

JOHN KAY, SON & CO., TORONTO

NEW SEASON

CARPETS

Best Values Ever Shown

We Lead Easily

In Carpet Stocks of the most desirable kinds. This season's exhibit will testify to our never flagging energy and enterprise in anticipating the increasing demand for high art goods and novelty of style, coupled with low prices. No other season have goods been so low.

AXMINSTERS, WILTONS, BRUSSELS

Is very large. In Axminsters will be found Templeton's famous Imperial and Victorian Carpets—finest goods made in the world, and for which we are sole agents.

A WILTON CARPET

has to be made of fine yarn and closely woven, and we cannot recommend any price lower than \$1.50 per yard. And in our extra quality we have some beautiful plain color effects, designed and manufactured expressly for ourselves.

BRUSSELS CARPET

is now the carpet for the masses. Lines at 70c. and 85c. net, in a large variety of patterns and beautifully colored, have had an immense sale, while our special quality at \$1.10 is the best value in Canada.

Tapestry Carpets

in all grades. A large stock of 10-wire Brussels back at 65c. net.

Wool Carpets,

best English makes at 95c. net; also the celebrated "Maple Leaf."

Church Carpets :

We hold an exceptional stock in size and needed quality and designs. No difficulty in immediately filling any order.

New Makes with New Prices

Have come to the front, superseding old prices and giving all the satisfaction that is required for modern wear. The selection this season of

RUGS AND SQUARES

A great range of Parquet Squares in Axminster, Wilton, Turkish, and Indian. In this connection we've gone into WOOD FLOORS, and will be happy to give estimates for same.

Cocoa, Japanese and China Mattings (all sizes.)

CHEAP JAPANESE RUGS.

Sizes 3 ft. x 1-6, 60c.; 4 ft. x 2 ft., \$1; 6 x 3, \$2.50; 7 x 4-6, \$4.50; 9 x 6, \$8.50; 10-6 x 9, \$15; 12 x 9, \$17.50; 13-6 x 10-6, \$20; 15 x 12, \$28; 10 x 26, \$3.50; 14 x 3, \$6.

The Famous Aurora Sweeper

Which we can confidently recommend.

Nairn's World-wide

And justly celebrated Oilcloth, Linoleum and Cork Carpet. Tariff changes have made prices lower. We're sole agents for Nairn.

Staines' Inlaid Linoleum

For Offices, Banks, Hotels, and Public Buildings because of its everlasting wearing qualities. Wears like wool. Tasty designs.

There can be no disappointment when this store is sought for Carpets. Stocks are unequalled.

Prices furnish the evidence of unapproachable values.

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Toronto Savings & Loan Co.

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A. E. AMES, Manager.

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