

Reduced Prices on Canada's Most Popular Floor-Covering

Made in Canada
—by Canadians
—for Canadians



"Beats me, Bess,
I don't see how such
a good-looking rug could
cost so little."



Congoleum Week Ends Tomorrow

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 The special bargain prices that have prevailed all this week will be withdrawn.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 Canada's most popular floor-covering at these reduced prices will be gone.

If you already have used *Gold-Seal Congoleum Rugs* in your home you know their beauty—their remarkable money-saving and labor-saving features. If you have not yet put *Congoleum Rugs* 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 below and select your *Gold-Seal Congoleum Art-Rugs* today.

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 to cover the entire floor, you will find many attractive styles in *Gold-Seal Congoleum By-the-Yard*.

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

Attractive reductions in other sizes 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

Waterproof and Easy to Clean

Gold-Seal Congoleum Rugs are made all in one piece on a durable fabric-felt base. They are waterproof, germproof and accident-proof. Neither dust, dirt, nor spilled liquids can penetrate the smooth,

enamelled surface. Unlike woven rugs, they require no tiresome sweeping or beating. A quick 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 Guaranteed or Your Money Back." Look for the *Gold Seal* on the face of the goods. It protects you against inferior imitations of *Gold-Seal Congoleum*.

This is Your Last Chance!

If you wait until 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.

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
Cooks & 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. Cuthliffe & Son.

NEW GLASGOW
Frank Andrews

WELLINGTON
STATION
Arsenault & Gaudet.