THE PEOPLE'S FORUM


$Y_{\text {prise }}^{\mathrm{ES}, \text { Abbotts Thanksgiving Special is a sur- }}$ wirit of the most important dinner of the year. Abootts Ice Cream, of course, but the flavor

This Thanksgiving "special" will be handed to you in the now-familiar machine-filled package that brings it direct to you from the

Be sure to have it. Order through your dealer, in advance, so that he will have your order ready for you on Thursday.

The new machine-filled carton is easy to carry
home from the storehome from the store-
paraffined on all surfaces, it cannot leakmakes it easy to serve evon helpings, three to a
pint, six to a quart.

## Abbotts Ice cream <br> sold in machine-filled packages

## A Floor You Can Be Proud Of

## I

will find beautiful floors of Armstrong's inoleum in bedrooms, halls, sun rooms, dining

You will see floors that harmonize with the rich est fabric rugs-floors that blend into the general color scheme of room or suite-floors that are a joy to the housewie, because it is so easy to keep inoleum in perfect condition.
Linoleum was once a floor-covering. Today it is installed as a permanent floor. The patterns of a generation ago were not suited to living-room dining-room, library. Today Armstrong's Lino leum offers you soft, rich, plain colors, delicate two-tone Jaspés, parquetry effects, and inlaids beautiful, permanent floors that you can be proud of, in any room of your home.
In the plain and inlaid designs, the colors go clear through to the burlap back.
You have some rooms where the traffic is not so great. For these, Armstrong's Printed Linoleum be asked to pay a few cents more, but you will full added value.
Linoleum floors cost less than hardwood. They will not splinter or crack, and expensive refinishing is never necessary
Have your linoleum floors laid by the merchant A very satisfactory way is to cement the linoleum firmly down over a layer of builder's felt paper.
All Armstrong's Linoleum is guaranteed to give entire satisfaction. Identify it by the Circle A trademark on the burlap back.



$\longrightarrow$
to 75 Centa a Day
WILL WIRE YOUL WIRE 12Monthyl Payment Plan

WHALEM-CROSBY
140 North 11th SL.
$\qquad$

Look for the A trademark on the burlap back

## Armstrongs Linoleum

for Every Floor in the House



