

See the WHITTALL RUG on the sidewalk



One day of wear
on the sidewalk exceeds
Ten years of wear in the Home.

WANTED AT ONCE!!! 100,000 PEOPLE
to Walk on this Rug in Front of the Diamond Hdw. Co.
We Want to Make this the most severe test possible for a Floor Covering
We Hope It Rains and Snows and Freezes

We positively guarantee that this Rug was taken from our regular stock and was not specially made for this Sidewalk Demonstration. You can always buy one like it---at Laverings Furniture store---anytime.

This Rug is a \$75---WHITTALL ANGLO PERSIAN---Size 9x12

The Sidewalk Test What it Means to You

The Sidewalk Test is made for your benefit and for the benefit of every housewife who wants to know just what she is buying. THE SIDEWALK TEST PROVES THE WORTH OF WHITTALL RUGS. Seeing is believing. It allows the people in this community to see for themselves just what use and just what abuse a really good rug will stand. One might as well test glass with a hammer as to put an ordinary rug out on the sidewalk. This is where the weak must fall by the wayside and where Whittall Quality Reigns Supreme.



Wilton and Body Brussels Rugs are made in ten different grades, 521 selections and in 28 stock sizes. Woven to Order in Special Sizes

Anglo Persian

The most famous Wilton Rug made. A rug which reproduces the finest Oriental designs and colorings.

\$75.00

Anglo Indian

These rugs are very effective and are woven in soft rich colorings and all-over effects with small figures.

\$65.00

What Becomes of the Rug

This rug will be left out on the sidewalk for thirteen days including two Saturdays. Then it will be washed with ordinary soap and water just the same as you would wash a handkerchief. It will then be placed in our window so that every one may examine it closely. It will then be sold to the highest bidder. Examine it closely and then fill out the coupon that will be in the newspapers in one of our advertisements. We positively guarantee that the rug which you will see in the window will be the Sidewalk Rug.

Royal Worcester

The finest medium priced Wilton money can buy. Woven of worsted yarns in beautiful designs and colors.

\$55.00

Teprac

An all wool Wilton of very moderate price. Wonderfully durable. It gives splendid satisfaction in the home.

\$50.00

Peerless

A high grade fabric at a popular price that is easily cared for and wonderfully durable and very attractive.

\$37.50

There Is a Whittall Rug for Every Room In Every Home

E. C. LAVERING FURNITURE STORE
One Block Back of the Rogerson Hotel