

Look for this GOLD SEAL when you buy

# CONGOLEUM

Gold Seal

## ART-RUGS

WORLD SEAL  
SATISFACTION GUARANTEED  
OR YOUR MONEY WILL  
BE REFUNDED

A RUGG FLOOR WILL BRING YOU  
MUCH MORE IF IT STICKS TO GOOD!

Wouldn't this Rug add to the attractiveness of your dining-room?

—or perhaps one of those shown at the right would suit better? And if none of these is quite what you are looking for, your dealer has plenty more patterns for you to choose from at very low prices.

Congoleum Art-Rugs make any room brighter and cheerier. Their soft, harmonious colors are pleasant to the eye. They are really beautiful.

Then, too, they have many other qualities that give them distinct advantages over other low-priced floor-coverings.

**They Lie Flat and Wear So Well**  
No fastenings needed because the felt base has no tendency to curl or "kick up" at the edges. There is no lurch in Congoleum for the water to rot, and the surface is hard and smooth and wear-resisting. "The most durable *patented floor-covering*" fully describes Congoleum.

**They Cost So Little, Too**  
Considering the fact that Congoleum Art-Rugs are designed by foremost artists, and that the range of patterns is broad enough for every home requirement, you will be agreeably surprised at their very low cost.

"It is as easy to keep my Congoleum Rugs clean and sanitary."

Decide now to find out what the dealer has in stock. Congoleum Art-Rugs are made in all the following popular sizes:

3 ft. x 4 1/2 ft. . . . \$1.40 each	7 1/2 ft. x 9 ft. . . . \$2.00
4 ft. x 5 ft. . . . \$1.75 each	9 ft. x 10 1/2 ft. . . . \$2.75
5 ft. x 6 ft. . . . \$2.10 each	9 ft. x 12 ft. . . . \$3.15 each

Prices in the Far West and South are 10% higher than those quoted in Canada prices are 25% higher. All prices include tax without notice.

**Rug Color-Chart FREE**  
Our handsome Color-Chart shows the rugs in actual colors. Write at once to the nearest office and let us show you how to beautify your floor for little money. Do it today.

**Marking Congoleum So You'll Know It**  
Naturally, when you go to the store to buy Congoleum Art-Rugs and Floor-Coverings, you want the genuine. Frequently inferior false-base floor-coverings are sold as Congoleum. You don't have to take chances now for we have marked Congoleum Rugs and Floor-Coverings so that you can recognize them instantly, the moment the dealer shows you his stock.

**Look for the Gold Seal**  
You'll find it on the face of Congoleum Art-Rugs and on every two yards of Congoleum mat by the yard. It is visible even where you are getting Congoleum quality when you buy goods so marked. The Congoleum Seal is your guarantee of satisfaction. Look for it.  
If you don't see it at once, insist that the salesman show you the name "Congoleum" stamped on the back.

**The Congoleum Company**  
Department of  
The **Barratt** Company  
Philadelphia  
Chicago  
Milwaukee  
Vancouver  
San Francisco  
Boston  
Toronto  
St. John, N. B.  
Halifax, N. S.

Congoleum Art-Rug No. 324  
Congoleum Art-Rug No. 348  
Congoleum Art-Rug No. 330

This rug on the floor is Congoleum Art-Rug No. 322. The 6 x 9 ft. size retails for \$2.25.

Figure H.7: Advertisement, Congoleum Co., *The Ladies Home Journal*, 1918.



Figure H.8: Mosaic design by Nairns of Kirkcaldy, 1883. *National Archives*, P.R.O.