

# KAY'S

## First in Lace Curtains

A large proportion of the space on second floor—take elevator—is devoted to Lace Curtains—one of our leading lines. Beautiful curtains—qualities and patterns that are common only to this store. We buy in such great quantities that prices always carry a saving to shoppers. Some particulars:

- Filled Muslin Curtains, 39 inches wide, 3 yards long, special 70c and 80c per pair.
- Tambour Muslin Curtains, size 6-1x 3-1-2, per pair, \$1.85, \$2.25, \$2.50 and \$3, very suitable for bedrooms, wash well.
- White Tambour Net Curtains, 6-1x 3-1-2, per pair, \$5, \$6 and \$7.50, size 7-4x3 1-2, price \$4, \$7.50 and \$12.50.
- Handsome Brussels Point Lace Curtains, particularly suited for drawing rooms, sizes 6-1x3 1-2, \$8, \$9 and \$10, size 7-4x3 1-2, \$14, \$16.50, \$20, \$25, \$30, \$32.50, \$35 and \$45.
- Finest Marie Antoinette and Renaissance Lace Curtains, size 6-1x3 1-2, \$10, \$12, \$13.50, \$16, \$20, \$25, \$30, \$35, up to \$150.
- Point Arab Lace Curtains, dark blue color, per pair \$23.50, \$28.75, \$31.50, \$32, \$35, \$38, \$40 and up to \$75.
- Bonne Flamme, very dainty, size 6-1x 3-1-2, \$11.50, \$12, \$15 and \$25, recommended for use in window casements or large French windows.
- Bonne Flamme, with flounce by the yard, can be put on net or muslin, 16 inches deep, \$2.25 and \$2.50 per yard.
- Real Point Arab Lace Panels, for doors and windows, each \$1.25 to \$12.50.
- Sash Net, by the yard for casement windows or curtains, close to the glass, in many novel effects, Renaissance, 30 inches wide, \$5c, \$1.25, \$1.50 and \$1.45; Point d'Esprit and Brussels, 30 inches wide, \$5c, 60c, 75c, 80c and \$1; Real Shillee, with Brussels, 30 inches wide, 75c, \$1; 54 inches wide, \$1.25 and \$1.50; Point Duchesse, beautiful effects, 30 inches wide, 75c and 85c; 36 inches wide, \$1.50.
- Embroidered Plain and Spotted Muslin, with frill, 30 inches wide, per yard 12-1-2c, 15c, 25c; 48 inches wide, 20c, 22c and 40c; samples of this muslin sent by mail.

## First in Drapery Goods

Such a lot of pretty things—the invitation is to see them. The home may be rendered superlatively beautiful when taste is exercised here:

- DRAPERY SPECIALS**
- Beautiful new Art Transparencies in handsome designs, introduced for the first time into Canada, 30 inches wide, per yard 40c and 75c; 72 inches wide, \$1.15 and \$1.60.
- Color combinations include rose and cream, gold and cream, green and cream, green and heliotrope, blue and cream and beautiful stained glass effects for halls and libraries.
- Finest showing of French and English Cretonnes we have ever made, in prices ranging, at 32 inches wide, from 20c to 75c a yard; 50 inches wide, hand block, \$1.25, \$1.60 and \$1.85.
- Glazed English Chintz, a very great specialty with us at 40c, 45c, 50c, 60c and 75c a yard.
- New goods in Art Silks, a very large range, in attractive designs.
- WALL FABRICS**
- People have no idea of the beautiful effects of these Wall Fabrics and their real utility. They can be taken down and afterwards used for coverings and other wear. In linen materials special prices are 40c, 50c and 60c a yard; dainty French stripes, 85c, \$1.10 and \$1.15.
- OTHER NOVELTIES**
- Linen Taffetas, These goods really need to be seen to be appreciated. Beautiful effects in light green, dark green, rose blue and other dints, special at 85c, \$1.25 and \$1.50.
- Real Organdie Silk, never before shown in Canada, \$5.25 a yard, regular price \$10.50 a yard.
- Silk Moirés, in rose, two shades of green, gold and blue, 50 inches wide, \$2 a yard.
- Plain Silk Brocades, for wall coverings, Louis XIV designs, per yard \$1.
- Some beautiful effects in Silk Brocades, per yard, \$3, \$3.50, \$4, \$4.50, \$5.50 to \$18.
- Tapestries, in cotton and wool, for furniture coverings and heavy portieres, in cotton, per yard \$1, \$1.25 and \$1.50; all wool, \$2.50, \$3 and \$3.75.
- Many new materials for Portieres, almost too many to speak about, and new goods coming in these lines every week.
- All desirable colors in Velours, at \$1, \$1.25 and \$2.
- Soft Drapery Effects for grills and poles, in blue and green, blue and rose, and green and rose, 50 inches wide, 75c and \$1.

## Fine Wall Papers

The success that has come to this department is ample justification for our adding wall papers to our other home furnishing stocks three years ago. Home furnishers appreciate the opportunity to select papers that will conform with the carpets, curtains and other furnishings they are buying for the home. Real art in our beautiful English, French and American wall papers.

In Wall Papers we deal specially in exclusive things. The new goods include a lot of English Wall Papers, everyone a distinct art treasure. Prices for our papers range from 15c to \$6.50 a roll.

## First in Art Pottery

The little odd and ends—an artistic piece of pottery—a dainty piece of bric-a-brac—how far these things go to make the home beautiful. You find them here in our large assortment of pottery and ornaments.

We can say unreservedly that our stock of Art Pottery has no equal in Canada—goods purchased from the largest and best factories throughout the world—and specialties will be arriving right along until November.



# KAY'S

# JOHN KAY, SON & CO

LIMITED

"CANADA'S GREATEST HOMEFURNISHERS"

## FIRST IN THE EYES OF HOMEFURNISHERS

It is always so that some one individual—some firm—stands out peer in his particular field. This is the position of this great store in the world of homefurnishings. Ours is not the only house trading in Carpets Curtains, Draperies, Furniture, Wall Papers, but here it is that these things are found at their best in quantity and quality, assortment and distinctiveness—yes, and price.

To these particular lines our entire effort and thought is given. The immense floor space of this immense store, covering six great floors—one of the palatial business places of the Dominion—is stocked from end to end with goods noted for their magnificence and which are sold direct to the individual consumer—a great retail homefurnishing house.

In all our long business history never did these conditions hold so strongly as they do in this year of Canada's greatest prosperity. We have anticipated shoppers' wants and invite everyone—the people of Toronto and the thousands who are constantly visiting this city—to see the exhibition par excellence that we make for this Fall's trade.

## FIRST IN CARPETS

There is no doubting our supremacy in Carpets. Five minutes' observation of the wonderful range of Carpets on the first floor supplies indisputable evidence. It is a remarkable gathering of floor coverings from the most noted of the world's manufacturers. Years of experience and closest study of the tastes of the best shoppers—which our trade furnishes as no other does—enable us to present an array of carpet stocks that has no near parallel in any other house in Canada. Our long experience in the business and our large buyings have given us entire control of the best output of many of the greatest manufacturers. They will sell to no other house in Canada. Many of the goods shown represent designs of the best artists made after our own suggestions specially for ourselves—in colorings the newest and most desirable. The particulars that follow will interest you:

### BRUSSELS CARPETS

—800 pieces of the famous Bobbin Brussels have come to us from a leading English manufacturer, who did not wish to place them on the home market. The same quality of Brussels is usually sold at \$1.25 a yard; we bought this lot to enable us to sell them at 90c. Small patterns prevail, suitable for halls, libraries and bedrooms.

### AXMINSTER CARPETS

—We recommend Axminster for drawing-rooms, rather than Brussels, and have over 75 patterns to select from—beautiful verdure self-color effects in rose, greens and blues, and also some beautiful designs after the style of Oriental rugs.

—The Royal Albert Axminster has perhaps no equal for hard wear. We can always recommend it.

—The silky worsted Victorian Axminster is a carpet made in fine delicate tones for the most luxurious drawing-rooms. We have a few lines of Victorian Axminster to clear at \$1.75 that were \$3.25.

—This season we have gone in for 4-4 stair carpets in Axminster. These are used to match Oriental rugs in lower halls.

—Our seamless Axminster Carpets are made in colors and designs to correspond with the decorations of the home, and are sold at \$6.50, \$8.00, \$9.00, \$10.50 and \$12.50 square yard.

### WILTON CARPETS

—This is a great carpet for hard wear, and we have imported more strongly this season than in any former year. The "Crown Velvet" in Wilton we specially recommend for wear. Per yard, \$1.50.

—Our Wilton Carpets at \$1.35 and \$1.75, and extra superior at \$2.25, are wonderful values.

### ENGLISH WOOL CARPETS

—These make up well as a carpet for use in bedroom or dining-room. The colors can be guaranteed. Special price, per sq. yd., \$1.00.

## FIRST IN LINOLEUMS AND OILCLOTHS

You'll find these in the basement—a name you may say that is a misnomer as you understand a basement—a light, roomy, cheerful section of this big store. Linoleums and oilcloths here in quantities sufficient for the largest order of hotel or public building—or in smallest quantity for most modest wants of individual customers—all the best qualities and at special prices:

- Wilton Rugs, 12x9, \$25.00.
- Axminster Rugs, 10.6x9, \$30; 12x9, \$35; 13.6x10.6, \$45, and up to \$12.50 per square yard.
- Antique Rugs, 3.11x2.10, \$8.50; 4.8x 3.4, \$12; 4.9x3.4, \$12; 5.1x3.4, \$12.50; 6.1x4.10, \$17.50; 6.9x5, \$22; 11.9x 8.1, \$25; and many other sizes and prices.
- Tappan Rugs, 9.6x5.11, \$26.50; 12.8x 8.3, \$42.50; 13.8x10.6, \$75, and other sizes.
- Afghan Rugs, 9.6x6.10, \$75.

- Donagan Hand Tufted Rugs, the product of the Industries of Ireland, size 12x9, \$85, and size to order at same rate per square yard.
- Wool Squares, in heavy yarns and in the newest designs by Voyagey, colors, blue and green, mixed with other art shades, 9x10.6, \$11; 9x12, \$12.50; 9x13.6, \$13.75; 10.6x12, \$14.25; 10.6x13, \$18.
- This is a large feature in the Rug Department. Indian Durries to go on plain covers, suitable for cosy dens, colors very durable.

"The contract for furnishing the King Edward Hotel throughout has been given to John Kay, Son & Co."—Daily paper.

## BUSINESS WITH MAIL ORDER CUSTOMERS

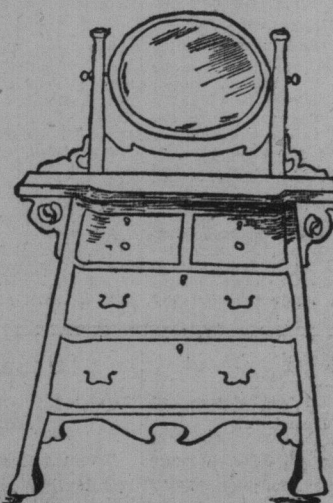
The business of this house extends from the Atlantic to the Pacific. In the leading cities and towns of the Dominion you will find homes made more beautiful because furnished in part or whole from the stocks of this store. It may be a carpet for one room or several rooms; one or more pairs of lace curtains; a single piece of furniture or the whole house to be furnished. Distance from Toronto does not prevent you from profiting by the facilities of this store. We give completest attention to mail orders. Write us about your smallest or largest wants.

**JOHN KAY, SON & CO., Limited**  
36-38 KING ST. WEST,  
TORONTO, ONT.

# KAY'S

## First in Fine Furniture

This is, indeed, a large department—the range of furniture on exhibition covering two whole floors and overlapping onto a third floor. We say frankly that the common run of furniture that is found in furniture stores does not constitute any part of our stock. We have something different to show shoppers. Not how cheap and disappointing, but how valuable and lasting is our thought. The taste exercised in the buying of homefurnishings in other departments extends to furniture. All the new features that give charm to a piece of furniture mark the goods of this store. Whether Drawing-room or Dining-room, Library or Hall, Bedroom or other room, one will not be disappointed in what we show them. Beautiful things in furniture, it may be remarked, does not mean high-priced things. Our furniture catalogue, showing about 150 cuts of furniture, sent free on request.



### DINING-ROOM FURNITURE

—Our great success in Dining-room Furniture is in the attention we have paid to special classes of furniture. We emphasize particularly our mahogany.

—Weathered Oak and Antwerp Oak dining-room specialties. Some beautiful art treasures in Sideboards, Dinner Wagons and Chairs.

—Special Sideboards, copies of the old Chippendale, Sheraton and Colonial styles.

—Some very fine examples of English Sideboards from the original designs at reduced prices.

—Glass Cabinets, a good variety in mahogany and oak, suitable either for drawing-rooms or dining-rooms.

### DRAWING-ROOM FURNITURE

—Odd pieces for the drawing-room in Chairs and Small Sofas.

—Some very artistic pieces for drawing-room, specially imported from Europe and America. Remember the beautiful coverings for these goods listed in the Draperies.

### LIBRARY FURNITURE AND OTHER SPECIALTIES

—Large assortment of Writing Tables, Desks and Secretaries, a beautiful variety in many different patterns, in mahogany and English oak. Card Tables and Five o'clock Tea Tables, to fold, some very uncommon things. These specialties fit in nicely for a wedding present, and are found in prices from \$4, \$5, \$7, \$8.50, \$10, \$12, \$15, \$20, \$25, \$50 and \$60.

### BEDROOM FURNITURE

—Mahogany Beds in colonial and Victorian styles, many with four heavy posts, that can be dressed simply or very elaborately.

—In our own makes of Bedroom Furniture we show many designs in the early English style, some in green and mahogany pattern; pretty six-piece sets that are sure to interest.

—Gentlemen's Wardrobes. The demand for wardrobes, as we make them, no longer constitutes this piece of furniture a heavy, cumbersome thing, but an article of beauty and utility. Ours are so made as to add greatly to the convenience of the room. A large range of English, American and Canadian Brass and Enamel Beds in many different styles.

### MATTRESSES

—We specially recommend our Box Spring, guaranteed not to sag in the centre; prices \$15 and \$20.

—"Kay's Special" All-Hair Mattress, size 6 ft. 4 in. x 6 ft. 3 in. in one or two parts, \$17.50.

## First in Rugs

Here victory is easily achieved. Other stores make no pretence to carry a stock of rugs of the variety and quantity you find here. They are gathered in many cases from the most distant parts of the Orient—beautiful Indian and Turkish goods—with all the charm of color and all that is characteristic of the Orient. More and more—and ever more—rugs are becoming popular as floor coverings. We go into details:

—Stained Inlaid Linoleums and other well known makes, 6 feet wide, per square yard 75c, \$1.10 and \$1.35.

—Many new designs this season in the best Inlaid Linoleums for public buildings, as well as for kitchens and pantries.

—Cork Carpet—in view of the increasing popularity of Cork Carpets we have had made up for us a special design in new green, very soft effect when put down, special per square yard \$1.00.

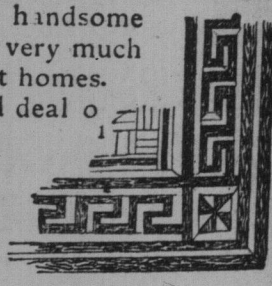
—New Inlaid Wood Surround, that can scarcely be detected from the wood itself, per square yard 75c.

—Some very beautiful effects in Inexpensive Linoleums and Oil Cloths, well suited for bathrooms. These are in colors to match the walls in blue and white, green and white, etc., per square yard 50c and 60c.

—Coco, Matting and Mats, in different widths and sizes.

## Parquet Wood Floorings

The making of handsome Parquet wood floors is very much the vogue in the best homes. We have done a good deal of this work. Our designs are approved and our staff of workmen are skilled. Estimates given for one room or many—in city or out.



# KAY'S

### CANT PREVENT EMIGRATION.

London, Sept. 26.—The government at Roumania, thru its Minister in London, has submitted a long exposition of the question of the treatment of Jews from

the Roumanian standpoint, explaining that the government is not in a position to prevent the emigration of Jews.

**Body Washed Ashore.**  
Ridgeway, Sept. 26.—Last evening, about 6 o'clock, the decomposed remains

of a man were washed ashore in the vicinity of Bate's fishing grounds, on the shores of Lake Erie. The remains were perfectly nude, with the exception of one shoe. The features were so badly decomposed as to defy recognition. It is supposed that the body may be one

of the crew of the two boats that were in collision off Ridgeway light some six weeks ago.

**Killies' Shoot To-Day.**  
Several thousands thronged the Armouries on Friday night, and witnessed the

manoeuvres of the 48th Highlanders and listened to an enjoyable program of music rendered by the brass band and pipers. The regiment turned out 413 strong, in command of Lieut-Col. MacDonald, and paraded the usual route. On returning to the Armouries company and battalion drill

was practised. In the orders of the regiment it is announced that 26 have been taken on the strength, one re-called, and seven discharged. Lieutenant A. Graham was transferred from H to F Company. The annual rifle match of the regiment

will be held at the Long Branch range on Sunday. In addition to the series of matches there will be another match at 500 yards, which will be open to all members of the regiment. Ten prizes have also been added to the general match, but

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