

JOHN KAY COMPANY

John Kay Company beg to announce the arrival of immense spring shipments of

New Carpets and Rugs

ORIENTAL RUGS & CARPETS

There is, perhaps, no class of merchandise in which the purchaser is more often deceived than in Oriental Rugs and Carpets. Knowing this the prudent buyer will make sure that he deals with a house of repute and integrity. Our facilities for securing good weaves at lowest prices are of the best, and our customers may rest assured that every rug we offer is just as represented. Prices with us are marked in plain figures and are reasonable always.

Big shipments are to hand, including choice lot of ANTIQUE SHIRVANS, in small and medium sizes, for halls, etc., at from \$16.50 to \$35 each.

KAZAKS, 4 ft. by 7 ft., at from \$20 to \$40.

SMALL ANTIQUE Rugs of various makers, in sizes suitable for use in vestibules, etc., ranging in size from 3 ft. x 4 ft. to 3 ft. 6 in. x 4 ft. 6 in. at \$7.50 each.

Large TURKEY Carpets, in sizes from 6 ft. x 9 ft. to 12 ft. x 15 ft., at from \$30 to \$125.

And a big assortment in various sizes of these noted makers.

SULTANEH	SPARTA
AFGHAN	KANDAHAR
TABRIZ	BOKHARA
BESHIRS	KIERMAN
SOUHAH	MIRZAPOR

DONEGAL RUGS

We make a specialty of this famous hand-tufted rug, carrying a good selection in stock.

In appearance, as in their wonderful durability, Donegal rugs resemble some of the heavier Oriental weaves.

We can supply them made to order in any shape and in any design or color effect, and we shall be glad to submit colored plates, suggesting designs for various rooms.

SUTHERLAND AND CAITHNESS RUGS

Another famous make in hand-woven rugs is the Sutherland and Caithness. They are made in Scotland under the distinguished patronage of the Duke and Duchess of Sutherland and the Duke and Duchess of Portland.

So far they have been produced chiefly in graceful designs and delicate shades adapted for use in drawing rooms, boudoirs, etc. We show some fine examples of this class. Chiefly, however, we want to emphasize the fact that we can have them woven to your order in any special size, shape or design that may be required.

They come direct from the foremost makers in England, and constitute a very complete exposition of what is new, exclusive, and of artistic merit in the productions for 1909.

The Kay Company's well-earned reputation for importing only Carpets of distinction and quality will be enhanced by their magnificent showing of this year.

Readers of "The Canadian Churchman" are invited to make full use of the Company's letter-order and information department. Write us, with particulars of the rooms you think of carpeting and of the colors and qualities you prefer, and we will make prompt reply. We can in many instances furnish colored plates illustrating our newest designs in Carpets, Rugs and Linoleums.

This brief description of some of our principal lines will be found useful.

RUGS

Rugs have of late years grown enormously in favor. Increased demand has stimulated the makers to produce new designs and richer effects, and it is now possible to obtain rugs suitable in pattern, color and size for every room in the house.

We import in very large quantities and have also superior facilities for making rugs to order so that in cases where even our own immense stocks do not afford the design or size required, we can supply them woven to order, not only in any size or color effect, but also in any shape, so that a floor of irregular outline may be covered in all its nooks and angles with a one-piece carpet.

The attention of architects is especially called to this important feature of our business.

AXMINSTER RUGS

(Woven in one piece without seam) Our showing in this splendid make embraces a range of designs shown now for the first time in Canada. Rich Oriental copies, beautiful period designs, and chintz effects, patterns and colors suited for every room in the house in all sizes generally asked for. In this make, too, we can supply to order rugs in any shape or size, and in colors to suit any scheme of decoration.

Colored plates with prices will be promptly mailed to out-of-town customers on request.

BRUSSELS RUGS

Our new rugs in this line are exceedingly handsome. Notable among them are chintz effects in light colors for bed-rooms and parlors, also Oriental and conventional designs in rich dark colors for the sitting room, library, etc.

WILTON RUGS

Our spring showing in this fine make embraces some excellent designs in colors suited for all rooms.

WOOL SQUARES

This season we have made a distinct departure in these weaves. While our new importations are wool squares at a low price, the designs and colors are superior to anything we have heretofore shown, and are such as to warrant their use in the finest bedrooms. Prices range from \$9.00 to \$25.00.

Kay's ENGLISH WILTONS

\$1.65 to \$2.75 per yd.

To do justice to our superb stock of Wilton Carpets would take many columns. We have only room to make brief mention of drawing room designs, in self colors and chintz effects, of pretty, two-toned designs for bedrooms and boudoirs, in shades of green, blue, rose and brown, and of splendid Oriental designs for halls and stairs, and for the dining-room and library.

In this, as in Brussels and Axminster Carpets, many of the designs we show are exclusive with us; woven especially to our order.

Kay's English Wiltons, per yard, \$1.65, \$2, \$2.25, \$2.50 and \$2.75.

Kay's ENGLISH AXMINSTERS

\$1.75 to \$3.50 per yd.

This splendid weave has almost infinite possibilities in color combination and design, and for that reason and for its deep pile and rich appearance is high in favor for the principal rooms in the house. Our importations for 1909 include some exquisitely beautiful effects in shades of green, grey, brown, rose and blue.

The period designs we show in this make—Louis XIV., Louis XV., Empire, etc., are worthy of special mention for their close adherence in color and design to the spirit of the famous originals.

Kay's English Axminsters, per yd., \$1.75, \$2.25, \$2.40 and \$3.50.

Kay's ENGLISH BRUSSELS

\$1.00 to \$1.75 per yd.

If there is one thing more than another upon which we pride ourselves, it is our special high-grade Brussels Carpets. We have them in a splendid range of designs, suitable for all rooms—small dainty patterns in light shades for bedrooms, beautiful floral designs for drawing rooms, and rich dark oriental and conventional designs in strong heavy weaves for such rooms as the sitting-room, dining-rooms, halls and stairs, where the usage is hard and constant. Kay's English Brussels, per yard, \$1.00 to \$1.75.

New Linoleums

The place to buy linoleums is here. We import in immense quantities, direct from the best makers in England. That we sell at rock-bottom prices is evidenced by the numerous large orders we secure in open competition.

Inlaid Linoleums, Cork Carpets, two two yards wide. Per square yard, 75c., 90c., 1.10 & \$1.35. Per square yard, 85c., \$1 and \$1.10.

Nairns celebrated Plain Linoleums, in two and four-yard widths. Per square yard, 65c, 80c. and 95c.

New Wall Papers

Our showing in this important line is by far the best we ever made. We now have what is probably the finest collection of high-class wall papers in Canada. Samples of wall papers and suggestions for the decorative treatment of rooms will be promptly mailed to any address on request. When writing in this connection it is advisable to give as full particulars as possible in regard to the rooms to be treated.

JOHN KAY COMPANY, LIMITED,

36 and 38 King Street West, Toronto.