

Be sure you see
this seal on the
rug you buy.



"This seal is pasted on
the face of all genuine
Gold-Seal Congoleum."

Beginning Tomorrow

GOLD SEAL Congoleum Week!

Special
Sale Prices
One Week
Only!

SOME TYPICAL VALUES

		Sale Price	NATIONALLY ADVERTISED PRICE
6 x 9 ft.	Genuine Gold-Seal Congoleum Art-Rugs only	\$ 7.95	\$ 9.75
7½ x 9 ft.	" " " " " "	\$ 9.85	\$11.85
9 x 10½ ft.	" " " " " "	\$13.80	\$16.60
9 x 12 ft.	" " " " " "	\$15.95	\$19.00
9 x 15 ft.	" " " " " "	\$19.80	\$24.00

Other sizes ranging down to 49c for 1½ x 3 ft. rugs.

Gold-Seal Congoleum By-the-Yard, Only 64c per square yard, 2 yards and 3 yards wide. Regularly, 85c.

In order that the women of Philadelphia and vicinity may become better acquainted with Gold-Seal Congoleum, the leading Department and House-Furnishing stores of the City have joined together to celebrate Gold-Seal Congoleum Week.

Beginning tomorrow morning and continuing until next Saturday night hundreds of stores, large and small, throughout the city, will show displays of Congoleum Gold-Seal Art-Rugs, Rug Borders and Gold-Seal Congoleum By-the-Yard.

—all guaranteed Gold-Seal merchandise, fresh from the factory. No "seconds."

—all marked at special big money-saving prices for this Celebration Week.

Good News for the Housewife

To the thousands of homes that are already using these beautiful economical rugs, Gold-Seal Congoleum Week means the placing of these beautiful floor-coverings in additional rooms at a substantial saving in cost.

To the other homes that have never used Gold-Seal Congoleum, the coming week

offers a splendid opportunity to prove, at real bargain prices, the many advantages of America's most popular floor-covering.

If you moved the first of the month, you need new rugs to take the place of old rugs and carpets that are too soiled and worn to use in your new home. Or, perhaps, there are more floors to cover.

No matter what rooms need floor-covering—kitchen, bathroom, living room, dining room, or bedrooms—you owe it to yourself to investigate Gold-Seal Congoleum. Here are some of its numerous advantages:

1. **Sanitary.** Absolutely waterproof, germ-proof or rot-proof—top, bottom and all the way through. The most sanitary floor-covering in the world.

2. **Easy to Clean.** No tiresome, dusty

sweeping. Merely wiping off with a damp mop cleans them perfectly—cleaner than a fabric rug can possibly be made.

3. **Attractive Appearance.** A splendid variety of beautiful designs and colors, suitable for every room in the house.

4. **No fastening required.** They lie flat on the floor without fastening of any kind. No tacks to pull out the next time you move! Think how much work this will save.

5. **Durable.** They give long service even under the hardest usage.

6. **Economical.** Unquestionably the most economical floor-covering on the market. They're so moderate in price that anyone can afford to buy them.

7. **Guaranteed.** The Gold-Seal Guarantee, pasted on the face of every genuine Gold-Seal Congoleum Art-Rug means exactly what it says—"Satisfaction guaranteed or your money back."

It is your protection against the many imitations of inferior quality. There is only one genuine Congoleum and it is identified by the Gold Seal shown above.

Gold Seal
CONGOLEUM
ART-RUGS

Look for the Gold Seal when you buy!

Strawbridge & Clothier
8th and Market Streets

Stern & Company
712 Market Street

Walsh's
34 South Second Street

Raphael Levy & Sons
726 Arch Street

Henry Waber & Co.
705 West Girard Avenue

Quaker City Rug Mills
106 South Second Street

S. Steinbrecher's
1850 Ridge Ave.

Gimbel Brothers
9th and Market Streets

Harry C. Kahn & Son
11th and Filbert Streets

Cross Keys Storage and Furniture Co.
60th and Arch Streets

Fluehr's
2205 North Front Street

Elmer Kampe
2815 Kensington Avenue

William Kampe's Sons
3097 Kensington Avenue

Lit Brothers
8th and Market Streets

Derbyshire Bros.
2418 North Front Street

Kinkert & Sheppard
4669 Frankford Avenue

Hub Furniture Company
22 West Chelton Avenue

M. P. Fox Furniture Company
2826 Frankford Avenue

Haas Brothers
3008 Germantown Avenue

William E. Cross
Camden, N. J.

Joseph T. Brown
3040 Germantown Avenue

Cooper & Burhanna
3705 North Broad Street

Hub Furniture Company
2205 South Street

The People's Supply Co.
1925 Columbia Avenue

Baker-Flick Company
Camden, N. J.

N. Snellenburg & Co.
12th and Market Streets

Munger & Long
Camden, N. J.

Max Gordon
2100 Columbia Avenue

J. Greenfield & Co.
30th and Diamond Streets

Jacobs Brothers
1212 North Fifty-second Street

B. Miller & Co.
604 South Second Street

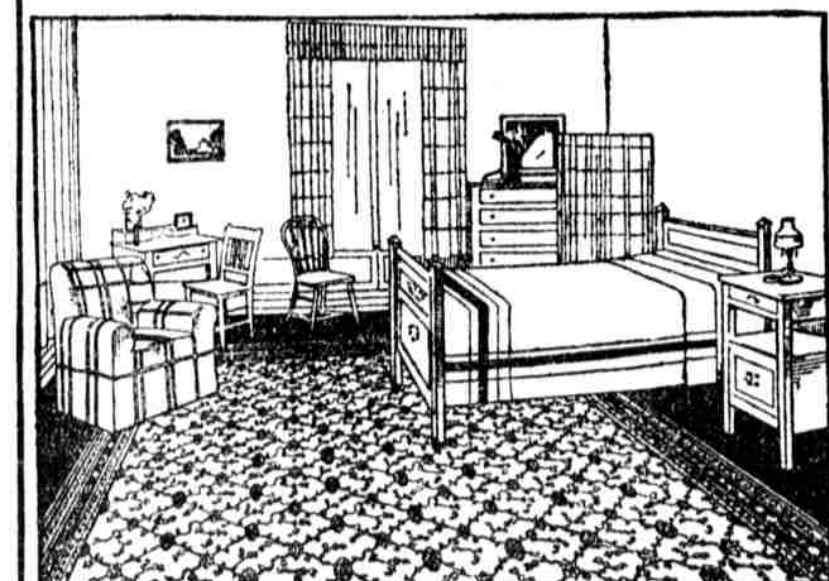
Frank Tollin, Inc.
Chester, Pa.

And all other first-class stores

Beautiful
Low-Priced, and
Durable—
For every Room



Your living room can always be delightfully clean with one of these sanitary, waterproof rugs. Nothing stains its surface—everything comes right off with a light mopping. In the 9 x 12 foot size the price of the rug shown is only \$15.95.



The bedroom needs a sanitary, easy-to-clean rug more than any other room in the house. That is why Gold-Seal Congoleum Art-Rugs have become so popular a choice for the modern bedroom floor. In the 6 x 9 foot size the price of the rug shown is only \$7.95.



There is nothing that gives a kitchen that spotless look so much as a neat, sanitary Gold-Seal Congoleum Art-Rug. Besides being so easy to clean it makes the housewife's workroom one of the cheeriest spots in the house. In the 7½ x 9 foot size the price of the rug shown is only \$9.85.