

Art Director: Robert Martin  
 Advertiser: Macy's

# So this is LINOLEUM

Here is the new Macy's way of making floor surfaces. We use the linoleum in special designs to suit our fancy in games, and then have it assembled and laid by our expert craftsmen, who take an artistic and workmanlike interest in the fine points of laying every single tile.



Here's one a kid's room that you may discover with one of our little products? Make it look like there's a high old kid jumping through hoops. Make it look like a child and his toys are just about to be there.



A nursery floor with checkerboard arrangements, which are so attractive, but not so elaborate — there's a floor that has them. What's more, we can think up designs for parties, bookshelves and bookshelves, and many other things.



This is part of a kitchen or bath. The linoleum is made from a special kind of oil and the laying and setting are done by our experts. But when it's done, you'll have a floor of living, it will come and come and come.

Small text: Sold Here, Macys Building  
**MACY'S**  
 445 STREET & BROADWAY

# LIPSTICK TUSSY



WHY has Lesquendieu created his perfect lipstick in eight distinct shades? Because every woman who follows the caprices of the mode needs at least three different lipsticks to provide the correct accent of color to her costume. Morning, noon, and night, with their varying lights and shadows, also demand subtle changes in make-up. With eight fascinating shades to choose from, every woman will find her three favorites in Lipstick Tussy. This lipstick is a miracle of smoothness, delicacy and lasting quality. In the smartest of gold-tone containers, Lipstick Tussy comes to you, sealed and packaged in France. Lipstick Tussy may be obtained at your favorite shop. Won't you let us send you the fascinating booklet on make-up, "Cosmetiques Lesquendieu"? Just write to Lesquendieu, Incorporated, 68 1/2 Fifth Avenue, New York.

## COSMETIQUES LESQUENDIEU



Art Director: George McAndrew  
 Agency: Batten, Barton, Durstine & Osborn  
 Advertiser: Lesquendieu, Inc.

