

# KAY'S SPRING OPENING IN CARPETS, RUGS AND 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

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.

### Albert

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.

### Imperial

\$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.

## Rugs

A whole page of this paper 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. Price... \$30.00

9 feet x 12 feet..... 35.00

No. 3-10427—Axminster Rug, suited for drawing-room use. A handsome Louis XV. design, in pink and green, 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.

## Kay's English Brussels

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

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.

Kay's "Super" Brussels, per yard..... \$1.50

Kay's "Best" Brussels, per yard..... 1.35

Kay's Brussels, per yard, \$1.00 and..... .90



## 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 colours, that it would be waste of space to simplify 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, enables 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, Sul-taineh, Royal Tabriz, Kassaba, Beloochistan.

## 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

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

27 inches wide, \$2.75 per yard

Another departure from the ordinary is our Kaltonah Wilton, which we import to make into three widths, 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

## 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 colour combinations suited for every room in the house.

At prices ranging from \$9.00 upwards.

## 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 of 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.

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J. BLACKLOCK  
Manager.