



Made in Canada
— for Canadians
— by Canadians



Beginning Tomorrow! Gold-Seal Congoleum Week

A Seven-Day Sale of Canada's Most Popular Floor-Covering

THROUGH a special arrangement made with hundreds of stores located in practically every city and town in Canada you can buy tomorrow and all next week, guaranteed *Gold-Seal* Congoleum Rugs and Floor-Coverings at greatly reduced prices.

The sale comes at the most opportune time of all the year—just when Spring moving and house-cleaning is on your mind—just when you're thinking of new floor-covering for your summer home.

The chief purpose of this great Congoleum Week Sale is to enable those women who have not yet used Congoleum to prove for themselves, at very small expense, the money-saving, labor-saving economy of this modern, sanitary floor-covering. But, at the same time, it offers all Congoleum users a rare opportunity to make additional purchases at bargain prices.

The Stores That Will Save You Money

The stores listed at the bottom of this page have joined in this nation-wide drive for brighter homes and lighter housework. Tomorrow and all next week they will sell genuine *Gold-Seal* Congoleum at the money-saving prices quoted here.

Genuine, Guaranteed *Gold-Seal* Congoleum

All the *Gold-Seal* Congoleum offered in this sale is fresh new stock, just received from the factory and is unconditionally guaranteed to give absolute satisfaction. All the new popular patterns are included.

If you have not yet used *Gold-Seal* Congoleum Rugs, read the following list of their advantages. Then you will understand why they are found today in homes all over the land.

Beautiful, harmonious patterns. Congoleum patterns are the most artistic you can possibly imagine. There are simple designs for kitchen and bathroom—elaborate effects for bedroom, dining-room, living-room and outdoor sleeping-porch.

Easy to Clean. There's no tiresome sweeping or beating as with woven floor-coverings—a damp cloth quickly removes every speck of dust and dirt.

Waterproof and Greaseproof. The firm, enamel-like, sanitary surface is waterproof and rotproof. Nothing harms it.

No Fastening Required. Congoleum Rugs are made all in one piece. They lie flat, and will not curl at edges or corners. No tacks or cement are needed to hold them in place.

Economical. *Gold-Seal* Congoleum is wonderfully durable. At regular prices it is a real bargain. At these prices it represents unprecedented value.

This Opportunity Is Limited

Remember these bargain prices end on Saturday, May 12th. Regular prices will then be restored.

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

FOR SALE BY

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

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

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

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

GEORGETOWN
McDonald Bros.

LOWER MONTAGUE
W. A. Poole & Co.

MURRAY RIVER
Cook & Son

MURRAY HARBOR
Prowse & Sons

BEDEQUE
Wm. Callbeck

ALBERTON
J. H. Myrick

CRAPAUD
D. McLean

MOUNT STEWART
H. F. Feehan

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

CONGOLEUM COMPANY OF CANADA, LIMITED.
1270 St. Patrick Street, Montreal, Que.