

JOHN KAY, SON & CO., TORONTO.

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An Unsurpassable Exhibit

Of the newest and most fashionable stock of fine Carpets ever shown in the Dominion, worthy of the leading place we've always held as carpet merchants.

AXMINSTERS.	WILTONS.	BRUSSELS.	VELVETS.
Templeton's celebrated Victoria's; finest quality of Carpet manufactured on this planet. The novelty is in plain coloured embossed patterns with wide contrast border; colours, mode, Empire, green, and French rose.	Patterns and colourings 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.	Many feel annoyed that having bought a fine Brussels, the colours so quickly fade. This cannot be so with our extra quality Brussels. The yarns are the finest, and consequently the colours will stand.	There's a weight and body in our Velvet Carpets that makes them almost equal to Wilton. A special line selling at
Imperial Axminster 25 per cent. below regular price for this season only.	Certainly our stock of Wiltons is ahead of anything ever shown.	The range of Brussels is large in 85c. and \$1.00 Lines.	\$1.00 cash is really regular \$1.30 goods.

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.

Rugs.	Squares.	Specialties.
Of all kinds—Persian, Mecca, Yeddo, Tanyore, Khyber, Smyrna, Daghestan, Japanese, Moquette. Skin Mats in great variety. Ask for the new Cotton Japanese, in blue and white; all sizes.	Of Carpets made in squares without seam the assortment will be large enough to meet any choice in Axminster Paquet, Wilton and Brussels Paquet, Smyrna, etc. Real Turkey, Mirzapore, Afghan, Kesac, and other Oriental Carpets.	The new Ayranian, sizes, 7.6 x 9.0 to 12.0 x 15.0, wears like a Brussels. Also Anglo-Indian, Kensington Squares, etc., in all sizes, with fillings to match.

We have imported a very large assortment of Japanese and Chinese Mattings in various colors. A novelty is the Cotton Warp Jointless Japanese Cocoa Mattings in all widths.

We're known to hold 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.

Church Carpets

A specialty. We've always held the large Church trade of this Dominion. Have in stock of the favorite church pattern 1,600 yards.

STERLING, RELIABLE AND APPRECIABLE VALUES IN EVERY DEPARTMENT OF THE HOUSE MAY BE COUNTED ON.

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 & CO.,

34 KING ST. WEST, TORONTO, CAN.