.

Only in genuine Congoleum Rugs do you get such exclusive style and beauty. Only in genuine Congoleum Rugs do you get that extra wear resistance built in by the wonderful Multicote Process of manufacture.

And don't overlook these other practical advantages—cleaned in a moment with a damp mop—water-proof—sanitary, flat-lying. In every way Congoleum Rugs are the world's best buy in labor-saving floor-coverings.

Of course, there are rugs that look somewhat like genuine Congoleum and perhaps sell for a trifle less. But the style—the stunning color effects—the exclusive designs you find only in the real thing!

Look for the big Gold Seal display card in the windows of your local stores during October. It will guide you to the biggest value in labor-saving floor-coverings.

CONGOLEUM-NAIRN INC., Gen. Office: KEARNY, N. J.
New York Philadelphia Chicago Boston Pittsburgh Dallas
Kansas City San Francisco Minneapolis New Orleans Detroit Atlanta

"CONCORD"... early American hooked-rug effect. Rug No. 605.

"WINDSOR"... an ingeniously designed tile pattern that is "different." It is Congoleum Rug No. 602.

"BOUQUET"... a quaint and charming Colonial design. It is Rug No. 324.

"PALMETTO"... Below is a rug with an air of sparkling cleanliness sure to delight the modern housewife's heart. It is Rug No. 604.

"POPPY"... cheerful as a flower garden. Rug No. 609.

CONGOLEUM RUGS

REG. U.S. PAT. OFF.