

JOHN KAY, SON & CO, TORONTO

AXMINSTERS.

Templeton's celebrated Victorian, finest quality of carpet manufactured on this planet. The novelty is in plain colored embossed patterns, with wide contrast border; colors: mode, Empire, green and French rose. Imperial Axminster 25 per cent. below regular price for this season only.

WILTONS.

Patterns and colorings will merit critical attention. A heavy Wilton made specially for ourselves and marked at \$1.50, will surprise the keenest buyers. A new Heavy Cloth Wilton at \$1.60 cash is another leader. Certainly our stock of Wiltons is ahead of anything ever shown.

BRUSSELS.

Many feel annoyed that, having bought a fine Brussels, the color so quickly fade. This cannot be so with our extra quality Brussels. The yarns are the finest, and consequently the colors will stand. The range of Brussels is large in 85c and \$1 lines.

VELVETS.

There's a weight and body in our Velvet Carpets that makes them almost equal to Wilton. A special line selling at

\$1.00

cash is really regular \$1.30 goods.

CARPETS

THERE are carpet stocks and carpet stocks, but the most magnificent showing can only be seen here. No doubt about it.

WIDEST RANGE.	FINEST GOODS.	LOWEST PRICES.
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The range and variety of our stocks includes the best in TAPESTRY. A large variety of 10-Wire at 65c cash. ALL-WOOL CARPETS, English manufacture and Maple Leaf brand patterns, made exclusively for this house.

A Very large assortment of Japanese and Chinese Matting in various colors, imported direct for our own trade. A novelty is the Cotton Warp Jointless Japanese Cocoa Matting in all widths.

Exceptional stocks in Oilcloths, Linoleums and Cork Carpets. Staines' Inlaid Linoleum has all the wear of wood—patterns go clean through. We are special Canadian agents for Nairn's Famous Scottish Oilcloths and Linoleums. Best in the world. Buyers who appreciate sterling values, reliable goods, the brightest and newest stocks, and patterns and designs in many lines of carpets that are out of the common run will not be satisfied until they've examined the stocks of this house. We're prepared to rest the case here. Our prices will disappoint no one.

RUGS

of all kinds—Persian, Mecca, Veddo, Tanyore, Keyber, Smyrna, Daghestan, Japanese, Moquette, Skin Mats in great variety. Ask for the new Cotton Japanese, in blue and white, all sizes.

SQUARES.

Of Carpets made in squares, without seam, the assortment will be large enough to meet any choice in Axminster Parquet, Wilton and Brussels Parquet, Smyrna, etc. Real Turkey, Mirzapore, Afghan, Kessac and other Oriental Carpets.

SPECIALTIES.

The new Aryanian, sizes 7.6 x 9.9 to 12.0 x 15.0, wears like a Brussels. Also Anglo-Indian, Kensington Squares, etc., in all sizes, with fillings to match.

CHURCH CARPETS

A Specialty. We've always held the large Church trade of the Dominion. Have in stock of the favorite church pattern 1,500 yards.

AURORA CARPET SWEEPER

This celebrated Sweeper has been sold by us for the past ten years, and this is, perhaps, the best testimony to its real merit. Thousands in use. Every customer satisfied.

**JOHN KAY, SON *and* CO., 34 KING ST. WEST,
TORONTO.**