

Richer floors

that feet will *never* touch



SPREAD a film of beauty between your floors and every foot-fall. A satin-like beauty that neither dust nor scuff can penetrate to blemish or wear the wood beneath.

It seems like a dream. Yet it is a reality, here and now, the amazing gift of science to every woman. Skillful blending has made the lovely lustre of Johnson's Wax like a thin sheet of glass, tough and flexible. Feet never touch the floor itself. Scratches and worn spots will not appear again. Dirt glides off.

Almost as easy as wishing it, without kneeling or even soiling your hands, you can wax your *present* floors. Varnished, shellacked, painted, or linoleum, no matter; *all* glow with new youth under this protecting finish.

And for furniture and woodwork Johnson's Wax is delightfully unlike other polishes. Some only clean. Others leave a greasy residue that catches dust and shows every slight mark. Only Johnson's Wax cleans, beautifies, and *protects*. Scratches glance off the invisible armour hidden in its rich lustre...dust whisks away; fingers leave no tell-tale print. *Mail the coupon, and try it now.*

S. C. JOHNSON & SON

"The Interior Finishing Authorities"

RACINE, WISCONSIN

WAXES • VARNISHES • ENAMELS • WOOD DYES
FILLERS • WALL FINISHES



As you like it; either in paste or liquid form

The electric way to wax-polish floors is as easy as simply walking over them. The new 1928 model Johnson Electric polisher is now reduced \$13. Tremendous popularity has cut its price from \$42.50 to \$29.50, complete with applying mop and 1/2 gallon of Johnson's Wax. Sold (or rented by the day for very little) by the nearest grocery, hardware, drug, furniture, paint, electric, or department store.

\$29⁵⁰
COMPLETE

For Sample and Valuable Booklet MAIL THIS COUPON

JOHNSON'S WAX

Polish for FLOORS
FURNITURE
WOODWORK
LINOLEUM
AUTOMOBILES

S. C. JOHNSON & SON, Dept. T4
Racine, Wis.

Send me enough Johnson's Liquid Wax to finish my dining room table or the floor of a small room. Also your beautifully illustrated booklet on the care of floors and furniture. I enclose 10c in stamps for postage.

What dealers in this city sell Johnson's Electric Polishers?

NAME

ADDRESS

CITY

STATE