

67TH ANNIVERSARY SALE

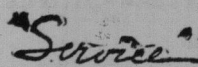
MURRAY-KAY COMPANY, LIMITED

67TH ANNIVERSARY SALE

The Second Page of Our Great Anniversary Sale Specials

Magic Sixty-Seven

In celebration of our Sixty-Seventh Anniversary in business, special Anniversary sales of new, desirable, worth-while merchandise will be held all next week. For the past few days I have been looking here and taking a peep there at some of the lovely offerings. There seems to be so many good things that it is a regular embarrassment of riches and I hardly know where or what to start to tell you about, but this I must say, every member of the family can participate in the sales. There are scores of useful things, such as: Dainty lace-trimmed white envelope chemise, for \$1.67; a real wear-able petticoat, double panel, back and front scalloped edge, \$2.95; and just adorable white nighties with yokes and sleeves entirely of lace insertion, \$2.67. What an opportunity to get a goodly supply at small outlay? Right near were some wonderful values in corsets—"Gossards," in pink broche, plain, and a few satin ones for \$2.67, \$3.67 and \$4.67. I feel I must tell you the prices. Several other well-known makes were noticed and lovely bandeaux and brassieres. Here are some plums for the early shoppers. And as for the silk gloves—such heavy silk ones in black, white and colors, good ones at 67 cents and upwards. Equally interesting were the silk stockings, the fashionable drop stitch to be had in black, white, for \$1.67; others have lace stripe at the same price; exquisite quality in plain ones, \$2.67. When I looked at the hats I was amazed that such individual models could be had for \$5.67. They are truly unique as to styles and values. This is an opportunity to get the new hat you have been promising yourself. Something just short of a sensation are the lovely six-dollar-a-yard foulard silks that will be sold for \$2.67 a yard, but I will have to tell you about them on Monday, as well as the spectacle in housefurnishings that are included in our Anniversary Sale Celebration.



Electrical Fixtures for Dining-room, Living-room and Hall In Special Selling Monday—All Below Regular

Marked at one-half—in some instances one-third—of the regular price. It's a sale opportunity to be grasped, whether the need is for a single piece or a complete set. Contracted for in large quantities, we secured them at prices immensely below value. Note the regular price, so the significance of this economy event may be grasped in full.

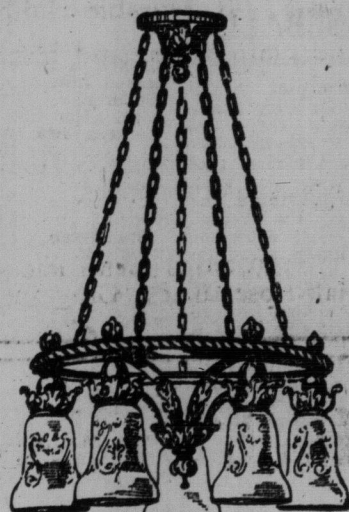
Hall Lantern, \$35.00 for \$14.50.
Florentine iron gold and Polychrome bent panels. Hammered glass effects, one light.



Hall Bracket, \$24.50 Value, for \$8.75
Illustrated, designed to match the shower in style and finish. Light controlled by canopy switch. Very special.

Living or Dining-room Fixture Regular \$65.50, for \$29.50.
As illustrated, very beautiful, in Florentine gold and Polychrome, 5 lights, 18-inch spread. Extraordinary value.

Living or Dining-room Fixture, Regular \$65.00, for \$32.50
This beautiful fixture is another Florentine in the candleabra style. 5 lights designed to match the other pieces of this set. Anniversary Special. Shades and Bulbs Extra.



Piling Up the Savings in Wash Goods

Wonderful money-savers every one, both for their splendid qualities and their greatly lowered prices. Each one timed to meet urgent summer need, each one carrying direct and practical appeal.

Anderson's Gingham, Reg. \$1.25, for 67c
3000 yards of Anderson's Gingham, fresh from their wrappings, in dainty colored checks, rich plaids, and plain colors. Sufficient guarantee of quality in this famous maker's name. A wonderful chance with gingham so triumphant this season—31 1/2 inches wide.

White Flannelette, Reg. \$1.00, for 67c
English White Flannelette, 36 inches wide, fine soft quality. Useful for so many purposes.

White Voile, Reg. 70c, for 39c
English White Voile, 40 inches wide, fine sheer quality, delightful for blouses and frocks.

Figured Crepe Voile, Reg. \$2.50, for \$1.39
In many pretty colors and designs—a collection of voiles of exceptional variety and charm.

Wash Goods—Main Floor.

Women's Smart Frocks in Tricolette \$29.50

Specially purchased for this sale, these frocks would ordinarily be much in advance of this figure. Just the type of frocks that will be useful all summer long, and longer, and will be always smart. Lovely frocks of all white, flesh, pink, jade, green, navy and tan; some beautifully embroidered, some with accordin-pleated skirts of crepe de chine. Styles feature in particular—the becoming one-piece and the youthful smocks; some are in drop stitch, others in plain. Outstanding values all. Sizes 36 to 42.

Women's Shop—Second Floor.

White Tub Skirts, Very Specially Priced, \$5.67

The skirt we simply cannot do without.—Here it is, priced ever so moderately. A sample line, and, therefore, very smart, very individual and exceptionally well-made. One, two or three of each model. A very interesting variety in the style of pocket, some patch, some slash, broad-belted and trimmed with handsome pearl buttons, and in some cases buckles. Very unusual value.

Monday—Women's Shop—Second Floor.

Telling Values From the Linen Section Table Linens—Towels—Bedding

Values striking right at the heart of many a housewife's most present problem—how to keep the linen cupboard supplied with prices so high. Summer is a season of guests; then the extra strain falls. Here you will find most needs in the most acceptable of qualities and exceptional of prices.

Pure Linen Damask Cloths (Seconds)—Half-Price.
Many makers would call them perfect, but the reputable firm we bought them from call them defects. There are about 300 cloths of pure linen damask, among them some of the finest double damask. Sizes 72 x 72 and 72 x 90. They all go on sale Monday at half-price.

\$9.50 Bleached Sheets, \$6.64.
We are offering the famous "Dreadnought" bleached cotton sheets, fine soft quality in double bed size. \$1 x 90. A real chance.

Crocheted Bedspreads at \$3.67.
These we bought over two years ago. Splendid for hotel use, apartment houses and housekeepers. Less than mill price.

1,000 Odd Towels Regularly \$1.00 to \$1.35, Sale Price, 67c.
In the lot there are all pure linen face towels, linen and cotton face towels and bleached and unbleached Turkish bath towels. All are of a generous size.

Embroidered Muslin Bedspreads—Half-Price.
Irish hand-embroidered muslin bedspreads, in exquisitely dainty designs. White hemstitched all around, with tape borders, single and double bed size. These have slight imperfections in the weave, 100 only. Half-price, \$12.00 to \$25.00.

Linen—Main Floor.



Smartness and a Low Price Join Forces in These Blouses of Voile at \$2.67

Ever so smart for wear with the indispensable white skirt, a quite unusual model made of fine quality white voile, with wide organdy tucks in white, light blue or pink on collar and front, as shown in the sketch, with hemstitching with very smart effect. Most exceptional value.

Monday—Blouse Shop—Second Floor.

Floor Coverings of All Kinds at Striking Prices, Donegals, Wiltons, Axminsters and Summer Rugs

Big savings for the Monday Shopper in floor coverings—Carpets for the living, dining and bedroom at surprising sale prices—great variety of patterns and colorings—wide range of sizes—it's a stirring message we send to every home. Read the sales details carefully, for the offerings are astonishingly good.

Donegal Rugs Half Price.

Firmly-Woven Donegal Carpets—in striking Oriental designs and beautiful colorings, including Terras, Greens, Blue and Tans.

10 ft. 6 in. x 9 ft. Regularly \$350.00. Anniversary Sale Price \$167.00

12 ft. x 9 ft. Regularly \$400.00. Anniversary Sale Price \$199.67

13 ft. 6 in. x 10 ft. 6 in. Regularly \$550.00. Anniversary Sale Price \$267.00

Seamless Wilton Rugs at Special Price.
Reduction of over twenty dollars off the regular price makes this very

appealing in its attractiveness. Beautiful carpets in colors of Ivory, Rose, Black and Light Blue.

10 ft. 6 in. x 9 ft. Regularly \$145.00. Anniversary Sale Price \$97.67

12 ft. x 9 ft. Regularly \$165.00. Anniversary Sale Price \$116.67

Bath and Bedroom Mats, \$1.67.

Once-a-year opportunity brought to you by the once-a-year sale. Pretty colors of rose, blue, grey and green, and in sizes 4 ft. x 2 ft. and 4 ft. 6 in. x 2 ft. 3 in.

Seamless Scotch Axminster Rugs—Sale Prices.
The bedroom or living-room may profit by this offering, for the de-

signs are suitable to either. And the prices—note how sharply conceded.

10 ft. 6 in. x 9 ft. Regularly \$94.00. Anniversary Sale Price \$67.00

12 ft. x 9 ft. Regularly \$108.00. Anniversary Sale Price \$79.67

Summer Matting, \$1.67.

Particularly suitable for summer use and immediately desirable at this price. Strong and durable. Regularly \$2.75.

Linoleum, \$1.19 Square Yard.

Ordinarily this quality linoleum is never lowered in price. Well seasoned and attractive designs. 25 rolls of the \$1.45 quality at the Sale price.

Rugs—Fourth Floor.

Bedroom Furniture at Special Sale Prices

Every one of these suites is marked at a price that carries a great saving. It's good news, indeed, that furniture of Murray-Kay quality may be secured at such special prices—Meeting the needs of the one refurbishing, as well as the one furnishing for the first time.

\$400. Suite for \$340.

Bedroom Suite, in French grey enamel, satin finish, beautiful Empire design, complete seven pieces. LARGE CHEVAL DRESSER, with triple mirrors. CHIFFONETTE in new style, three drawers, two long drawers. DRESSING TABLE, triple mirror, one long drawer. FULL-SIZED BED, with panel head and foot ends. HAIRDRESSING BENCH, ROCKER AND CHAIR, with cane seats.

\$375. Suite for \$325.

Bedroom suite, select American black walnut. Queen Anne design, made with the crown walnut panels. DRESSER, full size, four-drawer, large shaped mirror. CHIFFONETTE in new style with three drawers and two-door cupboard. DRESSING TABLE, triple swing mirror and two drawers. BED, FULL SIZE, head and foot ends very neatly shaped, solid panels. HAIRDRESSING BENCH, ROCKER AND CHAIR, with cane seats and panel backs.

\$350. Suite for \$295.

Bedroom suite in French grey enamel (mauve tinted), six pieces. A beautiful suite suitable for medium-sized room and very complete in appointment. DRESSER with four drawers and large mirror. CHIFFONETTE with five drawers. DRESSING TABLE, triple mirror and large drawers. FULL SIZE

BED, low panel foot and head ends. DRESSING CHAIR AND ROCKER, with cane seat.

\$667. Suite for \$550.

Queen Anne design, large size. This beautiful bedroom suite in genuine American black walnut is finished light so as to show the fine figures of this wonderful wood. Two sample suites, one walnut and the other mahogany. Splendid appointment with large mirrors and good drawer space. LARGE DRESSER with five drawers and mirror. DRESSING TABLE with two drawers. CHIFFONETTE, the new style triple sliding tray drawers and three full-length drawers. LARGE SIZE BED made with panel head and foot ends, solid figured walnut bow foot style. WATER TABLE with shelf. HAIRDRESSING BENCH, ROCKER AND CHAIR, cane seat, panel backs.

\$560 Suite for \$450.

Bedroom suite in French grey enamel. This handsome suite is made in two-tone grey enamel, satin rubbed finish. Seven pieces. DRESSER, five large drawers and mirror. TOILET TABLE, triple bevel mirror and three drawers. CHIFFONETTE with two long drawers, two top drawers and triple sliding cupboard trays. FULL SIZED BED, bow foot, and low curved style, decorated head and foot. HAIRDRESSING BENCH, ROCKER AND CHAIR, cane seated.

Furniture—Fourth Floor.

Dining-Room Furniture—Sharp Price Concessions

News of fascinating interest to every householder because the range of qualities and prices meets every home need and income. Striking price concessions has marked them to a figure that is representative of the lowest at which good furniture is procurable.

\$650 Suite for \$495.

Nine-piece fumed oak dining-room suite in William and Mary design, very suitable for small apartment. BUFFET, mirror back, two side cupboards, centre push-lined cutlery drawer and linen drawer. CHINA CABINET, four cupboards, EXTENSION TABLE, round top, extends 8 ft., non-dividing base, 5 legs well braced. DINING-ROOM CHAIRS, complete set of six chairs, including armchair. Genuine Spanish leather upholstered seats.

\$400. Suite for \$325.

Nine-piece dining-room suite in select American black walnut, perfect Queen Anne design, especially suitable for medium-sized room. BUFFET, large cupboard, two top drawers and one long linen drawer. CHINA CABINET, medium size, four large cupboard divisions. DINING-ROOM CHAIRS in solid walnut frames, upholstered seats in Spanish leather.

\$811 Suite for \$695.

Dining-room suite, Chippendale design, in select American black walnut, suitable for medium-sized room or apartment. BUFFET, long linen drawer, two side cupboards, divided velvet-lined cutlery drawer. CHINA CABINET, large centre door with curved shaped glass. EXTENSION TABLE, extends 8 ft. DINING-ROOM CHAIRS, upholstered seats in solid Spanish leather, complete six chairs, including large armchair.

\$1,000 Suite for \$795.

Ten-piece dining-room suite, Queen Anne design, in select genuine mahogany. Satin polish finish. Very newest drawer arrangement and appointment. BUFFET, two side cupboards, one long drawer centre cupboard, with sliding trays. EXTENSION TABLE, extends 8 ft., very gracefully curved shaped legs. Select figured mahogany on top. CHINA CABINET with triple cupboard. Tracery design in mahogany on glass front, long linen drawer. SERVING TABLE, new style, full cupboard, with half shelf. DINING-ROOM CHAIRS, six chairs, including armchair, upholstered in English tapestry. Carving at top.

\$1,500 Suite for \$1,250.

American black walnut ten-piece dining-room suite, exquisite Hepplewhite design of finest workmanship, showing the most select figured walnut on all panels, fluted turned legs. BUFFET with carved centre panel showing the Prince of Wales feather, cut clear, two side cupboards, one centre cupboard, two side drawers, long linen drawer. CHINA CABINET with triple shelf cupboard. EXTENSION TABLE which extends 8 ft. SERVING TABLE with half shelf. DINING-ROOM CHAIRS, set of six chairs, including large armchair. Upholstered seats in green hair cloth.

Wonderful Values in Cretonnes and Cushions

Striking price concessions on standard qualities is the keynote that lifts this sale into unusual—Values that should crowd the department all day long with enthusiastic shoppers.

English Cretonnes, Regularly \$1.00 and \$1.50, for 67c Yard.
1000 yards fine quality Cretonne, 32-inch width. Monday, at this very special price.

Silk and Cotton Damasks, \$3.95 to \$8.75 Qualities, for \$2.67 Yard.
At pre-war prices—Silk and Cotton Damask—in 12 different patterns and colors. A wonderfully good opportunity of securing furniture coverings at extremely low price. Quantities up to 20 yards. Monday, at the Anniversary Sale price.

Hand-Blocked Linen and Cretonnes, Regularly \$3.00 and \$4.00, for \$1.67 Yard.
Splendid values at the regular price. This offer should cause a stir at the Anniversary Sale Price. Designs and colors suitable for draperies, or slip covers. Good quantity of each pattern.

SPECIAL. \$6.50 Cushions for \$2.67.
500 Cushions in round, square or oblong shape, covered in such fine materials as Repp, Velvet, Damask and Cretonne. Suitable for Chesterfield, Hammock or Canoe. Monday at the Anniversary Sale Price. Draperies—Third Floor.

Extraordinary Values in China Ware

Beautiful Dinner Sets and odd pieces, secured months ago, now offered at prices that should cause every woman to see to the replenishing of her china cabinet. Don't delay—come early Monday—probably never before have we celebrated our anniversary by such striking values.

Famous Chantilly Dinner Service, French China, 97 pieces. Regularly \$125.00 This Sale at \$100.00

Erie Rose or Emky Patterns, French China, 97 pieces. Regularly \$125.00 This Sale at \$100.00

China—Third Floor.

Greatly Reduced Chesterfield Suites

One Three-Piece Suite, comprising Chesterfield, Arm Chair and Rocking Chair. Queen Anne motif, Black and Gold upholstery. Full spring seats and round pillows. Regular selling price \$600.00. Anniversary Sale Price \$400.00

One Three-Piece Living-Room Suite in William and Mary motif, covered in Blue and Grey cut velvet. Regular selling price \$400.00. Anniversary Sale Price \$295.00

One Three-Piece Suite in solid Mahogany and Cane, consisting of Chesterfield, Arm Chair and Rocking Chair, Rich, brocade cushions, covered both sides. Regular selling price \$550.00. Anniversary Sale Price \$450.00

One Three-Piece Suite with walnut and cane panels. The Chesterfield, Arm Chair, Rocking Chair have loose cushions and pillows in Blue and Gold Damask. Regular selling price \$750.00. Anniversary Sale Price \$650.00

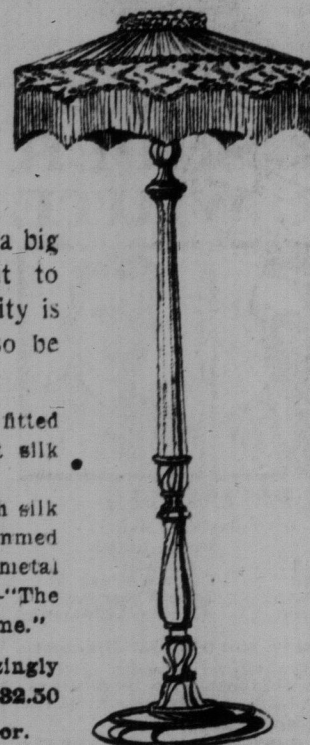
Solid Mahogany Piano Lamps With Silk Shades

Regularly \$45.00 for \$29.50

The astonishingly low price carries such a big saving that almost every woman will want to participate in the offering. But the quantity is limited; delay may mean disappointment—so be on hand early. 8.30 the Sale starts.

The lamp stands are 5 ft. 6 in. high, are fitted with 2-light cluster, pull-chain sockets, 8 feet silk cord and 2-piece pull-apart attachment plug. The shades are 24 inches across, covered with silk in Rose or Gold, and lined with chintz. Trimmed with heavy 4-inch deep silk fringe and wide metal galoon. Choice can be made of three shapes—"The Point" (illustrated), "The Scallop" or "The Dome."

Lamp with the fluted shaft is priced amazingly low, at \$32.50
Monday—Electrical Department—Fourth Floor.



1853-1920

MURRAY-KAY COMPANY, LIMITED

15-31 KING ST. E.