

Collier's

May 26, 1951 • Fifteen Cents

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CANCER QUACKS

How Medical Fakers
Prey on Human Suffering



CHICAGO—MICHIGAN AT WACKER

John D. Weaver's Happy New Serial
THE LOVE MAN

BASEBALL

By Tom

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10 BELT AV
PITTSBURGH 5
PA 15025



There's one other change besides the floor



TAKE a quick look at these two photographs, and you'll see that the big difference is a new floor of Armstrong's Asphalt Tile. Look more closely and you'll see another difference. The baked goods aren't the same. In the top picture, it's Wednesday's bake. In the bottom picture, you see the next day's goods. It was only an overnight job to transform the appearance of this shop.

The old floor was out of harmony with the rest of the store. The cases and counters were bright and modern, but the gloomy floor spoiled the over-all effect. One of the most important elements in the decoration of the shop was not being used to good advantage.

The new floor gives the store a new look. The whole color scheme is unified. Fixtures and floor belong together. The distinctive floor design adds interest to the whole arrangement of the store. Now this bake shop has the customer appeal that it lacked before.

Armstrong's Greaseproof Asphalt Tile was the right

flooring choice for this bakery. It's an economical floor with the special ability to withstand grease conditions. Despite its low cost, it will stay colorful and attractive under heavy traffic. The smooth surface reduces cleaning time, keeps maintenance costs to a minimum.

The way a floor of Armstrong's Asphalt Tile is put down in individual blocks gives it unusual design flexibility. The special effect in this bakery floor is just one of countless designs that can be created.

Perhaps your place of business could benefit by "remodeling" with a new floor of Armstrong's Asphalt Tile. It can be used on any type of floor—even in basements and on concrete slabs in direct contact with the ground. Your Armstrong contractor will be glad to show you samples and give you a cost estimate for your floor.

Which floor for your business? Because no one floor can meet every need, Armstrong makes several types of resilient floors—Armstrong's Linoleum, Asphalt Tile, Linoleum, Rubber Tile, and Cork Tile. Each of these different floors has its own special advantages. Choosing the one that's best suited for you depends upon the effect you want to create, the amount of money you wish to spend, and the type of subfloor you have.

Send for free booklet. "Which Floor for Your Business?", a 20-page full-color booklet, will help you select the resilient flooring best suited to your needs. Write Armstrong Cork Company, 5105 Jackson Street, Lancaster, Pa.



ARMSTRONG'S ASPHALT TILE