

CARPETS AND CURTAINS—Continued.

advantages of having a trade paper and reading it. You are posted with the latest big store ideas in all branches of your general dry goods trade for 17c. per month.

You may not have space to carry a big stock of the large carpet-size rugs. They are being called for very much just now. The Toronto Carpet Mfg. Co. have several sizes, and you can get them quickly. In values, these heavy smyrnas surpass the thin, one sided importations

The attractive features of their "Acadia" axminsters are commanding great sales. Novelty and beauty of design, richness and strength of coloring and reasonable price are merits which will always find favor with appreciative buyers

Then, their line of extra super ingrain have but to be seen. No buyer of standard carpets, full warps, clean honest yarns, extra weight, should neglect looking into their values made in two and three ply and in all wool and unions

There is no doubt but that The Toronto Carpet Mfg. Co. have revolutionized carpet manufacturing in Canada, and are thoroughly up to date

A picture of their new premises at the top of their advertisement will give some idea of the extensive premises occupied by this enterprising firm

A NEW IDEA IN FLOOR COVERING

Emile Berliner of Washington, D. C., the inventor of the telephone transmitter and the gramophone talking-machine, was granted a patent on what he calls tile matting. In experimenting with matting on his floors, Mr. Berliner discovered that dust occasionally filtered through, and that, if a break appeared, it was almost always necessary to recover the entire floor. He then conceived the idea of cutting matting into small squares or other designs and covering his floors with these pieces

By laying the patterns like parquet, he secured some excellent effects, no seams appearing and the natural streaks of the matting remaining as before. The method of putting the squares was simple. He took ordinary Japanese matting and backed it up with masticum paste which has a tendency to strengthen the matting and make it water and dust proof. The squares are then pressed on heavy cardboard and the masticum is used to lay them down with a few nails. The plasticity of the masticum paste, and the application of varnish which adds to the brilliancy of appearance and also makes them more durable with a very soft and thick remove the dust. As squares at different points wear out they are put out and others substituted. Mr. Berliner claims that his new tile matting is a modification of covering and is designed to be a wide-spread carpet business. A complete description of the new idea is given in the new publication, "The Carpet and Upholstery Journal."

MAKES AND MAKING OF INDIA RUGS.

In a booklet recently issued by a Calcutta firm of exporters, it is asserted that "Indian carpets may be classified either according to the nature of the materials of which they are made or the manner in which they are woven. They are cotton, woollen, silk, goats hair, yaks hair, and pashm carpets, or mixed carpets of any two or more of these materials. The general conditions of Indian carpet weaving are distinctly more favorable to the production of the serviceable fabric than those which obtain in England. Pile carpets

are made at a limited number of jails in each Presidency, and by private manufacturers. In an Indian carpet the whole fabric sinks together under the foot, and its wearing power is three or four times that of an English or European carpet. Many native gentlemen possess pile carpets 400 years old, which still retain their original brilliancy. The different sorts of cotton carpets are known as Farsh or Jazim, Darries, Satrang, Dosuti and Dalichas; they are seldom exported. Woollen are known by their centre of manufacture, such as Amritsar, Multan, Agra, Mirzapur, Hushiarpur."

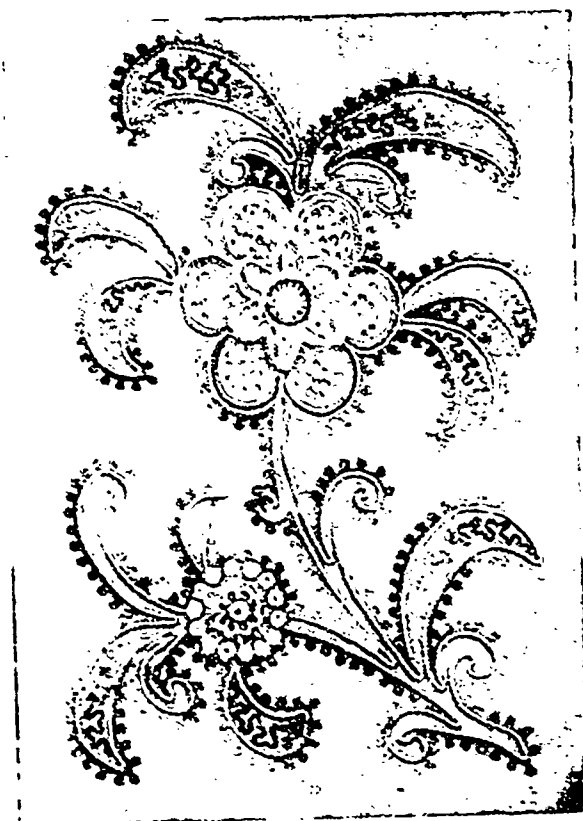
CANADIAN WOOLLENS FOR MARKETS ABROAD.

The familiar name of the Oxford Manufacturing Co., Limited, of Oxford, Nova Scotia, is again brought before THE DRY GOODS REVIEW readers in their regular full page announcement relating to the famous "Oxford" costume cloths and tweeds on which this firm are making such a success. A week or so ago, a member of a prominent firm of British woollen importers remarked when looking through the new Oxford Spring patterns that they were of such a swell character in both coloring and texture as to command a ready sale in the best London trade. His English office is to be furnished at once with samples

The Oxford people have recently sent, at the suggestion of a military commander, samples of their grey homespuns home to England to be laid before the Secretary of the War Office

The mills report an unprecedented increase in sales and find their products going into the very best trade. Australia should use these cloths to advantage.

Stichison, Nisbet & Auld, of Toronto, represent The Oxford Manufacturing Co. in Toronto, and westward to the Pacific Ocean. They carry full ranges and make prompt deliveries.



A.R. 406

This design represents the Embroidery on one of the several lines of handsome Robes shown by Brophy, Cairns & Co.