

FALSE ECONOMY.

All women love them—extravagant economies; some men, too, for the matter of that, but not so frequently as have women, who are more inclined to the "penny wise and pound foolish" tendencies than men, who are accustomed to spending to get back more in the end. A woman will frequently let a new frock be ruined rather than spend a dollar for a cab. Even if the dress is not hopelessly spoiled by the wetting, to have it pressed and put into good condition will cost more than a dollar, but you can rarely make her understand that to have a carriage then is not an extravagance, but an economy.

The most common and most false economy among working women is saving on their food. Instead of realizing that the mere fact that they are working, mentally as well as physically, makes a greater demand upon their vitality, and that human ma-

chinery must be supplied with fuel in the form of nourishing food, they spend less money for this most important item in order to have more for another direction. Even a person who knows nothing about mechanics does not expect an engine to run without fuel of some sort—coal, wood, gas, oil or naphtha—but many see no reason why the human engine shouldn't continue to keep up steam—that is life—when supplied only with slugs in the shape of cheap and non-nutritious food.

A woman's dinner is food for her to eat with as little trouble and in as little time as may be, and the consequence is that she gets up from the meal far less rested and nourished than is a man. Relaxation of nerves and consequent good temper is an invariable accompaniment of a nice dinner, however simple, if quietly and attractively served. That is the reason why women find it the part of wisdom to make requests of

their husbands after dinner rather than before. But generally speaking a woman is in no way more relenting after dinner than she was before. The psychological part of it she has missed altogether.

A woman living alone in one of the studios and furnished rooms that house so many in this big city almost never even has dinner in the real sense of the world. It is too much trouble, or she is tired, or out of sorts. Above all, again to generalize, caring little for food, a woman whose income is very limited does not buy a good steak or a well cut chop, it costs too much. Instead she gets a can of chicken or a slice of ham, adds to it something else equally lacking in nourishing properties, heats or cooks it in the easiest manner possible, eats as primitively as modern customs will permit, and calls that her dinner. After a time she ceases to be strong, goes around with "that tired feeling," grows pale and

anaemic and thus she is working too hard. It isn't half as apt to be hard work as it is underfeeding. This carelessness in regard to selection and cooking of food is the cause of more than half the breakdowns of working women. They are trying to keep along on nerve and faith alone, and it is a human impossibility. They would do much better to economize on the next new hat or dress and put the extra money into food. For the stronger they make themselves the

more able to work will they be, and with unflagging and persistent work will come greater remuneration that after a time will do away with necessity for economy of any unreasonable kind.

The moral of which is that to spend money for food, real food, not cream puffs or "frills," but good beef and nourishing vegetables and milk, is a good investment in the end.—New York Evening Telegram.

In its initial stages a cold is a local ailment easily dealt with. But many neglect it and the result is often the development of distressing seizures of the bronchial tubes and lungs that render life miserable for the unhappy victim. As a first aid there is nothing in the handy medicine line so certain in curative results as Bickle's Anti-Consumptive Syrup, the far-famed remedy for colds and coughs.

Large Socialistic meetings were

held in different parts of Chicago last Sunday, when the resignation of young Mr. Patterson, late Commissioner of Public Works of Chicago, to their ranks, was loudly cheered.

They Are Not Violent in Action.—Some persons, when they wish to cleanse the stomach, resort to Epsom and other purgative salts. These are speedy in their action, but serve no permanent good. Their use produces incipient chills, and if persisted in they injure the stomach. Nor do they act upon the intestines in a beneficial way. Parmelee's Vegetable Pills answer all purposes in this respect, and have no superior.

Fisk O'Hara is the name of the latest aspirant for stellar honors in the United States as an actor.

Hard and soft corns cannot withstand Holloway's Corn Cure; it is effectual every time. Get a bottle at once and be happy.

IF YOU HAVE Rheumatism

Cold, Lumbago, Sciatica, when doctors fail to cure you, write to me, and I will send you free a trial package of a simple remedy which cured me and thousands of others, among them cases of over 30 years standing. This is no humbug or deception, but an honest remedy which you can test without spending a cent. Address: John A. Smith, Dept. 25, 306-308 Broadway, Milwaukee, Wis.

Kay's Opening Display

Carpets, Rugs & Linoleums

THE close business connection we have enjoyed for the past thirty-five years with three of the principal carpet makers in Great Britain accounts in part for the unique and enviable position we hold in the carpet trade. It enables us to place before our customers each season an assortment of Carpets and Rugs, exclusive with us, that embody the latest edicts of fashion and artistic good taste. Our display this season is particularly fine. The designs and color effects, when not supplied to the weavers by ourselves, were selected by our representative from the newest creations of clever textile artists. Some distinctly novel effects have been introduced in Wilton and Axminster weaves, which are more particularly described in the paragraphs below. If a personal visit of inspection is at all possible we cordially urge you to call. If distance from Toronto renders this inconvenient we shall be glad to forward samples and to answer any enquiries you may favor us with.

Kay's English Axminsters

While we frequently advise Brussels Carpet for the bedrooms and what may be called the living-rooms of the house, Axminsters are almost universally preferred for drawing-rooms, boudoirs and other apartments where rich decorative effects are sought. The possibilities of color combination are practically unlimited in this make.

Victorian Axminster

27 in. wide, \$3.25 per yard
This is our premier quality. A superb carpet, made of pure worsteds. We import it in large quantities to meet a rapidly growing demand. There is a wealth of charming design and fascinating color effect to select from, but we have space for brief mention of only two or three examples:—
No. 1.—A beautiful Rococo design on a background in two tones of Nile green; rich, clear shades that illuminate beautifully by artificial light.
No. 2.—For hall, library or dining-room. A splendid Eastern design, with all the appearance of a pure Beloochistan carpet.
No. 3.—For drawing-room or boudoir. Shows a pattern of small flowers and leaves in purple and soft greens on a groundwork of delicate champagne color.
Victorian Axminsters, per yard, \$3.25.

Albert Axminster

27 in. wide, \$2.25 per yard
A splendid wearing Axminster, second only to our Victorian. Conspicuous among our assortment in this weave are some marvellous copies of Antique Bokhara, Guerevan and Persian Rugs. These, of course, are chiefly adapted for use in libraries, halls, dining-rooms, etc.
For drawing-rooms we show many exquisite designs, as, for instance, an Adam pattern in dainty blues and pinks on a rich, green background, and a simple Gothic grille design in two tones of illuminative green, with touches of blue in the border.
Albert Axminsters, per yard, \$2.25.

Kay's English Brussels

27 in. wide, \$1.00, \$1.35 and \$1.50 per yard.

Indications all point to this being a record season with us for Brussels, and we are prepared for it with the largest and best assortment that ever entered our warehouses. Brussels is the carpet "par excellence" for dining-rooms, libraries, halls, bedrooms, etc. It has enormous durability, and no amount of sweeping will cause it to fluff up—it sweeps clean. We are speaking, of course, of Kay Quality Brussels, makes that we have been selling for the past thirty-five years and which can be obtained in Toronto only at this store.

Notable among our spring importations in this line are some beautiful carpets for dining-rooms, halls, living-rooms, etc., in which the rich designs, of costly Bokhara, Persian and other noted Eastern weaves have been reproduced with wonderful fidelity. For bedrooms we show a wide choice in two-tone designs, blue, green and wood, and a variety of light chintz effects to match our new wall papers.

In spite of the greatly increased prices at the mills we quote the same figures as last year for all lines of Brussels, with the exception of our "Super" quality. On this grade we have been compelled to raise the price by 5c per yard to \$1.50. Its real value is \$1.65, a claim we shall be glad to substantiate by giving samples for comparison as to quality and price with any Brussels on the market.

Kay's "Super" Brussels, per yard 1.50
Kay's "Best" Brussels, per yard 1.35
Kay's Brussels, per yard \$1.00 and90

Kay's English Wiltons

54 inches wide, \$4.75 per yard

In addition to a wide choice of artistic patterns in standard qualities, we have imported some striking novelties in this make of carpet. One of these is a Wilton, 54 inches wide, of a specially close pile, in plain colors, with 27-inch border to match. For an ordinary sized room only one seam will be necessary in the carpet centre. We show this make in Vert Green, Old Crimson and Dark Robin's Egg Blue.
Price per yard \$4.75
Borders per yard \$2.50

Axbury Wiltons

27 inches wide, \$2.00 per yard

In heavy Axbury Wiltons we show some handsome fabrics in which rich Oriental designs have been well reproduced. Among them a fine copy of a Turkey carpet in reds and blues, and a conventional Persian in dark blues, reds and fawns, are noteworthy. The pile of these Axbury weaves is very close and heavy. Owing to this feature they make up in close resemblance to the costly one-piece originals, from which they are adapted, the seams being almost invisible.

Axbury Wiltons, per yard \$2.00

Kaltonah Wiltons

27 inches wide, \$2.75 per yard

Another departure from the ordinary is our Kaltonah Wilton, which we import to make into three widths, viz., 9 ft., 11 ft. 3 in. and 13 ft. 6 in. to any length required. A notable feature of this carpet is that the border is interwoven with the body, so that border seams are dispensed with. This weave comes in an extra heavy quality, suitable for clubs, hotels, etc., or for private use where there is hard wear.

Our price for Kaltonah Wilton, per yard of standard width (27 inches) is \$2.75
A Rug 9 ft. x 12 ft. costing \$45.00

Our assortment of Wiltons at lower prices is very large. As in the more expensive grades, many of the designs are private to us and they are elaborated with the same careful regard to the season's fashion in design and color effect.

Prices per yard 1.50 and 1.75

Imperial Axminsters

\$1.25, \$1.45 and \$1.75 Per Yard.

At these most reasonable prices we offer a range of design and color effect that will prove a revelation to visitors unacquainted with our stocks. There is choice enough, it would seem, to meet the requirements of any decorative plan for any and every room.

Eastern patterns in soft shades of blue, camel or green.
Tapestry effects in deep blues and reds.
Dutch Chintz patterns in shades of apple green, and very many others.

Imperial Axminsters, per yard, \$1.75, \$1.45 and \$1.25.

Rugs

A whole page of this newspaper would hardly suffice to do justice to our exhibit of one-piece Rugs. About every desirable kind and size are represented, from a bright Wood Fibre Mat at 75c up to beautiful Carpet-sized Rugs of expensive weave at, say, \$400. A most popular variety is that classed as Parquet Rugs. We have them in great variety of size, design and color combination. Brief mention of three or four examples follows:—

No. 2-845—A beautiful Marie Antoinette design, in delicate pinks and blues, on a two-tone background of green.
Sizes 9 feet x 10 feet 6 inches \$30.00
9 feet x 12 feet 35.00

No. X 49—A French Axminster Rug of Oriental design, in blue, green and fawn, on a Persian red ground. Size 12 feet 10 inches x 9 feet 6 inches. Price 55.00

No. 1-600—Parquet Rug of heavy twisted yarn—an open Oriental design on a rich red ground, with border, in soft shades of blue. Size 9 feet x 10 feet. Price 35.00

No. 3-1047—Axminster Rug, suited for drawing room use. A handsome Louis XV. design, in pink and greens, on a background of two shades of fawn.
Sizes 9 feet x 12 feet. Price \$25.00
13 feet 6 inches x 10 feet 6 inches 35.00
15 feet x 12 feet 45.00

Large sized colored plates, showing a variety of these designs, will be mailed on request.



Oriental Rugs

So much has been written of late concerning these wonderful hand-made Rugs—of the primitive looms on which they are woven, of the intricate designs handed down from generation to generation, of their marvellous wearing qualities and fadeless colors, that it would be waste of space to amplify further in this direction. We want to say, however, that our long experience in buying, coupled with our ability to pay spot cash for the largest orders, enable us to secure many undoubted bargains in genuine and perfect Rugs, and that our customers reap full benefit of these advantages.

Our collection is a large one, embracing many fine examples of such noted weaves as Royal Herekei, Guerevan, Mirzapore, Sultaneh, Royal Tabriz, Kassaba, Beloochistan.

Oriental Rugs at Half Price

As an illustration of our ability to give unapproachable values in Oriental Rugs, we have placed on sale a few bales of Genuine Antique Rugs, grouped in two lots: Lot No. 1 consists of beautiful Rugs, many of them worth all of \$30 each. Your choice for, each 13.50
Lot No. 2 includes a good variety, worth up to \$15 each. Your choice for, each 7.50

Remnant Rugs

The immense Carpet business we do results in a large number of lines being reduced each season to mere remnants, too small to entirely cover ordinary sized floors. These lengths we sew into squares, with suitable borders, and clear at a fraction of the regular price.

A splendid lot of these made-up Rugs are now on sale, in designs and color combinations suited for every room in the house. We itemize a few examples:

One only Remnant Rug, in a rich two-toned red effect; size 10 ft. x 5 ft. 3 in. Price only 15.00
One only Remnant Rug, in a handsome Oriental design; size 10 ft. 2 in. x 7 ft. 6 in. Price only 15.00
One only Remnant Rug, a choice two-tone green design in Brussels carpet; size 8 ft. 4 in. x 6 ft. 9 in. Price only 10.00
One only Remnant Rug in a well covered design, greens and wood colors; size 6 ft. x 6 ft. (Axminster). Price only 9.00

There are about 150 others to select from.

Small Carpet Squares.

In addition to the larger rugs above described, we have a good assortment of Small Carpet Squares made of border ends. They make admirable hearth rugs, or for use at bedside or in front of dressers or tables. Some of them have all the appearance of expensive one-piece rugs. Prices range from, each, \$1.25 to 3.50

Linoleums and Cork Carpets.

The place to buy good Linoleums is here. We import direct from the best makers in enormous quantities. That we sell at rock bottom prices is evidenced by the numerous large orders we secure in open competition.

Inlaid Linoleums, two yards wide, per square yard, 75c, 90c, \$1.10 and \$1.35
Cork Carpets, two yards wide, per square yard, 75c, 80c, 90c and \$1.00
Nairn's Celebrated Plain Linoleums, in two and four yard widths, per square yard, 60c, 75c and 90c

Mail Orders.

We want again to emphasize the fact that out-of-town residents can be efficiently served through our Mail Order Department. On receipt of particulars of the rooms it is desired to carpet, we will promptly forward samples or colored plates of newest designs in Carpets, Rugs or Linoleums, as may be indicated. It will greatly assist us in replying to correspondents if they will give us some idea of the colors they prefer and the prices they wish to pay.

JOHN KAY, SON & CO., Limited
36 AND 38 KING STREET WEST