

# ENTER CONGOLEUM TITLE CONTEST

Local Dealers Will Supply Entry Blanks Free!

## 50¢ Sends Any CONGOLEUM RUG TO YOUR HOME

Complete assortment in all sizes and patterns. Get coupons and full particulars of contest here. Prices during contest:

9 x 6 feet - - \$7.95

Regularly Priced \$9.00

9 x 7½ feet - - \$9.95

Regularly Priced \$11.25

9 x 9 feet - - \$11.95

Regularly Priced \$13.50

9 x 10½ feet - - \$13.95

Regularly Priced \$15.75

9 x 12 feet - - \$15.95

Regularly Priced \$18.00

Other sizes at attractive reductions, ranging down to the 18x36-inch Rugs at 45c

Gold Seal Congoeum By the Yard

Two yards wide. Per square yard 75c

Regularly Priced 85c

## ONTARIO FURNITURE CO.

230 DUNDAS ST. LONDON, ONT.

A Complete Showing of the Newest Patterns in

## Congoleum Rugs

Come here for an official entry blank in the \$1,000 Congoeum Picture Title.

HERE ARE OUR SPECIAL PRICES:

9 x 6 feet Gold Seal Congoeum Rug \$7.95

Regularly priced \$9.00

9 x 7½ feet Gold Seal Congoeum Rug \$9.95

Regularly priced \$11.25

9 x 9 feet Gold Seal Congoeum Rug \$11.95

Regularly priced \$13.50

9 x 10½ feet Gold Seal Congoeum Rug \$13.95

Regularly priced \$15.75

9 x 12 feet Gold Seal Congoeum Rug \$15.95

Regularly priced \$18.00

Other sizes at attractive reductions, ranging down to 18x36-inch Rugs at 45c

GOLD SEAL CONGOLEUM BY THE YARD.

Two Yards Wide. 75c per square yard

Regularly priced 85c.

KEENE BROS.

127 KING STREET LONDON

## SOUTHERN ROUTE BOOSTERS BUSY

New Organization Urging More Definite Activity by Municipalities.

### MEETING PLANNED

Special to The Advertiser.

St. Thomas, Oct. 19.—The newly-elected officers of the recently formed organization furthering the interests of the southern route of the provincial highway system are exerting every effort to make the meeting at Simcoe on Wednesday next a success. Delegations will visit several municipalities during the coming week to urge them to get behind the organization and endeavor to secure a larger percentage of the American tourist traffic for the 1925 season.

Ald. J. T. Webster, a chief mover in the campaign and who has been advocating some such organization for the past four or five years, states that he does not think people along the route really understand how much traffic they were losing through their own indifference.

Arrangements are being made for the unveiling of the historic monuments at Burwell's Park and Promenade on Friday of this week at 2:30 and 3:30 o'clock. The monuments have been erected by the Elgin historical society, the one at Burwell's Corner marking the site of the old Middlesex registry office, and the other at Promenade commemorating the first Congoleum church of Canada. A regatta at Selkirk, Payne's Mills, following the ceremony will complete the day, and close the monument program of the society for the year.

**Bees Start Funerals.** Had tourists been entering the city at eight o'clock this morning, the southern Ontario route of the provincial highway might have got a bad name. A party by the name of Jones, living on Balclutha street, was bringing some hives of bees to the city. As he drove up the Talbot street hill, two of the hives dropped to the ground and were at once obscured from view by a cloud of angry bees, eagerly licking up the honey which oozed from the broken and crushed combs. Constable Joe Howard was despatched to the scene, but found that handcuffs, pistol and baton were of no avail. Motorists made a detour on entering the city by a circuitous route. The bees were finally corralled by Mr. Armstrong of the street railway department, and are now in his possession.

T. Merritt Moore, chief returning officer for East Elgin, announces that Earl Richardson of Aylmer has been appointed election clerk. The representative of the plebiscite committee in the riding is Rev. W. A. Ashmore, while his financial agent is Charles Kaiser of Aylmer. The moderation league's official representative is Lou

## Chatham Youth Raises Peanuts

Special to The Advertiser.

Chatham, Oct. 19.—Clarence Claus, a student of the Chatham collegiate, has successfully grown a crop of peanuts on a quarter of an acre of land on his father's farm, Creek road, Harwich. The crop is a healthy one, and when harvested is expected to bring gratifying returns.

Benner of Dunboyne, while his agent is John Heavey, Aylmer.

Official Visit.

Col. Royal Burritt, D.S.O., Winnipeg, grand exalted ruler of the Elks, was in the city Saturday and met with Grand Secretary J. A. Killingsworth to discuss grand lodge affairs. Monday night Col. Burritt will pay an official visit to the local lodge of Dora Jean Putnam, younger daughter of Mr. and Mrs. I. Putnam, 24 East avenue, was married to Harold C. Daniels of Aylmer, N.Y., Rev. J. M. MacGillivray officiating. The bride was attended by her cousin, Miss Vera Brewer of London. A wedding breakfast was served at the home of the bride's parents. After a brief wedding trip to Detroit they will return to this city for a few days before leaving for their home in Oakfield, N.Y.

Charlotte Wilson, daughter of Mr. and Mrs. Edward Wilson, 43 Locust street, and Charles F. Gray, son of Mrs. M. Gray, Wellington street, were married at the Trinity Anglican church yesterday by Canon J. W. J. Andrew. A reception was held at the home of the bride's parents. Mr. and Mrs. Gray will reside in Detroit. The death of Miss Jennie Maxwell, sister of Police Magistrate Maxwell, took place this morning after a lengthy illness. Miss Maxwell was born in Aberdeen, Scotland, coming to this country with her parents, the late Mr. and Mrs. James Maxwell in 1854. They took up residence south of the city in 1858, and twenty years ago Miss Maxwell came to live with her brother in the city. She was a regular attendant at the Knox Presbyterian church, and took an active part in the work of the foreign missionary society. Survivors are her brother, C. F. Maxwell, a nephew, A. E. Maxwell, city, and a niece, Miss Isabel Maxwell.

The funeral will be held Tuesday at 2 o'clock from the residence of C. F. Maxwell to the family plot in the St. Thomas cemetery. Rev. J. M. MacGillivray will officiate.

## BOY IS KILLED BY AUTO, DRIVER FLEES, IS CAUGHT

Canadian Press Despatch.

Niagara Falls, Ont., Oct. 19.—Alfonso Picot, aged 13 years, is dead, and Edward F. Moore is being held by the police on an open charge as the result of an accident in Stamford this afternoon when Moore's automobile swerved while passing another car and struck the boy. Moore did not stop, but investigation by the police led to his arrest shortly afterwards.

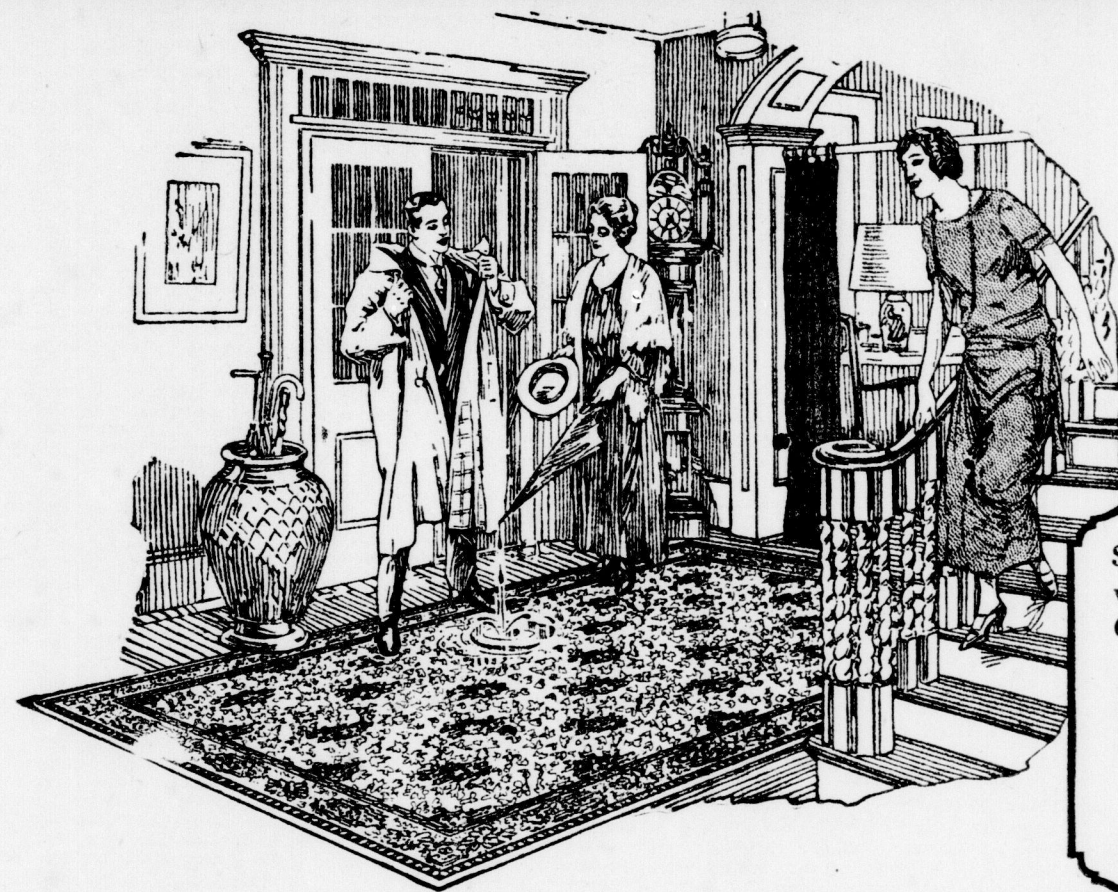
## Undertaker Much Too Busy To Keep Magistrate's Date

Special to The Advertiser.

St. Thomas, Oct. 19.—Fearing that they were being trailed by thugs, a Londoner giving his name as Holland, and claiming undertaking as his profession, appeared before Magistrate Maxwell in police court on a charge of exceeding the speed limits on the Port Stanley highway. Special Constable Baker, who happened to be in the pursuing car, told a different story. He admitted that Holland turned out to let him pass, but declared that Holland was going about 40 miles an hour.

"I can't go that fast in my car," protested Holland. "It's a 1916 model Ford, and it won't go faster than about 35 miles an hour. I'll give that car to you if you can go 40 miles an hour with it," he continued, turning to Constable Baker, who declined to take up the offer. Magistrate Maxwell decided to give both sides an opportunity of testifying under oath, and adjourned the case till Thursday. He suggested Tuesday, but Holland said he could not attend that day, as he had three funerals.

# \$1,000 IN CASH PRIZES for BEST TITLES to this Congoeum Rug Picture



\$1000.00 in Prizes for winning Titles to this Congoeum Picture.

First Prize, . . \$500  
Second Prize, \$200  
Third Prize, . . \$100

And Eight Other Prizes of \$25 each

Everybody is welcome to enter the Congoeum Title Writing Contest to be held throughout Canada from Oct. 20th to Nov. 1st. Everybody has an equal chance to win.

There's a \$500 first prize and ten other big cash prizes next in line. All you have to do is to suggest on the official entry blanks the best titles

you can think of for the above picture. Titles may be submitted in slogan form, dialogue, or as a line of description.

You can write them in French or English. But—don't let them run longer than twenty words.

Go to your Congoeum dealer today for an official entry blank.

## Special Bargain Prices During the Contest

To awaken keen nation-wide interest in the \$1,000 Congoeum Title Contest, all Gold Seal Congoeum Art-Rugs and Floor-Coverings will be specially reduced in price during the Contest period—October 20 to November 1.

This money saving event comes just at the time when you need new rugs and floor-coverings to freshen up your home for winter!

All the Gold-Seal Congoeum offered is new, guaranteed stock—all the latest designs in a full range of sizes.

Don't delay, for remember, regular prices will be reinstated after Saturday, November 11

Get Your Official Entry Blank from Any of the Following Congoeum Dealers

### LONDON.

The Collett Furniture Company.  
Ideal Furniture Company.  
Keene Bros.  
W. T. Mara.  
R. S. Morrison.  
Ontario Furniture Company.

Smallman & Ingram.  
Smith Furniture Company.  
Thomas Furniture Company.  
Trafford Furniture Company.  
Wolfe Furniture Company.  
Wyatt Furniture Company.

### ST. MARYS.

T. A. Ball.  
N. L. Brandon.  
A. H. Loft.  
White & May Company.

### PARKHILL.

C. W. Brown.  
Morris & Co.  
White & May Company.

### STRATHROY.

Mihell & Gill Company.

### INGERSOLL.

J. B. English.  
S. M. Douglas.  
F. W. Keeler.

W. C. Formen.  
A. Axeler.

CONGOLEUM CANADA LIMITED, 1270 St. Patrick Street, Montreal, Quebec

## Buy Your Congoeum Rug



AT

## Collett Furniture Co.

97 KING STREET

Also ask about our furniture exchange. We will give you a fair exchange on any furniture.



## Buy Your Congoeum Here

### CONGOLEUM MAT FREE

WITH EVERY ROOM-SIZE RUG.

All Congoeum Rugs at Low, Reduced Prices.

Every Pattern—Every Size.

## WYATT FURNITURE CO.

349-351 TALBOT STREET, BET. KING AND YORK.



## CONGOLEUM RUGS

Slightly Soiled at Western Fair

5 only 6'x9' . . . . . \$6.95

5 only 7'6"x9' . . . . . \$8.95

3 only 9'x9' . . . . . \$10.95

5 only 9'x10'6" . . . . . \$12.95

5 only 9'x12' . . . . . \$14.95

Pay \$1.00 Down, Balance Weekly

## Get Your Lucky Entry Blanks at Thomas and Win One of the Cash Awards In Congoeum Contest

FIRST PRIZE  
For the best title of Congoeum Rug picture.

\$500.00

Be sure to get your entry blanks at Thomas'.

SECOND PRIZE  
For the second best title.

\$200.00

We wish luck to every blank given out here.

THIRD PRIZE  
For the third best title.

\$100.00

All you have to do is to suggest a title.

HEADQUARTERS FOR OFFICIAL ENTRY BLANKS

# Thomas Furniture Co.

HEADQUARTERS FOR OFFICIAL ENTRY BLANKS

If you haven't any Congoeum 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.

Buy Today, Pay Only

\$1.00 DOWN, Balance Weekly

Same prices as above, no extra charge for payments.

Don't miss this money-saving opportunity which comes just at the time when you need new rugs to freshen up the house for winter.

