

Ruben's Demonstration Sale Of The Famous NEPONSET

FLOOR COVERING

6 Days in which We Prove Its Superiority!
6 Days in which We Sell It at a Big Savings!

NEPONSET is far better than ordinary Printed Linoleum---Because it Wears Better and Costs Less. During this Sale the Price is

65c per square yard

When this Sale ends the Price will be \$1.00 a sq. yd. Buy all the NEPONSET You will need for a long time--Save 35c on every sq. yard.

STORE DEMONSTRATION

An expert from the Neponset Mill will be with us during the days of the sale and will demonstrate that--- NEPONSET won't buckle or crack; lies flat on the floor and is sanitary. Its waxed back prevents it sticking to the floor. It is 100 per cent waterproof.

Ask to see the complete range of patterns---we have them all.

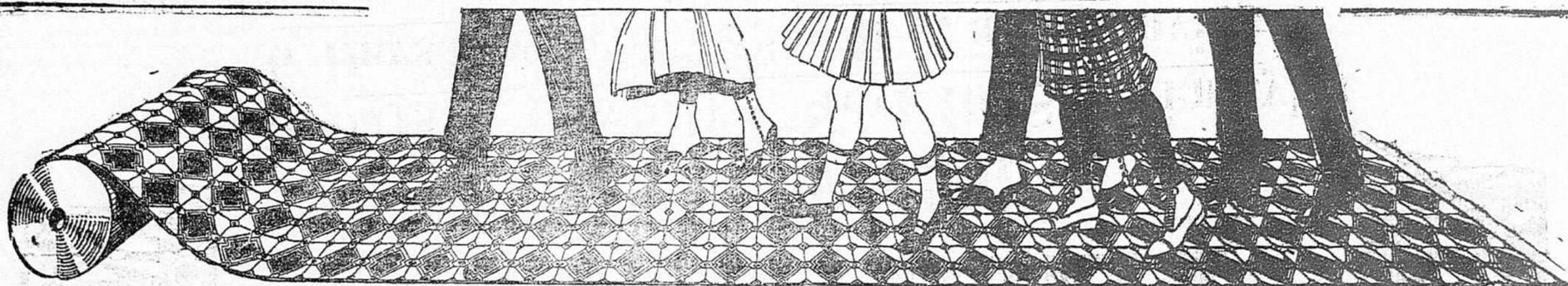
Remember that this saving 35c on every square yard (which runs into quite a sum of money if you are figuring on a large room or on several rooms) is made on a floor covering which is guaranteed in the fullest sense. Not only do Bird & Son, the makers, guarantee every roll of it, but we, of course, assure you the same satisfaction as though you had bought your NEPONSET at the full price of \$1.00 a square yard.

NEPONSET Has Many Imitators---But the More you Compare It the More Clearly You Prove Its Superiority!

THE BASE

of NEPONSET Floor Coverings is a thick, tough, solid felt, which has been thoroughly waterproofed from top to bottom.

This makes it an ideal substance to walk on, on account of its resiliency. That is why it is used so extensively in places where it is necessary for people to be on their feet a good part of the time.



WATCH IT WEAR

The Piece of

NEPONSET

has been on our sidewalk at 601 King Street since April 13, 1921. How long would it last in your home at that rate?

Watch It Wear

A Piece of

NEPONSET

has been in the lobby of the Idle Hour Theatre since April 13, 1921. It has stood the test there. How long would it wear in your home at that rate?

WATCH IT WEAR

A Piece of

NEPONSET

has been in the lobby of the Ingomar Theatre since April 13, 1921. It has stood the test there. How long would it wear in your home at that rate?

RUBEN'S

King and St. Asaph Sts.

Phone 154

Alexandria, Va.