

Congoleum Week! Ends To-morrow!



**Your Last Opportunity to Buy
Nationally Advertised Congoleum
Rugs at Special Bargain Prices**



When the stores close Saturday night, Congoleum Week comes to an end. The special bargain prices which have prevailed all this week will be withdrawn. Your opportunity to buy America's most popular floor-covering at these reduced prices will be gone.

If you have used *Gold-Seal* Congoleum Rugs you know their beauty—their remarkable money and labor-saving features—and you cannot fail to appreciate the bargains that these special prices represent.

If you have not yet had Congoleum in your home, you should see what beautiful, sanitary, and practical floor-covering you can buy for amazingly little money.

Labor-Saving — Money-Saving

Let *Gold-Seal* Congoleum save you hours of cleaning time; hours of hard work; save you money! Let its rich, glowing colors brighten your floors and decorate your home throughout the year. But you must make your purchases before tomorrow night to get the benefit of the big reductions in price.

Beautiful Patterns for Every Room

Gold-Seal Congoleum Art-Rugs are famous for their beautiful patterns. You will find Oriental motifs in warm, rich tones for living and dining-room — dainty flowered patterns that bring a fresh, bright look to bedrooms — and, for kitchen, bathroom and pantry there is a fine range of conventional designs.

Waterproof and Easy to Clean

Gold-Seal Congoleum is waterproof, and germ-proof. Neither dust, dirt, nor spilled liquids can penetrate its smooth, sanitary surface. A quick going-over with a damp mop makes Congoleum as spotless as when new — its colors fresh and sparkling.

Lies Flat Without Fastening

No tacks, nails, or cement are ever required to hold it in place. It never curls or "kicks up" at the edges.

Gold-Seal Congoleum By-the-Yard

The same durable, waterproof material as Congoleum Rugs, and made in tasteful designs for use over the entire floor.

Gold-Seal Congoleum Rug-Border

If it is desired to cover the floor space between a large centre rug and the walls, there is Congoleum Rug-Border in several realistic reproductions of hardwood flooring.

Genuine, Guaranteed Goods

All the *Gold-Seal* Congoleum offered in this sale is fresh, new goods. All of it carries the famous Gold Seal pledge of "Satisfaction Guaranteed or Your Money Back." Remember, there is only one "Congoleum" and it is identified by the Gold Seal pasted on the face of every pattern.

This is Your Last Chance

If you put it off too long something may prevent your going. And then you will have to pay more for your Congoleum. After tomorrow, prices will positively go up to their former levels.

Gold-Seal Congoleum Art-Rugs

6 x 9 ft. *Gold-Seal* Congoleum Art-Rug **\$7.95**
Nationally Advertised Price, \$9.00

7½ x 9 ft. *Gold-Seal* Congoleum Art-Rug **\$9.95**
Nationally Advertised Price, \$11.25

9 x 9 ft. *Gold-Seal* Congoleum Art-Rug **\$12.00**
Nationally Advertised Price, \$13.50

9 x 10½ ft. *Gold-Seal* Congoleum Art-Rug **\$13.85**
Nationally Advertised Price, \$15.75

9 x 12 ft. *Gold-Seal* Congoleum Art-Rug **\$15.95**
Nationally Advertised Price, \$18.00

Other sizes at attractive reductions ranging down to the 18 x 36-inch Rugs **49c**

Gold-Seal Congoleum By-the-Yard
Nationally Advertised Price, 85c and 95c

Two Yards Wide **79c** per sq. yd.

Three Yards Wide **89c** per sq. yd.

Gold-Seal Congoleum Rug-Border
24 inches wide 54c per running yard
36 inches wide 64c per running yard
Nationally Advertised Price, 60c and 75c

Orchard-Wilhelm
Hartman Furniture & Carpet Co.
Burgess-Nash Company

J. L. Brandeis & Sons
Union Outfitting Co.
Easy Furniture Company

SOUTH OMAHA:
Home Furniture Co.
Koutsky-Pavlik Co.
Reliable Furniture Co.
Standard Furniture Co.
Selner Furniture Co.
Allen Furniture Co.
Continental Furniture Co.

BENSON:
J. L. Corbaley
C. O. Hurd
C. C. Johnson