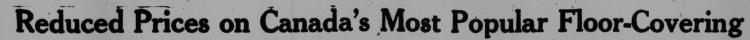
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THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, MAY 11, 1923





Made in Canada
—by Canadians
—for Canadians
—for Canadians

GOLD
—SEAL
ONGOLEUM

GUARANTEE

SATISFACTION GUARANTEED

JORYOUR MONEY BACK

GONGOLEUM

CONTOUR MONEY BACK

GONGOLEUM

CONTOUR MONEY BACK

GRAPA GOTE

BAAP GOTE

BAAP GOTE

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 The special bargain prices that have prevailed all this week will be withdrawn.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
Regularly Priced \$9.00

9 x 7½ ft. Gold-Seal
Regularly Priced \$11.25

9 x 9 ft. Congoleum Art-Rug
Regularly Priced \$11.25

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

9 x 10½ ft. Congoleum Art-Rug \$13.95

Regularly Priced \$15.75

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

Attractive reductions in other sizes ranging down to the 18 x 36 inch Rugs

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, 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

AMLAND BROS., LTD.,		A. O. SKINNE
19 Waterloo Street	St. John, N. B.	R. & W. BOV
CHAS. L. BUSTIN	St. John, N. B.	J. WM. SMIT
E. A. EVERETT,		E. HARMER,
11 Charlotte Street	St. John, N. B.	BOYD BROS.
		O'BRIEN & G
N. A. HORNBROOK & COMPANY -	St. John, N. B.	BUCHANAN
J. MARCUS,		J. BABB -
30-36 Dock Street	St. John, N. B.	JACOBSON &
PARKE FURNISHERS, LTD.,		JACOBSON B
113 Princess Street • • • •	St. John, N. B.	J. STOUT

BOYD BROS. - - - - St. George, N. B.
O'BRIEN & GILMOUR - - St. George, N. B.
BUCHANAN BROS. - - - St. Stephen, N. B.
J. BABB - - - - West St. John, N. B.
JACOBSON & CO. - - St. John, N. B.
JACOBSON BROS. - - - St. John, N. B.
J. STOUT - - - - Fairville, N. B.