April 30, 1908.

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CANADIAN CHURCHMAN.

KAY'S SPRING OPENING KAY'S A GRAND DISPLAY OF NEW RUGS

"The barbaric weavers of Asia create with their own hands rugs and carpets which inspire the admiration of the world, and baffle the inventive faculties and mechanical

This is true, but it is also true that there are "rugs and rugs." For those unversed in Eastern ways of trading and in Eastern weaves and values, the only safe plan is to buy from a reliable house, such as this.

We have always a large collec tion, representative of the best makes, and bought by experts. We pass them on to our customers at reasonable prices, marked in plain figures, from which there is no deviation. Our patrons may depend upon it the rugs we sell are exactly as represented, and good values at the prices asked.

choice examples of these makes:

Tabriz	Bokh	ara	
Guerevan	Here	ki	
Sultaheh	Yam	outh	
Muskabad	Sama	Samarcand	
Semiz	Suma	ack	
Afghan	Shiry	/an	
Kerman	Besh	er	
Kazack	Sultanabad		
Antique	Palace	Strips	

T WOULD take a good-sized volume to describe in detail the I rich and varied weaves included in our Spring showing of Rugs. They embody a wealth of new ideas in design and color combination. No finer or more complete display has ever

been shown on our floors. This is saying much, but we think your judgment will bear us out in the claim. We invite you to come and make inspection at your leisure.

TEMPLETON'S FAMOUS AXMINSTER RUGS.

In these splendid floor coverings we show the finest assortment of new designs we even imported.

There is variety enough to suit almost any room, not only in size, but in color effect and

pattern. These sizes are in stock :---6'0" x 6'0" 7'6" x 9'0" 10'6" x 9'0" 7' 6" x 6' 0" 12'0" x 9' 0" 6'0" x 9'0"

And 13'6" x 10'6" We can supply them to order in any other size at short notice.

FRENCH AXMINSTER RUGS

These charming rugs are made in one piece. As may be expected from rugs of French manufacture, they are exquisite in drawing and color. We show them in Louis XIV., Louis XV., and Louis XVI. designs, produced in light, dainty colorings, suitable for drawing-rooms, reception rooms, etc., at these

very reasonable prices :						
	10'	6"	x	8'	0"	\$20.00
	11'	0"	х	8'	0"	30.00
	12'	0"	х	91	8"	30.00
	11'	6"	х	8'	0"	30.00
	12'	10"	х	9'	6"	40.00
	13'	2"	х	9'	8"	40.00
nd	11'	6'	х	81	2"	52 00

We are opening up

VERONESE VELVET RUGS.

Dainty rugs in small, two-tone patternsrose, crimson, blue, green. Greatly in demand for bedrooms : 10'6" x 9'0", \$28.50; 12'0" x 9'0", \$32.50

TEMPLETON'S WOVEN-TO-ORDER RUGS.

It will interest those who have rooms of irregular shape, or that for any reason require out-of-the-ordinary treatment that we make a specialty of made-to-order carpets. They are woven for us on hand looms, and we can fit the shape of any room in any design and color effect that may be desired.

Prices range, according to quality, from \$3.50 to \$22.50 per square yard. These are the finest rugs made.

HEAVY KALTONAH RUGS.

Rugs of heavy pile and strongly woven, adapted for use in dining-rooms, halls, clubs, dens, offices, and all rooms where durability is essential. We have them of the popular 9' x 12' size, in rich, Oriental designs and colorings, at each-\$47.50.

Other sizes can be supplied on short notice.

WOOL RUGS.

The new designs just opened out are the best we have yet seen. Dainty colorings in small patterns, ideally suited for use in bedrooms and the various rooms of Summer cottages. These are the sizes :

7' 6" x 9' 10' 6" x 9' 12' 0" x 10' 6" 13' 6" x 10' 6" 12' 0" x 9' 13' 6" x 9' 0" 15' x 12'

DONEGAL RUGS.

303

Hand-tufted, for Living Rooms, Dens, Libraries, Halls, etc.

Ireland has good reason to be proud of these magnificent carpets. The industry was established only a few years ago, but rugs are turned out that rival Eastern fabrics made by people whose ancestors have been weavers for centuries back. Donegal Rugs are wonder-fully durable, and the colors

being vegetable dyed, are practically fadeless.

Our present showing embraces over 30 different patterns in various sizes, at prices ranging from \$37.50 to \$150.00. We can also supply them at short notice woven to order in any shape, design, or color effect.

SUTHERLAND AND CAITHNESS **HAND-MADE RUGS.**

Beautiful rugs made in Scoth land under the distinguished patronage of the Duke and Duchess of Sutherland and the Duke and Duchess of Portland. They come in delicate colorings and graceful designs, suited for drawing-rooms, boudoirs, reception-rooms, etc. We supply them to order in

any shape or size, and any design, from the simplest to the most elaborate.

ANGLARENTA AND ARGOS WILTON RUGS.

In these admired rugs we show a fine range of designs. Included are exact copies of famous Persian carpets, and some dainty effects in light and delicate colors for drawingrooms. These are the prices : 10'6" x 9'0", \$35.00 and \$37.50 12'0" x 9'0', \$42.50 and \$45.00 13'6" x 10'6", \$55.00

dexterity of two continents."

Included in our showing are

Toronto,

cess of this reliability rests the

ushes with

rent out to orning they hese lovely snow white he bushes. gs," they have told the Easter SUMMER FURNISHINGS

new shipments of MATTINGS and inexpensive RUGS for Cottages and Verandahs. They will shortly be placed on sale.

WALL PAPERS. If you purpose decorating even a single

room, it would be a mistake to proceed with the work before getting into touch with our Spring importations in Wall Paper. They are "different." Write us for Samples.

JOHN KAY COMPANY, Limited 36 AND 38 KING STREET W., TORONTO