

KAY'S FALL IMPORTATIONS —OF— INLAID LINOLEUMS

Quite the finest assortment of Linoleums we ever imported is now on sale in our big electric-lighted basement.

Great advances have been made of late in producing copies of hardwood and mosaic flooring, and we have some of the very best designs of this class, as well as of conventional and fancy patterns.

Our Inlaid Linoleums are of astonishing durability. The patterns and colors remain undimmed until the material is worn through to the canvas back.

This list of prices will be useful to out-of-town customers. Large design plates in colors will be mailed them on request.

Inlaid Linoleums, best English make, 2 yards wide, in new tile, block, conventional and hardwood patterns. Prices per square yard—\$1.25, \$1.25, \$1.10, 85c and 75c.

Plain Linoleums, in 2 and 4-yard widths. Prices per square yard—85c, 80c and 65c.

Linoleum Borders, key pattern. Per yard, 9 in., 50c; per yard, 6 in., 20c.

Cork Carpets, Nairn's famous Scotch make, 2 yards wide, in green and natural brown colors; admirable for use in halls, public offices, etc. Prices per square yard—\$1.10, \$1.00, 85c, and 80c.

COCOA MATTING
We carry a full line in Cocoa Matting, of superior quality. Two grades in various widths, from 22 in. to 72 in., at per square yard, 52 1/2c and 65c.

John Kay Company, Limited
36 and 38 King St. West.

OF INTEREST TO WOMEN

KISSES.
One kiss more, sweet!
Soft as voluptuous wind of the west,
Of silkenest surge of thy purple-veined breast.
Ripe lips ruddily melting apart,
Drink up the honey and wine of my heart!

One kiss more, sweet!
Warm as a morning sunbeam's dewy gold,
Slips in a red rose's fragrantest fold,
Sets its green blood all a-blush, burning up
At the fresh feel of life, in its crimson cup!

One kiss more, sweet!
Full as the flush of the sea-waves grand,
Flooding the sheeny fire out of the sand:
On all the shores of my being let bliss
Break with its sea-side sea in a kiss!
—Gerald Massey.

The Misery of Being Clever

Miss Corelli in "Holy Orders" relaxes occasionally from the extreme intensity of her narrative to portray a fascinatingly ingenious character. As a minister, she is delightfully refreshing. She sometimes says things that hit the mark surprisingly, altho they provoke a smile by their simplicity of statement. The following is an example: "Oh, I hope not!" she said, with delightful earnestness, "it's so dreadful to be clever. Dick! You don't know how dreadful it is! Nobody likes you!"

"You quaint wee woman. Do you want the boy to be a fool, then?" "He couldn't be a fool!" declared Amelia warmly. "Of course he couldn't. But I hope he won't be clever! If you had known poor Dad, you would understand what I mean. A clever man is really a pitiable object—he is—Dick!—perfectly pitiable! He always wants what he cannot get—and he sees everything wrong and he wants to put it right, and of course he can't put it right—not in his way, because everybody wants to do it another way—and oh!—it's just awful! And he writes and writes, and lectures and lectures, and gets dyspepsia and headaches and gout, and dreadful things—and never enjoys himself one bit—how can he?"

An Opportunity.

Editor World: Will you kindly enquire thru the columns of your valuable paper if any of its readers are interested enough in operettas to assist in the production of one, namely, Sylvia, and if so to please communicate with me, and you will greatly oblige.

Miss Eliza Sottley,
87 Gladstone-avenue.

A Special Meeting

A special meeting of Chamberlain Chapter, Daughters of the Empire, was held at the residence of Mrs. Fetherstonhaugh, Lake Shore-road, yesterday afternoon. Miss Constance Boulton presided and the regular routine business of the chapter was gone thru, but, as the session's work was largely of a private nature, no report was given out. The program for the winter was drawn up by the executive, after which a motion was made giving Mrs. Fetherstonhaugh a hearty vote of thanks for the offer of her beautiful lawn and house for the use of the chapter. Afternoon tea was served on the terrace. The chapter's next meeting will be held on the third Thursday in October in the Canadian Institute.

The Anglican Women's Auxiliary met in St. Peter's Church schoolhouse yesterday. Miss Tilly presided. The treasurer, Mrs. George Webster, gave the total receipts since June 4 as \$390.17 and the expenditure \$1382.47. It was also announced that the triennial thankoffering of the women's auxiliary of the diocese, which will be presented next week at Ottawa, is \$1600. The treasurer of the extra-cent-a-day fund, Mrs. Bigwood, reported \$123 for the summer months, and Mrs. Dykes, treasurer of the extra-cent-a-day fund,

Toronto World's Beauty Patterns



A Smart and Simple Little One-Piece Frock.

No. 2237.—One-Piece Dress with side closing. Cut in sizes 3, 5, 7, 9, 10 and 12 years. Two and one-quarter yards of 36-inch material will be required for the five-year size. This little one-piece frock, developed in blue striped linen, is both smart and simple. The side closing is a unique and pleasing feature of the mode, the large pearl buttons adding a note of style to the mode. A belt of leather or of the material may be worn around the waist. Linen, gingham, pique and serge are all suitable to the design.

A pattern of this illustration will be mailed to any address on receipt of 10c in silver or stamps.

BE SURE AND STATE SIZE REQUIRED.

Pattern Department

Toronto World

Send the above pattern to

NAME.....

ADDRESS.....

Size Wanted—(Give age of Child's or Miss' Pattern).

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In Society.

Mr. James Brock O'Brien, K.C., has sailed for Europe. He will join Mrs. O'Brien in Paris and they will probably return to Toronto about the end of October.

Dr. and Mrs. H. B. Anderson, daughter and nurse are staying at Maplehurst.

The Dean of Trinity College and Mrs. Duckworth have returned from their wedding trip, and are in residence at the Dean's House, Trinity College.

Invitations are out for the marriage of Miss Lorna Gibbons and Mr. George Harris, which will take place at "Lornhurst," London, Ont., on the third of October.

The engagement is announced in Montreal of Miss Katherine Thornloe, daughter of the Lord Bishop of Algoma and Mrs. Thornloe, to the Rev. C. Wilfrid Balfour, of Huntsville, Ont.

The engagement is announced of Miss Isabel Ryerson, daughter of Mr. and Mrs. C. Egerton Ryerson, and Mr. Arthur McE. Maybce, manager of the Canadian Bank of Commerce, Brandon.

Invitations have been issued by Mr. and Mrs. W. J. Bridgman, 639 Wellington-street, London, Ont., for the marriage of their sister, Mabel Alice Anderson, to Mr. William Robinson Woollett of Walkerville, at their residence, on Thursday, Oct. 1.

The president, officers and members of the Argonaut Rowing Club have sent out invitations for Saturday at the club house, from 3 to 9 o'clock.

Mrs. F. H. Small of Worcester, Mass., is spending a month with her mother, Mrs. R. Douglas Fraser, 82 West Roxborough-street, and will receive with her this afternoon.

Mrs. W. A. Rust D'Eve (nee Miss Norah Gainsford Tew) will receive for the first time since her marriage on Thursday afternoon and evening, Sept. 24, at her home, 148 Lee-avenue.

Invitations are out for the marriage of Miss Louisa, youngest daughter of Mr. and Mrs. Ingham of Carleton-street, to Mr. Arthur Edwards Anstey of Warwick Bros., to take place the 22nd of this month.

Robert Ernest Muir Meighen, assistant solicitor to the provincial treasury, was married at Perth on Wednesday to Miss Margaret May, only daughter of Mr. and Mrs. John Wilson of that place. The ceremony was performed by Rev. Canon Mucklestone. Mr. and Mrs. Meighen left for Montreal afterwards. Mr. Meighen is a son of Wm. Meighen of Perth, and nephew of Robert Meighen of Montreal.

The news was an absolute surprise to Mr. Meighen's friends at the parliament buildings, who thought he had only gone to take his usual vacation.

At Cayuga, F. J. Lalor's was the only name before the Haidimand Conservative convention. The outside speaker was W. F. Cockshutt, Brantford.

The Halifax Herald (Can.) editorially condemns the railway commission appointments, first, as ignoring the interests of the Maritime Provinces, and secondly as having, so far as Scott is concerned, being in the nature of a deal.

PICTORIAL FEATURES IN THIS WEEK'S SUNDAY WORLD

Paris Illustrated.

Football in Naples—In picture and prose.

Venetian Life in Canada.

A Dog Fad in English Society.

Portrait of Robert F. Gagen, A.R.C.A.; C. B. Foster, C.P.R. district passenger agent, recently promoted; P. H. Morrissey, G.M. of the E. of E.T.; the juvenile picture gallery contains the Jupp Quartet; a Beau Brummel of Rose-avenue; Baby Buckingham, a Mount Forest Belle; Percy McKee of Creemore; group views of Edna Rebekah Lodge; Mahomet No. 14, St. Thomas; Canton No. 5; Manchester Unity at Niagara Falls; a Yorkville Group at Port Cockburn; Kew Beach Campers; Dominion Heather Quilting Tournament; National Yacht Club Regatta Scenes; Exhibition views showing the line-up of the Siege of Sebastopol; Miss Wilks of Galt driving Evangeline; Start of the Five Mile Bicycle Race; Day's Catch at Honey Harbor; Views of Constanzonple; A Vista of the North; On the Old Farm; At Long Branch; Sir Wilfrid Laurier, photographed in Characteristic Poses at the Big Demonstration at Niagara Falls; Classical Architecture in Toronto; Two Golden Wedding Celebrations pictured, one in Whitby Township and one in Seaton-street, Toronto; Pictures of Actual Cobalt Mining Operations; Ontario Farm Scenes; Athletes of the Central Y.M.C.A.; Premier Corcoran, 10th Royals; The New Million Dollar G.T.R. Station at Ottawa; Theatrical Views and Portraits of the coming week's attractions.

A collection of scenic pictures, some of which are bound to interest you.

For sale by all newsdealers, newsboys and on all railway trains.

CHILD ATTEMPTS SUICIDE.

SARNIA, Ont., Sept. 17.—Because she was "tired of life" Loretta Brown, twelve years old, placed in a home by a Port Huron society, attempted suicide by drinking an ounce of carbolic acid.

PEACE CONFERENCE.

THE HAGUE, Sept. 17.—The next peace conference, just requested, is for the conclusion of a treaty looking to the establishment of an international law regulating exchange.

Rush of the Land Hungry.

WINNIPEG, Sept. 17.—(Special.)—The rush of the land hungry continues. Despite the care of officials it was possible to make the aid of the police more than once. Moose Jaw of the city police several days ago, and to-day Lethbridge called police aid, there being an ugly rumour when the time for distributing precedence tickets came.

This morning there were 2,474 applicants for lands, there being over 400 filed on one day. All other land offices have the same tale. At Calgary officials were obliged to snatch hasty meals on the premises to cope with the rush.

College Currency Deceives.

OTTAWA, Sept. 17.—Ottawa College two dollar bills, a currency used in the commercial classes of the college, are being tinted and passed on unsuspecting foreign peddlers.

Boys' Fall Fair.

The seventh annual fall fair of the Broadview Boys' Institute will be held on Friday and Saturday next. A prize list of twenty-eight pages has been issued.

DEADLY SMOKE AND FOG.

Five Dead and Nearly Fifty Injured in Accidents.

Five persons are dead, four fatally injured and two score more or less dangerously hurt as the result of a series of railroad accidents thruout the United States yesterday.

Fog and forest fires were largely responsible for the casualties.

In Chicago two laborers were run down by a train in a fog and two collisions in other parts of the city brought serious injury to a dozen persons.

At Mount Pleasant, Mich., a fireman was killed and four men hurt in a wreck due to smoke from forest fires.

Other wrecks at Erie, Belle Vernon and Corry, Pa., and a collision between an automobile and a trolley car at Newark, N.J., swell the total dead and injured to fifty.

AN AMERICAN ARCHITECTURE

J. M. Lyle of Toronto Would Have a General Style.

DETROIT, Sept. 17.—At the opening session here of the convention of the Architectural League of America John M. Lyle of Toronto, Ont., made a plea for a general style of architecture for North America, pointing out there is not at present any essentially American style, various architects following different schools.

He thought that co-operation and discussion might develop a style which would be characteristic.

Canada Controls Pulpwood.

APPLETON, Wis., Sept. 17.—"Because raw material is much cheaper in Canada and labor is considerably cheaper, we would have to go out of business if the tariff on wood pulp were to be cut off, unless we could obtain higher prices for our sulphite than we are receiving at the present time," said N. M. Jones of Bangor, Me., manager of the Katahdin Pulp and Paper Company at Lincoln, Me., before the Congressional investigation committee.

WILL BE THE "HAMONIC."

Northern Navigation Co. Decide on Name for New Vessel.

The Northern Navigation Company would have called their new ship the Pacific had not the department of marine at Ottawa refused to register it because there are already two lake vessels of that name.

It was therefore decided to christen it "Hamon," out of respect to H. C. Hammond, president of the company. J. A. Pfeiffer of Detroit, who suggested the rejected title, is awarded the prize offered, but Mrs. James R. Moore of Richard's Landing, who suggested the one chosen, will be given a special prize.

ELECTRICAL ENGINEERS TO VISIT POWER PLANTS

The American Institute of Electrical Engineers have arranged an excursion to Niagara Falls to-morrow, leaving Toronto by Niagara Navigation Company's steamer at 7:30 a.m., proceeding by Niagara Belt line to the Falls, which they will reach at 11 o'clock.

They will inspect the generating and transformer stations of the three Canadian power companies located there. Returning, the party will reach Toronto at 8:30. Some twenty-five have already declared their intention of joining the excursion. Other engineers interested in the power development works at this point should take this opportunity of satisfactory inspection.

Given a Medal.

H. P. Dwight, chairman of the investigating governors of the Royal Canadian Humane Association, presented to James Johnson, 45 Esther-street, Toronto, the medal of the R.C.H.A., duly awarded him by the governors of the association for promptness and courage in the rescue of William McInnes from drowning in Toronto Bay on the 27th June last.

THE EXTENSION SALE At Sellers-Gough



We have been very busy in this store since this sale started. We hardly expected such a rush. Past experience has taught the ladies of Toronto that when we advertise a sale it is a genuine one, and that it pays to make a visit to our store.

The Latest Word That Fashion Has Spoken

in matters of Fur is exhaustively illustrated in this store to-day. To spend an hour in this store is a fashion education. We are expecting and have prepared for the greatest season of this store's history. Changes in style have been radical in many cases, and variety is legion. Artistic skill in every way is in every model; lines of unusual dignity and grace characterize every garment and every piece of fur shown in this store, and the quality of the fur is absolutely guaranteed, every skin being selected by a member of the firm who has had many years of experience in furs.

This Extension Sale is offering you a great opportunity, and no doubt one that you will take advantage of. The store opens at 8 o'clock every morning, and remains open till 6 o'clock every evening.

Out-of-town customers write for Catalogue "S."

The SELLERS-GOUGH FUR CO. Limited
The Largest Exclusive Fur House in the British Empire
244-246-248-250 Yonge Street
Corner Louisa

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