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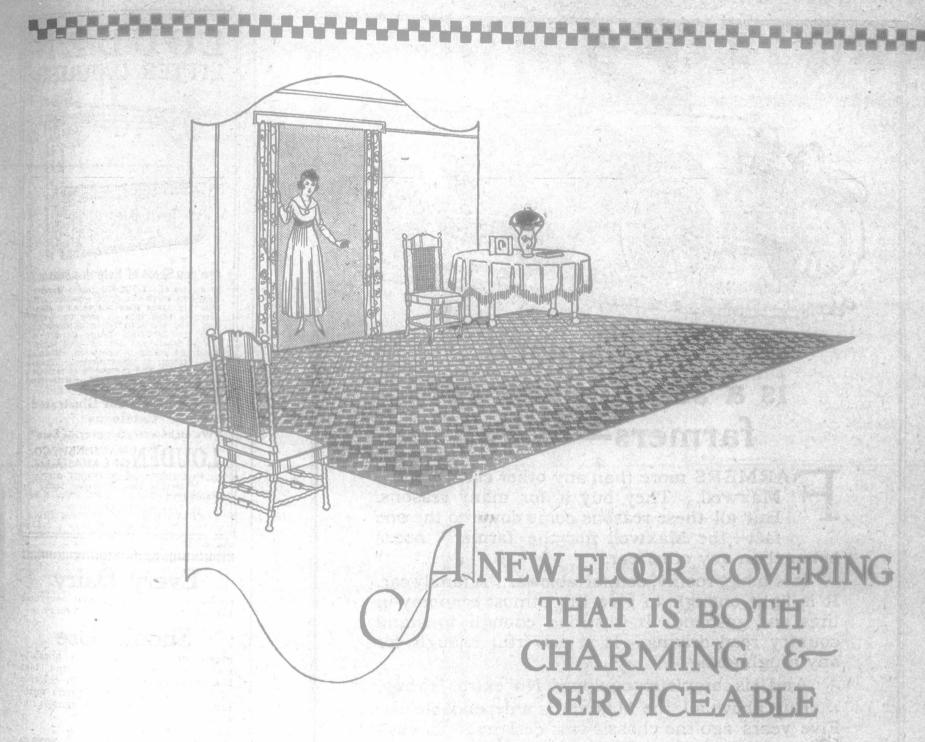
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OST of our Canadian homes have floors of soft wood and the effort to make them look well by various treatments has proved anything but successful-What then shall we do with our floors? The answer is found in

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Similar to linoleum in appearance, Feltol is yet not linoleum. For one thing, it has felt instead of cork for its base for another, it is vastly less expensive. Cheaper even than oilcloth, it nevertheless has an appearance as fine as the best linoleum, and it comes in a wonderful variety of patterns and colors. With Feltol on your floors, you can have as many or as few rugs as desired—and from the housekeeper's point of view, the arrangement lightens housework, as such a floor can be readily mopped up and polished.

Feltol Floor Coverings are as high in quality as they'are charming in appearance. Feltol will lie flat on the floor and requires no fastening by tacks or paste. Go to any store that deals in floor coverings and examine the range of beautiful designs. Then lay Feltol on one floor-you'll be so delighted with the result you will not be satisfied until all your floors are covered with FELTOL.

Remember Feltol is not linoleum or floor oilcloth—it is the best felt base floor covering made-superior to the best imported yet much lower in price.

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