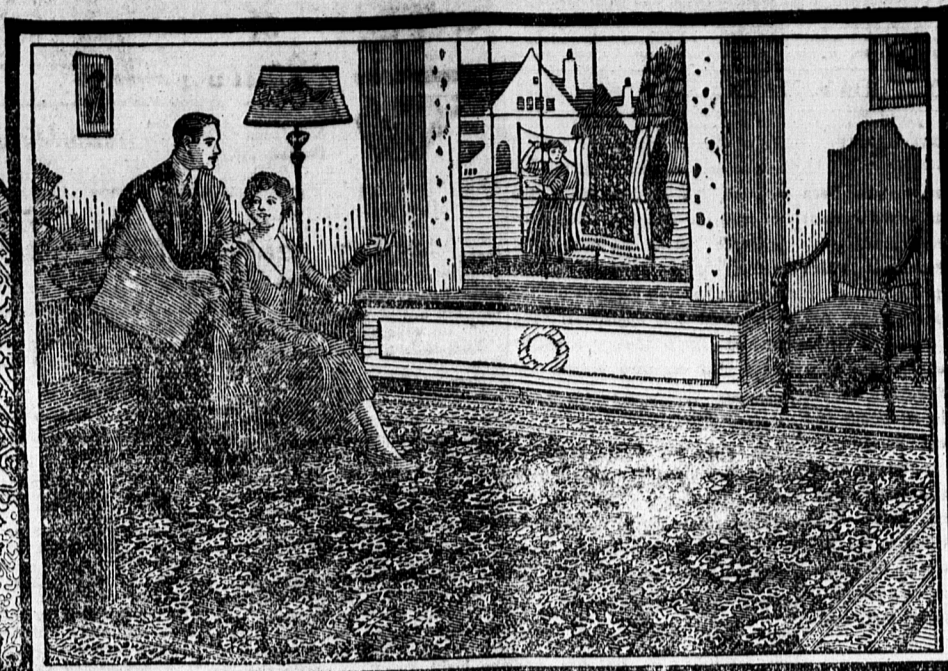


Made in Canada
—for Canadians
—by Canadians

All This Week—Reduced Prices on Gold-Seal Congoleum



Gold-Seal Congoleum at Special Bargain Prices!

GOLD-SEAL Congoleum Week is in full swing. Saturday and again yesterday hundreds of eager housewives took advantage of the great money-saving opportunity offered by this special sale of Canada's most popular floor-covering.

But the assortments of designs and rug sizes are still complete—you can still obtain the rug sizes and patterns you want.

A Timely Buying Opportunity

If you have recently moved into a new home and have additional floors to cover—if you have some worn woven rugs or carpets which you would like to replace—if you need floor-covering for your summer home—this Congoleum Sale is a money-saving opportunity you can't afford to miss.

For Every Room in the House

Gold-Seal Congoleum Art-Rugs come in a variety of beautiful patterns. So you will have no difficulty in finding suitable patterns, colorings, and sizes for kitchen, bathroom, bedroom, dining-room, living-room and outdoor sleeping porch.

Or if you prefer an all-over floor-covering, you will find many attractive patterns in Gold-Seal Congoleum By-the-Yard.

Canada's Most Popular Floor-Covering

You need only to read this partial list of Congoleum's advantages to understand why this modern, sanitary floor-covering is preferred to woven rugs and carpets in many thousands of Canadian homes.

Designs: No other low-priced floor-covering offers such beauty of design and coloring.

Easy to Clean: Just a light mopping leaves the smooth, sanitary surface spotlessly clean. No tiresome beating and sweeping to do.

No Tacks to Drive: Congoleum Rugs come all in one piece and lie perfectly flat on the floor without fastening of any kind. They never curl or "kick up" at the edges or corners.

Satisfaction Guaranteed

All the Gold-Seal Congoleum included in this sale is fresh new stock; and carries the Gold Seal pledge: "Satisfaction Guaranteed or Your Money Back." This Gold Seal appears on the face of all genuine Congoleum. It protects you absolutely.

Only a Few More Days

Remember, Gold-Seal Congoleum Week ends on Saturday night! Don't allow this great money-saving opportunity to slip by without taking full advantage of it.

Saturday is the
Last Day of
the Big Sale!

Here are the
Special Sale
Prices

Gold Seal Congoleum Art-Rugs

9x6 ft. size \$7.95

Regularly Priced \$9.00

9x7½ ft. size \$9.95

Regularly Priced \$11.25

9x9 ft. size \$11.95

Regularly Priced \$13.50

9x10½ ft. size . . . \$13.95

Regularly Priced \$15.75

9x12 ft. size . . . \$15.95

Regularly Priced \$18.00

Attractive reductions in other sizes down to the 18 x 36 inch Rugs at **45c**

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 Wide **75c** per sq. yd.
Regularly Priced 85c

Congoleum Company of Canada,
Limited
1270 St. Patrick Street,
Montreal, Que.

FOR SALE BY

CHARLOTTETOWN
Prowse Bros., Ltd.
Moore & McLeod
Beer & Weeks
Patons Ltd.

SUMMERSIDE
Brace McKay & Co., Ltd.
R. T. Holman, Ltd.
Sinclair & Stewart
F. W. Strong Co., Ltd.

MONTAGUE
Poole & Thompson
Ives & Murdock
J. W. Murdock

SOURIS
Matthew & McLean
J. J. Hughes & Co.

GEORGETOWN
McDonald Bros.

MURRAY RIVER
Cook & Son

MURRAY HARBOR
Prowse & Sons

BEDEQUE
Wm. Callbeck

ALBERTON
J. H. Myrick & Co.

CRAPAUD
D. McLean

MOUNT STEWART
H. F. Feehan

ST. PETER'S
C. E. Pratt & Sons.

FREDERICTON
J. A. Cuthill & Son.

NEW GLASGOW
Frank Andrews

WELLINGTON
STATION
Arsenault & Gaudet.