

# Gold-Seal Congoleum Week Begins Today!

## Bargain Prices During This Big Sale

**H**UNDREDS of stores located in practically every city and town in Canada have joined in a great, nation-wide drive for brighter homes and lighter housework.

Beginning today and continuing through all next week, they will sell genuine, guaranteed *Gold-Seal Congoleum Art-Rugs* and Floor-Coverings at greatly reduced prices.

This great Congoleum Week Sale will enable those women who have not yet used Congoleum to prove for themselves, at very small expense, the labor-saving economy of this modern, sanitary floor-covering.

And, at the same time, it offers the thousands of present Congoleum users a rare opportunity to make additional purchases at bargain prices.

### The Stores That Will Save You Money

All stores listed at the bottom of this page have joined in this nation-wide, money-saving event. Today and until the end of next week they will sell genuine *Gold-Seal Congoleum* at the bargain prices quoted here.

### Genuine *Gold-Seal Congoleum*

All the *Gold-Seal Congoleum* offered in this sale is fresh, new goods, 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 their tremendous popularity among Canadian housewives.

**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.** 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, seamless, sanitary surface is absolutely waterproof and rotproof. Even grease can be wiped up in a jiffy.

**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.

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



### This Opportunity Is Limited

Go see these beautiful, practical rugs at the stores listed below. Take advantage of this at once. Remember these bargain prices end on Saturday, May 17th. Regular prices will then be restored.

Look for this Gold Seal

### Gold-Seal Congoleum Art-Rugs

9 x 6 ft. Gold-Seal Congoleum Art-Rug \$7.95  
Regularly Priced \$9.00

9 x 7½ ft. Gold-Seal Congoleum Art-Rug \$9.95  
Regularly Priced \$11.25

9 x 9 ft. Gold-Seal Congoleum Art-Rug \$11.95  
Regularly Priced \$13.50

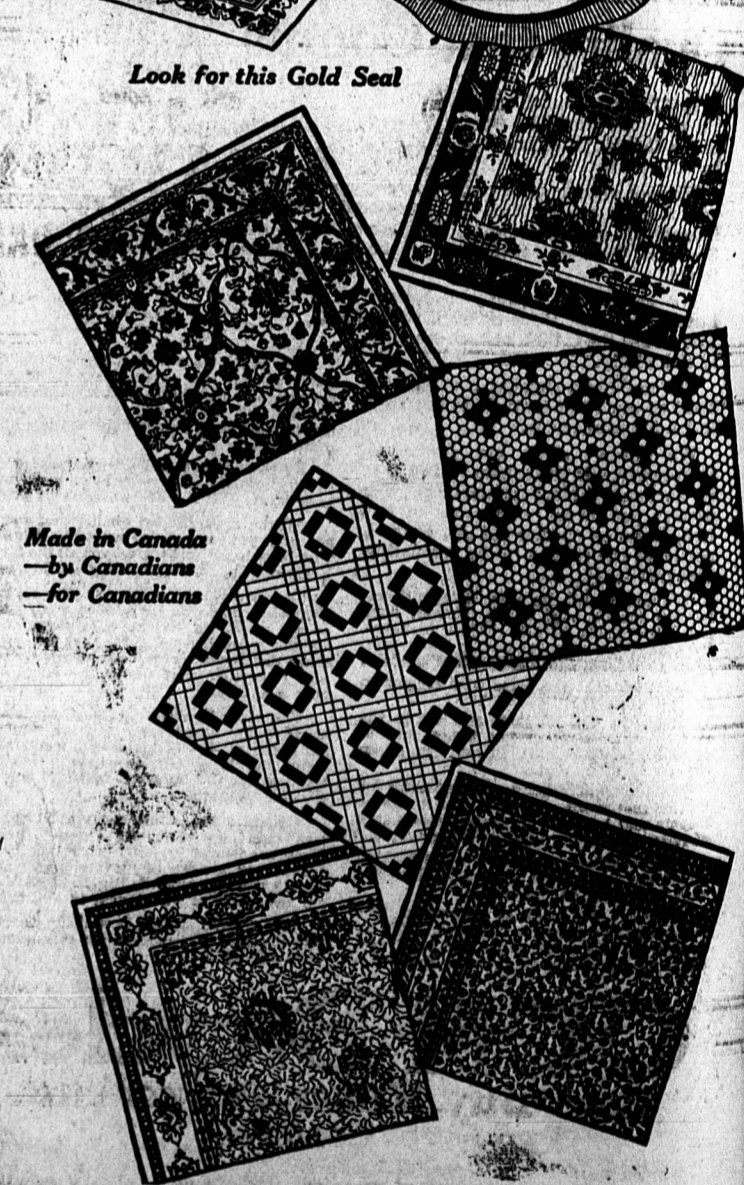
9 x 10½ ft. Gold-Seal Congoleum Art-Rug \$13.95  
Regularly Priced \$15.75

9 x 12 ft. Gold-Seal Congoleum Art-Rug \$15.95  
Regularly Priced \$18.00

Other sizes at attractive reductions ranging down to the 18 x 36-inch Rugs 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.

Two Yards Wide . . . . . 75c per sq. yd.  
Regularly Priced 85c



Made in Canada  
—by Canadians  
—for Canadians

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

For Sale By:

Charlottetown  
BEER & WEEKS  
MOORE & McLEOD, LTD.  
PATONS, LTD.  
PROWSE BROS., LTD.

Montague, P. E. I.  
POOLE & THOMPSON  
Summerside  
BRACE, McKAY & CO., LTD.  
SINCLAIR & STEWART, LTD.

Summerside and Charlottetown  
R. T. HOLMAN, LTD.