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## The Toronto World. THE TORONTO RUBBER CO., ITO.

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John Kay, Son \& Co.
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## Carpets. Carpets. Garpets.

REATS are in store for every one house furnishing to any extent this autumn. In announcing the reeeipt of our Fall Importations, we can
say that, owing to the constant great incerease in our business, contracts placed with manutacturers for ths season have been on a larger
scale than at any time in the long and successful history of our business.
Qualities and designs never received more complete attention say that, owing to the constant great increase in our business, cont at any time in the long and successful history of our business. Qualities and designs never received more complete attention and many of these cannot be had in any other place in Canada, the goods being made up sperially for our own trade. It is also well known that
we have the exclusive sale in Canada of the goods of some of the best manufacturers in Eurrope. The extent and character of our trade make these advantages possible.

| NEW "TEPRAK" CARPET. <br> This is something worthy of your best attentiou. "Teprak" is a new carpet fabric. A Wilton, it is sold at price of extra quality of Brussels. It has an Axminster top. is of very close bind, and practically wears like iron. It is very suitable for squares, being so durable. We want to interest you in " Teprak," for it has so much to recommend it. We want to interest you in "leprak," for it has so much to recommend it. |  | MECCA BRUSSELS. <br> You'll remember Mecci Brussels as $1!$-wire goods weighing 2 lbs . 6 oz. to the yard. Only a house doing a trade such as ours could keep goods of this class. The succeas last season with this carpet has enA special lot of best 5 and 6 Frame Brassels, 1 and 2 pieces, 81.10 net. |  |  |  |  |  |  |
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| AXMINSTERS <br> The range embraces a superb solootion of Templeton's Viotoriai, in plaid color effects and wide borders to matoh. A special make, guaranteed to wear and give satifacaction, at $\$ 1.50$ net por yard. <br> Heavy Aristo, with wool back, for squares. We are clearing out our Tapestrles at very low figures. |  |  |  |  |  |  |  |  |
| Sole Agents for Nairn's Oilcloths, Linoleums and Cork Carpats. Japanese Mattings in stock all the year round. Ask for "THE PREMIER," a New Sweeper, made expressly for ourselves by Bissell. <br> There's a world of satisfaction in buying Carpets where you know the assortment both in variety of kinds and quality is to be found, These are here as nowhere else, and here also you have the guarantee of a firm whose record of many years is known to you, and whose policy of keeping in closest touch with the requirement's of shoppers was never more practically manifest than to-day. |  |  |  |  |  |  |  |  |
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JOHN KAY, SON \& CO.
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