

Last Days of Big Bargain Prices

Congoleum Week Ends on Saturday!



No need for mother to worry about cleaning up after this party. Congoleum Art-Rugs are ideal for rooms where children romp and play.

This Gold Seal Guarantees Satisfaction.

WHEN the stores close next Saturday night, *Gold-Seal* Congoleum Week comes to an end. The special bargain prices now in force will be withdrawn. Your opportunity to buy Canada's most popular floor-covering at these remarkable reductions will be gone.

If you already have used *Gold-Seal* Congoleum Rugs in your home you know their beauty, their durability and wonderful money-saving and labor-saving features. If you do not yet have 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 listed below and select your *Gold-Seal* Congoleum Art-Rugs today if possible; for remember the Sale ends Saturday.

Beautiful Patterns for Every Room

Gold-Seal Congoleum Art-Rugs are famous for their beautiful patterns. You will find elaborate Oriental designs in warm, rich tones for living room and dining room—dainty flowered patterns that bring a fresh attractiveness 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 attractive designs in *Gold-Seal* Congoleum By-the-Yard.

Waterproof and Easy to Clean

Gold-Seal Congoleum Rugs are made all in one piece on a durable fabric-felt base. They are waterproof, germ-proof, and accident-proof. Neither dust, dirt, nor spilled liquids can penetrate the smooth, seamless surface. Unlike woven rugs, they require no tiresome sweeping or beating. A quick going-over with a damp mop makes Congoleum as clean, fresh and spotless as when new.

Lies Flat Without Fastening

Here 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.

New, 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 till the last minute something may prevent your taking advantage of this opportunity. And then you will have to pay more for your Congoleum. After Saturday the regular prices will again prevail.

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

For Sale By:

AMLAND BROS., LTD.
19 Waterloo Street, St. John, N. B.

CHAS. L. BUSTIN
St. John, N. B.

A. E. EVERETT
91 Charlotte Street, St. John, N. B.

JACOBSON BROS.
St. John, N. B.

J. VANWART & SON
Woodstock, N. B.

JACOBSON & CO.
St. John, N. B.

J. MARCUS
30-36 Dock Street, St. John, N. B.

PARKE FURNISHERS, LTD.
113 Princess Street, St. John, N. B.

A. O. SKINNER
St. John, N. B.

BABB'S DEPARTMENT STORE

Made in Canada—by Canadians—for Canadians

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