

Style, Beauty, Quality, Value!

you get them all in genuine

CONGOLEUM RUGS



"DU BARRY" . . . is the lovely rug shown on the floor of this cozy room. Here is a true masterpiece of artistic rug design—reflecting the rare talent of Congoleum artists. This charming pattern (Rug No. 326) is made only in genuine Congoleum.

THERE'S no dark secret about the tremendous success of Congoleum Rugs. When you stop to think about it, there are plenty of good reasons why more of these modern labor-saving floor-coverings are in use today than all similar brands combined. Just consider all the features that you want in the rugs you buy—then note how, on every point, Congoleum Rugs stand unmatched.

You want Style! Congoleum Rugs are always keyed to the smartest prevailing modes of home decoration. Styled to the minute! You can well be proud of having these rugs in your home, because they represent the very latest ideas in correct floor-coverings.

You want Beauty! Congoleum Rugs are the creations of world-famous designers and colorists. No matter how much you paid you could not get rugs more expensively designed. In coloring and pattern, they possess a subtle distinction that sets them apart.

You want Quality! The makers of Congoleum Rugs are the originators and the world's largest manufacturers of felt-base floor-coverings. For 18 years the quality of genuine Congoleum Rugs has never been surpassed.

You want Value! Despite their stylish beauty of pattern and their remarkable quality, genuine Congoleum Rugs are amazingly inexpensive.

"CONCORD" . . . as lovely as the quaint hooked rugs of Colonial days, but ever so much more practical! It is Rug No. 605—another exclusive Congoleum pattern.



And don't forget the other practical advantages of these rugs. Water-proof, stain-proof, sanitary, flat-lying. Cleaned by a few strokes of a damp mop.

Only in genuine Congoleum Rugs do you get all these advantages. Only in genuine Congoleum Rugs do you get that extra wear-resistance built in by the exclusive Multicote Process of manufacture.

Look for the big Gold Seal Guarantee on the rugs you buy! It appears only on genuine Congoleum Rugs. It is put there for your protection and is your assurance of the world's best buy in floor-coverings—the one and only Congoleum.

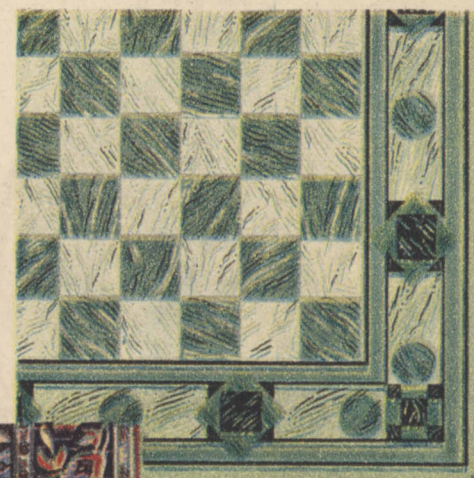
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CONGOLEUM RUGS

REG. U.S. PAT. OFF.



"PERSAN" . . . all the beauty of a costly Oriental rug is yours in this rich design—Congoleum Rug No. 612. This pattern is obtainable in no other floor-covering.



"PALMETTO" . . . The most popular shades of green are found in this spick-and-span tile effect. It is Rug No. 604—exclusive with genuine Congoleum.



"ORIENTALE" . . . only in genuine Congoleum can you secure this distinctive design, in which is captured the mystic charm of the Orient. It is Congoleum Rug No. 608.



"WINDSOR" . . . a fascinating lattice-work design obtainable only in genuine Congoleum. Rug No. 602.

YOUR BIGGEST MONEY'S WORTH IN LABOR-SAVING FLOOR-COVERINGS