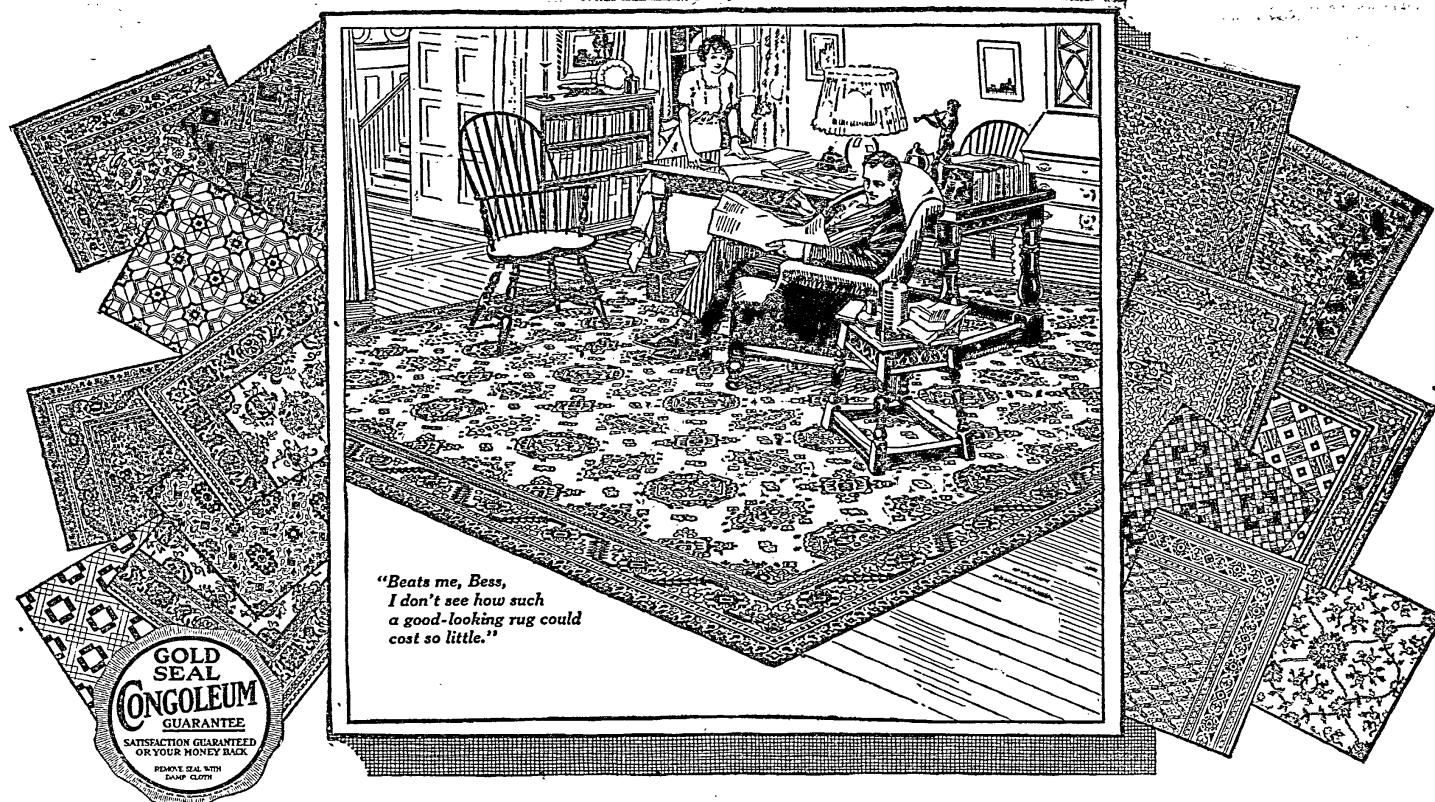


All This Week—Reduced Prices on Gold-Seal Congoleum



Congoleum Week Ends Saturday

WHEN the stores close on Saturday night, *Gold-Seal Congoleum Week* comes to an end. The special bargain prices that have prevailed all this week will be withdrawn.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* you know its beauty—its remarkable money-saving and labor-saving features. If you have not yet had Congoleum in your home, you owe it to yourself to at least see what beautiful, sanitary, and practical floor-covering you can buy for amazingly little money.

Don't delay! Go to any of the stores listed below and select your *Gold-Seal Congoleum Art-Rugs*.

Beautiful Patterns for Every Room

Gold-Seal Congoleum Art-Rugs are famous for their beautiful patterns. You will find Oriental and Chinese designs in warm, rich tones for living room and dining room—dainty flowered patterns that bring a fresh, bright look to bedrooms—and a fine range of conventional patterns for kitchen, bathroom and pantry. Or, if you prefer an all-over floor-covering, you will find many attractive patterns in *Gold-Seal Congoleum By-the-Yard*—in two- and three-yard widths.

Here are the Special Prices

Gold-Seal Congoleum Art-Rugs

6 x 9 ft. size.....\$7.45
Nationally Advertised Price \$8.10

7½ x 9 ft. size....\$9.30
Nationally Advertised Price \$10.10

9 x 9 ft. size.....\$11.15
Nationally Advertised Price \$12.15

9 x 10½ ft. size,\$12.95
Nationally Advertised Price \$14.15

9 x 12 ft. size....\$14.95
Nationally Advertised Price \$16.20

Other sizes ranging down to the
1½ x 3 ft. Rugs..... 39c

Gold-Seal Congoleum By-the-Yard

The same durable, flat-lying material in roll form for use over the entire floor. Waterproof, sanitary, needs no fastening. Satisfaction guaranteed by the Gold Seal. Look for it on the face of the goods.

Two Yards and Three Yards Wide.....69c per square yard.
Nationally Advertised Price 75c

going-over with a damp mop makes Congoleum as clean and spotless as when new—its color fresh and sparkling.

Lies Flat Without Fastening

This is another important feature of *Gold-Seal Congoleum*. No tacks, nails, or cement are ever required to hold it in place. It literally "hugs" the floor and never "kicks up" or curls at the edges or corners.

Genuine, Guaranteed Goods

All the *Gold-Seal Congoleum* offered in this sale is fresh new goods, just received from the factory. All of it carries the famous Gold Seal pledge of "Satisfaction or Your Money Back." Look for the Gold Seal—it is your protection against inferior imitations of *Gold-Seal Congoleum*.

This is Your Last Chance!

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

Waterproof and Easy to Clean

Gold-Seal Congoleum is waterproof, and germ-proof. Neither dust, dirt, nor spilled liquids can penetrate its smooth, enamelled surface. Sweeping and scrubbing are unnecessary. A quick

FOR SALE AT THESE STORES

DULUTH—

GLASS BLOCK STORE
Bayha & Co.
Enger & Olson.
Melin & Landin Furniture Co.
Whelan Linck Co.
Bellnet Furniture Co.
Duluth Furniture Co.
Anderson Furniture Co.
F. S. Kelly Furniture Co.
Lake View Store (Morgan Park)
Hockin, Brace & Paleen.
Hagstrom & Forsgren.
Nelson Ross Furniture Co.

SUPERIOR—

Globe Furniture Co.
Grand Rapids Housefurnishing Co.
M. May Furniture Co.
A. J. Winkels
New London Furniture House
Lurye Furniture Co.
Roth Bros.
Oyasa Bros.
The Sales Mart.

AURORA—

Talbot & Schubmehl Mer. Co.
Zenith Hardware & Furniture Co.

BUHL—

E. J. Levine

CHISHOLM—

Lundall & Son
Peterson Bros.
A. Mahne

GILBERT—

Kraker Mercantile Co.
J. N. Carlson
Gilbert Hardware & Furniture Co.

HIBBING—

W. J. Ryder
Markell Furniture Co.
Cron Furniture Co.
Hisco Bazar Co.
Lurye Furniture Co.
Lot. Hefstein

EVELETH—

Range Hardware & Furniture Co.
Sam Seigel
Lester Sagen

KEEWATIN—

Shurman & Son
W. R. O'Connell

VIRGINIA—

Cozy Shop (Ed Cron, Prop.)
J. Ketola & Co.
Jenia Bros.

NASHWAUK—

Matilla Hardware Co.
Nashwauk Hardware Co.

BIWABIK—

H. G. Seeley

MARBLE—

Marble Hardware & Furniture Co.

BOVEY—

Bovey Mercantile Co.
A. E. Perrier

COLERAINE—

Peterson & Goodwin

GRAND RAPIDS—

Geo. F. Kremer

DEER RIVER—

M. J. Baker