

The Largest
Exclusively
Furnishing
House
in
Canada.

JOHN KAY, SON & CO., Limited Toronto

Spring Opening Announcement

The Home of
Quality
in
Furniture
Carpets and
Furnishings.

Furniture



We devote the whole of two immense flats, with large galleries on each side, and a large portion of a third floor entirely to the display of a collection of furniture, the equal of which, we are convinced, is not to be found in Canada.

It embraces about everything in furniture required for the modern home, and the very latest designs and finishes are represented.

For the Drawing-Room

Some of the most famous makers in England, Canada and the United States have contributed to our display of Parlor Furniture, which embraces so wide a range of designs and of prices that we think every taste and every purse may be suited here.

We Give a Few Items

Individual Fancy, Arm and Reception Chairs in solid mahogany, with richly carved backs, and softly stuffed seats, covered in silk brocade, at \$12.50, \$14, \$15, \$16 and upwards:

No. 27. Parlor Suite, three handsome pieces, with highly polished mahogany colored frames, Kay's upholstery, covered in handsome silk brocade. \$57.50
No. 538. Parlor Suite, three pieces, a charming design in solid mahogany, made by one of the best houses on the continent. Kay upholstery. \$88.00
And a host of others, at all prices up to \$500.00
Fancy Arm and Reception Chairs, reproductions of masterpieces by famous English makers, such as Chippendale, Adam and Sheraton; exquisite in design and finish. A very large selection at from \$19.50 upwards.
Gilded Suites and Individual Pieces, a truly magnificent assortment, ranging in style from a dainty cane-seated chair at \$4.50, up to an exquisite Louis XV. suite of three pieces that is good value at \$406.50.
Gilded Cabinets, also, at \$44.00, \$76.50 and \$140.00, and Tables with gilded bases and onyx tops, at various prices.
Fancy Tables, Cabinets, Stands, Centre Tables, Screens, Tea Tables, etc., etc., in endless variety of style and price.

For the Dining-Room

Mahogany is the wood most favored for this room, and we show it in a magnificent line of suites and individual pieces, chiefly in the Colonial style, but oak, both weathered and in the golden finish, is largely represented also.

We have room to itemize two or three suites only, but they will serve to indicate the wide range of our offerings.

No. 477. Sideboard, 4 ft. 6 in. long, in quarter-cut oak, golden finish, fitted with cupboard, linen drawer, lined cutlery drawer, large British plate mirror, etc. \$38.50
No. 492. Extension Table, in quarter-cut oak, golden finish, top measures 4 ft. wide and extends to 8 ft. five handsome Colonial legs. \$26.50
No. 608. Buffet, 38 inches wide, in quarter-cut oak, polished. \$8.00
No. 11. Six Dining Chairs, in fine oak, polished, hand-stuffed seats, in genuine leather, including arm chair. \$20.75
Total. \$93.75
No. 1365. Mahogany Sideboard, in Louis XV. style, 5 ft. wide, fitted with two cupboards and six drawers, large shaped mirror in back. Special. \$60.00
No. 3105. Mahogany Buffet, 3 ft. wide, with drawer and shelf below. \$29.00
No. 5303. Mahogany Extension Table, square top, 4 ft. 6 in. wide, extending to 10 ft. in length. Special. \$38.50
No. 1812. Six Chairs, with pad seats in leather, including one arm chair. \$42.00
Total. \$169.50
No. 7140. Sideboard, a beautiful Sheraton design, in choice mahogany, inlaid, measures 5 ft. in length, fitted with six drawers and two cupboards, large plate glass mirror in back. \$200.00
No. 6063. Extension Table to match, octagon centre pillar, top measures 4 ft. 6 in. in diameter, extends to 12 ft. \$130.00
No. 7142. China Cabinet to match, with bent glass door and ends, width 3 ft. 6 in. \$110.00
No. 7141. Buffet to match, 3 ft. 10 in. wide, with shelf and drawers. \$64.00
No. 6064. Six Dining Chairs to match, upholstered in leather, one arm chair included. \$153.50
Total. \$657.50

Bedroom Furniture

An especially fine assortment, which includes some exquisite designs in mahogany, French grey maple, Circassian walnut and bird's-eye maple. You can furnish your bedroom with us either cheaply or expensively, as your purse or taste may incline.

We have:

Enamelled Bedsteads, in neat designs, all sizes, from \$3.75
All Brass Bedsteads, in the very latest patterns (there are fifty to choose from), ranging in price from \$18.50 to \$93.00
Enamelled Two-Piece Bedroom Suites, from \$15.50
No. 24. Mahogany Veneer Dressers, with serpentine front and shaped British plate mirrors. \$25.50
No. 7. Chiffonier, 31 in. wide, to match. \$21.50
No. 100. Bedroom Suite, three pieces, in choice mahogany, with inlaid lines, consisting of dressing table, dresser and chiffonier. \$138.50
No. 217. Bedroom Suite, in the Colonial style, four beautifully designed pieces, including bedstead with carved posts, dresser, chiffonier and cheval mirror. \$432.00
And other Suites and Individual Dressers, Chiffoniers, Dressing Tables, Wardrobes, Automatic Valets, Cheval Mirrors, Screenes, Lowboys, Toilet Glasses, Side Tables, Chairs, Rockers, Lounges, etc., etc. in great variety of style and price.

Sanitary Bedding

We give special attention to this important matter, and our customers may depend on getting only clean, wholesome mattresses and pillows from us. We especially recommend Kay's Special Hair Mattress at \$17.50, and our Box Springs at \$15.00 and \$20.00.

THE PASSWORD for admission to our stocks is "Quality." We want the best for our customers in every class of goods we handle, and spare no pains to get it. Price is, of course, an important consideration, also, and here the fact that we buy in enormous quantities direct from the producers tells greatly in our favor—and yours. Our charges are uniformly reasonable, often far lower, in fact, than others can afford to ask for goods of anything like the same quality. These are our opening days, and we cordially invite you and your friends to come and see the finest display of home-furnishings ever made in this store.

New Effects in Carpets

Preparations for this Carpet Opening commenced months ago, when we planned the designs and color schemes to be used exclusively in our carpets. The work of carrying out these ideas was entrusted to some of the leading makers in England and the result is now here for your inspection—a really magnificent display.

Forewarned that a stiff advance in prices was anticipated, we ordered in larger quantities than usual, even for us, and are now in a position to give our customers the benefit of our foresight in the low prices we quote below. We mention a few representative lines:

Linoleums

The best and largest assortment we have ever shown. Included are:

Inlaid Linoleums, 75c, 90c, \$1.10 and \$1.35 per square yard.
Printed Linoleums, 40c, 50c and 75c per square yard.
Nairn's Plain Linoleums, 65c, 75c and 90c per square yard.
Patterns sent on request.

Rugs

Oriental and Occidental

This store is a veritable clearing house for Rugs. Wonderful rugs from the unchanging East, hand woven by patient women, in designs that were old when America was first discovered. Rugs from the busy West, woven on intricate machinery, in designs fresh from the studios of famous artists. Rugs from England, from Australia, from Turkey, from India, from Japan—here side by side in piles—great shipments of them, destined to beautify Canadian homes from the Atlantic to the Pacific.

We select a few for special mention:

Axminster Rugs

Woven in one piece at these special prices:

Waverley—9 ft. x 6 ft. \$15.00, 10 ft. 6 in. x 9 ft. \$23.00, 12 ft. x 9 ft. \$27.50.
Caledonia—9 ft. x 6 ft. \$18.00, 10 ft. 6 in. x 9 ft. \$26.00, 12 ft. x 9 ft. \$30.00.
35.00, 13 ft. 6 in. x 10 ft. 6 in. \$45.00.
Colored prints of these rugs will be forwarded to out-of-town customers on request.

Kashmir Oriental Rugs

We have eighteen of them only, the balance of a very large shipment, and will clear them at a great reduction. Prices range from \$40 to \$85.

Extra Fine Persian Rugs

Guervans, 15 ft. 10 in. x 11 ft. 5 in. \$275.00
21 ft. 7 in. x 13 ft. 9 in. \$450.00
Kiermans, 13 ft. x 10 ft. \$145.00
14 ft. 10 in. x 11 ft. 7 in. \$200.00
Kiermans, 15 ft. 10 in. x 11 ft. 2 in. \$210.00
14 ft. 9 in. x 11 ft. \$170.00
Kassabas, 14 ft. 8 in. x 12 ft. \$235.00
14 ft. 4 in. x 11 ft. 9 in. \$210.00

Japanese Rugs

made of extra quality jute, in Oriental effects and medallion centres:
2 ft. 6 in. x 5 ft. \$1.25, 3 ft. x 6 ft. \$1.65, 4 ft. x 7 ft. \$2.25, 6 ft. x 9 ft. \$4.50, 7 ft. 6 in. x 10 ft. 6 in. \$6, 9 ft. x 12 ft. \$8.50, 10 ft. x 14 ft. \$10.50.

EMPIRE AXMINSTER CARPET. Simply magnificent value for the very low price asked; we show it in a wide range of beautiful designs and colorings. Price, per yard. 1.25

IMPERIAL AXMINSTER CARPET. We show 70 patterns in this justly popular carpet, of which we carry an immense stock. Price, per yard. 1.65

WILTON CARPET. Our customers are well acquainted with the many good qualities of this carpet; its beautiful even surface and rich appearance make it a great favorite; we show about 50 patterns in rich colorings. Prices, per yard, \$2.25, \$2.00, \$1.50 and \$1.25.
BRUSSELS CARPET. 100 patterns. Our importations this year include many extremely handsome designs and color effects. Prices, per yard, \$1.45, \$1.35, \$1.25, \$1.10 and \$1.00.



Yokohama Rugs

made of cotton and wool fibre, in really handsome geometrical designs and cheerful colorings:
2 ft. 6 in. x 5 ft. 75c, 3 ft. x 6 ft. \$1.15, 6 ft. x 9 ft. \$3.75, 7 ft. 6 in. x 10 ft. 6 in. \$5, 9 ft. x 12 ft. \$7.50.

Indian Dhurries

In Roman stripes, very suitable for dens, nurseries, etc.:
3 ft. x 6 ft. \$2.50, 6 ft. x 9 ft. \$4, 7 ft. 6 in. x 10 ft. 6 in. \$11.50, 9 ft. x 12 ft. \$15.

Verandah Rugs

A new make of cocoa fibre and Manila called Mourzook, in very artistic designs and colorings:
Prices and sizes range from 3 ft. x 6 ft. at \$2.50 to 10 ft. x 14 ft. at \$20.

Donegal Rugs

Genuine hand tufted, made to order, in any color or design, at from \$6.75 to \$12.50 per square yard. We carry a good assortment in stock in the popular 12 ft. x 9 ft. size, at \$90 each.

Beautiful Oriental Rugs

Hamadan, 3 ft. x 4 ft. \$6, Carabagh, 3 ft. x 4 ft. \$7.50
Shirvan, 4 ft. x 6 ft. \$10.50 to \$25.00
Bokhara, about 4 ft. 10 in. x 4 ft. 3 in. \$30 to \$35.
Kazakh, various sizes, \$20 to \$30.
Gundees, various sizes, \$17.50.

TAPESTRY CARPET. Owing to the small demand for tapestry carpets by our customers, we have decided to discontinue handling them, and will clear the balance of our stock, which consists of good qualities only, at, per yard. 50

VICTORIA AXMINSTER CARPET. "Kay" quality, 55 patterns, a superb range of designs in the newest colorings. Price, per yard. 3.25

ALBERT AXMINSTER CARPET. second only to the Victorian, 20 new floral and conventional designs. Price, per yard. 2.25

SOME SPECIALS. We still have a few hundred yards of carpet over from last season which we are clearing at nominal prices; included are Axminsters, regularly sold at \$2.25, reduced to \$2.50 and \$1.50; Wiltons, regularly priced up to \$2.25, reduced to, per yard. 1.50

Draperies

Seldom, if ever, have we been able to show an assortment of beautiful things in drapery material and curtains at all comparable to our display this season. Not only are the designs and colorings unusually effective, but the fabrics are of exceptionally high quality. Quantities, too, are immense, so that we are in a position to handle the largest contracts promptly. And here we may call special attention to the fact that we send experts to any place in Canada to advise as to work of this class, and estimate on the cost.

We have selected at random a few lines for particular mention:

Art Serges, 50 inches wide, in plain colors, very effective, but moderate in price. We show them in terra cotta, crimson and blue, at, per yard, \$1.50 and \$2.25.
Linen Taffetas, 50 inches wide, in a variety of plain colors. Price, per yard. 50
New Printed Taffetas, 50 inches wide, in a splendid range of designs, at, per yard, \$1.50 and \$2.25.
Shadow Taffetas, 50 inches wide, one of the most effective curtain fabrics yet produced. Suitable for use in drawing rooms and reception rooms, as well as in fine bedrooms. Prices, per yard, \$3.00, \$2.25, \$1.50 and \$1.25.
Verdure Tapestries, 50 inches wide, well suited for wall and furniture coverings, a variety of charming designs, at, per yard, \$1.50 and \$2.25.
Reversible Mercerized Brocades, 50 inches wide, equal in appearance to the finest silk. Price, per yard. \$1.50
Plain Colored Silk Armures, in simple unobtrusive patterns, they make an excellent background for pictures, and are consequently particularly well adapted for wall coverings. We have them in rose, reseda, vert green and blue. Price, per yard. \$1.75
Among the lighter weavings is a magnificent range of Madras Muslins. Some in large, bold designs by well-known artists are produced in colors suited for libraries and dining-rooms, others showing light dainty effects we advise for bedrooms and boudoirs. They come 72 inches wide, at, per yard, \$1.25 and \$1.50.
In Sash Curtain Materials we have an almost infinite variety. Included are:
Frisled Embroidery Muslins, 30 inches wide, at, per yard. 10
Spotted Embroidered Muslins, 30 inches wide, with frill, at, per yard, 25c, and \$1.50 and \$2.25.
Embroidered Tarnour Net, 30 inches wide, in white or ivory, at, per yard. 40
New Lattice Nets, in a fine grille design, at, per yard, 50 in. wide, 75c; 56 in. wide. \$1.00

CURTAINS

We make mention of three specially handsome lines. Silk Tussah Curtains, in beautiful shades of green, gold, blue, rose, etc., with new art designs woven in green, heliotrope, ivory, etc. Price, per pair. \$18.50
Silk Turcoman Curtains, in plain colors, with unique borders. Price, per pair. \$10.50
Shadow Taffeta Curtains, suitable for drawing-rooms and reception rooms. Price, per pair. \$20.00

LACE CURTAINS

The largest and finest assortment we ever imported—too large, in fact, to mention the individual lines. We quote prices on a few only. Nottingham Lace Curtains, in white, ivory and Arab, at, per pair, from \$1.00 to \$5.75
Irish Point, in white and ivory, at, per pair, from \$2.00 to \$16.50
Tarnour Curtains, an unequalled line, both as to design and value, at, per pair, from \$3.75 to \$11.50
Real Brussels Point, at, per pair, \$4.50 to \$65.00
Real Point Arab, at, per pair. \$5.50 to \$75.00
Renaissance and Marie Antoinette, at, per pair. \$11.50 to \$25.00
Point Venise, at, per pair. \$3.50 to \$5.25
Fine Embroidered White Muslin Bedroom Curtains, 3 1/2 yards long, with frills, at, per pair. \$3.50 to \$5.25

WINDOW SHADES

Our stock of Window Shades embraces some distinctly high-class lines not to be seen elsewhere. A handsome blind in the new green, with plain white corded stripes, embellished with simple laces and trimmings to match, is worthy of special mention.

Wall Papers and Interior Decorations

We have this season made greater preparation than ever for meeting our customers' wants in this department.

The new wall papers have all arrived, and the designs and colors will prove a revelation even to those who keep in touch with late achievements in the production of high-class wall papers.

In many respects our stock is unique. It consists exclusively of choice English, French and American lines, the materials and designs being in most cases private to us. This, however, while it enables us to offer a selection that cannot be duplicated elsewhere, does not mean that our prices are high.

We sell a very dainty English Wall Paper, 12 yds. to the roll, suitable for bedrooms, at, per roll, from \$20.00 to \$16.50
American Wall Papers, 8 yds. to the roll, in very pretty designs, at, per roll, from \$8.50 to \$4.00
In high-class French Papers our prices range, per roll of 9 yds. from \$8.50 to \$4.00

We make a specialty of Shand Kydd's Hand Blocked Papers, a line famous for their high artistic merit in color and design. They come in 12-yd. rolls, and sell at, per roll, from \$3.50 to \$5.50
A point to be remembered is that our expert advice as to the treatment of the room to be papered is freely at the service of those who purchase even the cheapest materials from us.

Fabric Wall Coverings

In connection with the above department it must not be forgotten that we carry a choice stock of Fabric Wall Coverings in cretonnes and taffetas for bedrooms; silk brocades and damasks for reception rooms and parlors; and in tapestries for dining-rooms, libraries and halls. Among these materials are some fine reproductions of world-famous hangings, by the use of which we are enabled to carry out schemes of period decoration to the satisfaction even of connoisseurs.

As to Decorations.

We are also in a position to undertake contracts for all kinds of decoration, including painting in all its branches, relief work, tinting and coloring, so that, if entrusted to us, the whole scheme of housefurnishing will be in harmony.

Excellent work at moderate charges may be depended on.



Art Pottery and Glassware.

Some of the foremost makers of Europe and Asia have contributed to our display of Pottery and Art Glassware, which includes vases innumerable, bowls, rose jars, lily tubes, pin trays, jewel boxes, urns, plaques, candlesticks, clocks, etc., etc., in great variety of shape, size, color and decoration, and ranging in price from a few cents up to \$50.00.

Mail Orders

Distance from Toronto need not deprive you from profiting by the unequalled facilities of this store. We solicit correspondence in regard to every line of goods we handle, and when required send competent representatives to any part of Canada to give expert advice as to furnishing, decorating, draping, etc.

JOHN KAY, SON & CO., Limited

36-38 King Street West, TORONTO