

MURRAY-KAY, LIMITED

Two Sales of Surpassing Interest Commence To-morrow



Lingerie

Limitations of time, newspaper space, and advertising preclude any attempt to do justice to this feature of our January White Goods Sale.

To a very wide circle of ladies it is sufficient to announce that we are fully prepared with large assortments of white undergarments to meet their most exacting requirements, and that our January Sale prices are very low indeed.

For the benefit of ladies who are not acquainted through happy personal experience, with the exquisite lingerie for which "Murray's" have long been famous, we would point out that in very large part these goods are made here on the premises in our own workrooms under the careful personal supervision of trained designers, who, by frequent visits to Paris, Vienna and New York, keep in close touch with the changing fashions of the year.

The uniformly reasonable prices at which we sell fine underwear are made possible by the fact that we are the producers and there is only one profit between our first cost and the purchaser.

During our January Sale that always reasonable profit is much curtailed.

Particulars of the various lines featured in our stock during this sale will appear in future issues of this paper. To-day we have space for a few items only to illustrate the remarkable values offered during January.

Nightgowns

(Our Own Manufacture.)

\$1.25, \$1.50, \$2.00, \$2.25, \$2.75, \$3.00, \$3.50, \$3.75, \$4.00, and up to \$12.00.

Our Nightgown designs for 1911 are charming in the extreme and present a wide choice in cut, make and trimming.

In producing the entire range of these garments we use only two qualities of nainsook. In the cheaper lines, priced from \$1.25 to \$3.00, the material is of a beautiful soft, durable quality. In the higher priced garments the nainsook differs only in being of a finer and more delicate make.

In every price we have all sizes and in most numbers we show both high and low-neck gowns.

Murray's January White Goods Sale

As the months go by, the coming of certain days and seasons is looked forward to with eager anticipation, and the events connected with them are welcomed and participated in with never-failing enthusiasm.

To women, at least, the Annual White Goods Sale is an event as well established, and, in its way, as notable as Christmas, Thanksgiving, or the Summer Holidays. They look forward to it as THE TIME OF THE YEAR for the purchase of their personal needs or family requirements in the thousand-and-one articles that come under the comprehensive title, White Goods.

The necessity for looking far ahead and making adequate preparation for events of this kind is fully realized by this house, and we were never better prepared to meet the utmost requirements of our clientele than in this year of grace, 1911.

Almost every conceivable make of White Goods, in Linen, Cotton, and Silk and Cotton, are represented in this sale, either ready for use, as in Table Linens or Lingerie, or by the yard.

We have planned for this year a sale to surpass a long series of similar past events, fully realizing that it can only be done by offering thoroughly dependable goods at prices that will be instantly recognized as Remarkably Low.

Inspection and comparison will show that goods marked at from one-third to one-half less than regular prices are not uncommon during this sale.

Imported Night-gowns

\$3.50 to \$25.00.

A special new shipment of gowns from Paris has opportunely arrived in time for the opening of our White Goods Sale. These garments are all hand-sewn and in the higher priced ones the lace also is hand-made.

Ladies engaged in the preparation of their trousseaux are especially invited to see these beautiful importations.

Princess Slips

Princess slips, nainsook or fine lawn. Lace or embroidery trimmed. Close fitting. Low neck or three-quarter neck. From \$3.50 to \$15.00.

Combination, drawers and corset cover. In the new "Hobble" style, drawn in at knee. \$3.50, \$4.50 and \$5.50.

Combination in princess style, close-fitting corset cover and short skirt, lace-trimmed. \$2.50 to \$7.50.

Combination of drawers and corset cover, or drawers, knee skirt and corset cover. All prices, from \$3.50.

White Under-skirts

Lengths, 36 in., 38 in., 40 in., 42 in.

Prices, \$3.00 to \$20.00.

Our White Skirts for this season are made on new lines, suitable for the present style of dress. The body of skirt is much closer fitting than in older styles, and the frills, although in very handsome designs, are in straighter lines. Needless to say, all are made of fine quality nainsook, charmingly trimmed with embroidery, lace, etc. Prices \$3.00 to \$20.00.

Drawers

Lengths, 23 in., 25 in., 27 in. Prices, \$1.50 to \$7.00.

A splendid range, either buttoned or loose at waist; all produced in nainsook of excellent quality, all perfectly shaped and daintily trimmed, and all made in our own workrooms. Prices \$1.50 to \$7.00.

January Linen Sale

In this important department we have made elaborate preparations for a most successful linen sale, and housekeepers may come to-morrow with every confidence that they will participate in values never surpassed in the long history of this store. These special bargains go on sale to-morrow morning:

5000 Table Cloths at half regular prices, all sizes, every good quality, \$4.00 cloths for \$2.00, \$10.00 cloths for \$5.00, \$20.00 cloths for \$10.00.

100 dozen 26-inch Table Napkins, reg. \$5.50, for \$4.90.

100 dozen 22-inch Napkins, regular \$2.50, for \$1.90.

240 pairs Cotton Pillow Cases, sizes 40, 42, 44, 46, regularly 35c to 45c, for .25.

200 pairs Sheets, 2 yards or 2 1/2 yards wide, full length, regularly \$2.25 to \$3.75, for \$1.95.

200 dozen Linen Huck Towels, hemmed, all white, regular price \$3.00 dozen, for \$2.25.

100 only Satin Damask Quilts, all white, double bed size, regular \$3.00, for \$2.25.

Cottons, Muslins, Etc.

Here are a few examples of the extraordinary values that will prevail in this department during the January White Goods Sale.

Crewdson's English longcloth, 36 inches wide, Regularly 22c yard, for .16.

English nainsook, 42 inches wide. A beautiful silky make. Regularly 18c yard, for .12.

Spanish longcloth, 36 in. wide, made especially for ladies' and children's wear. Put up in 20-yard pieces. Regularly \$2.00 per piece, for \$1.90.

50 pieces only, white cotton, 36 in. wide. A strong, soft, pure make. Regularly 18c per yard, for .12.

White "Indian Head" suitings, 30 in. wide. Our special English make. Regularly 20c yard, for .16.

SPECIAL NOTICE

During the White Goods Sale all colored materials, printed or woven, in the Print and Flannel Departments will be sold at special January Sale prices.

New Embroideries for Spring, 1911

Our new embroideries for 1911 have arrived. Flouncings, all-over, corset cover embroidery, edgings, insertions, double-edge bandings and infants' skirts are all included in a wide variety of really beautiful designs.

Flouncings, 50c to \$3.00 a yard—Flouncings in Swiss muslin, 18 to 50 inches wide, suitable for negligee dresses. All very handsome designs in open and close patterns, with insertions to match. Per yard .50c to \$3.00.

All-over Embroidery, in nainsook, Swiss and cambric, especially suitable for shirt waists; also small, dainty patterns for children's clothes. Per yard .50c to \$2.50.

Corset Cover Embroidery, in Swiss, nainsook, cambric, and striped and cross-bar muslin; all dainty patterns, 18 inches wide, with space for ribbon. Per yard .50c to \$3.00.

Cambric, nainsook and Swiss sets, with edgings and insertions to match; edgings in sets of from 2-inch to 5-inch widths, insertions 1-inch to 3-inch widths, suitable for trimming women's underwear and children's clothes. Per yard .50c to \$1.50.

Special Bargain Lots

At 5c yard—Cambric Edgings from 1 to 4 inches wide.

At 10c yard—Cambric, Nainsook and Swiss Edgings and Insertions, from 1 to 6 inches wide.

At 12c yard—Cambric, Nainsook and Swiss Edgings and Insertions, 3 to 10 inches wide.

At 15c yard—Cambric, Nainsook and Swiss Edgings and Insertions, 5 to 12 inches wide.

Lingerie Waists

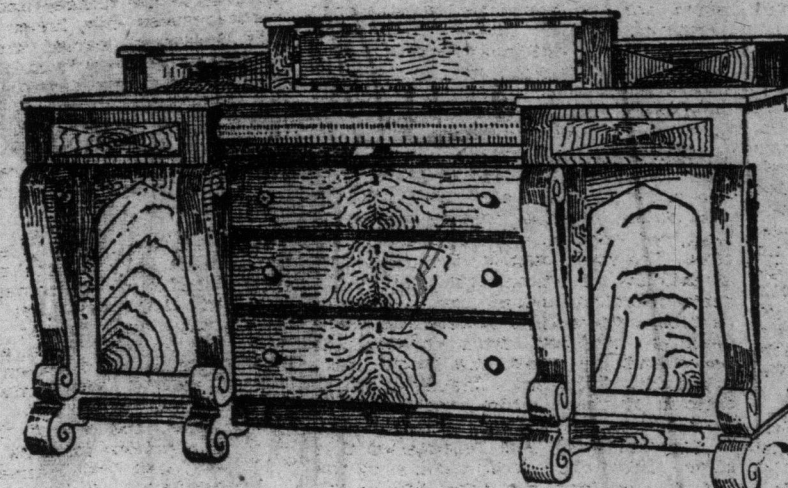
Waists—An item that should by no means be overlooked during your January shopping. You cannot buy an ordinary-looking or commonplace waist at this store. Our stock includes only tastefully designed and beautifully made models, even in the cheaper grades.

Made of fine Swiss mull and lawn, trimmed with Val. laces and insertions, and beautiful embroidery, \$1.50, \$2.00, \$3.00 and up to \$12.00.

Tailor-Made Waists

Made of fine quality linen and imported fancy vestings, \$1.50, \$2.00, \$3.00 and up to \$7.50.

Kay's January Furniture Sale



A Colonial Sideboard in Crotch Mahogany.

Kay's January Furniture Sale, always an event of prime interest, will this year surpass all previous efforts of the kind. First, because our reputation for giving unequalled values, and for living up to both the spirit and the letter of all we advertise concerning these annual events has gained for us many new friends, and, second, because our stocks this year embrace larger and more varied assortments of reliable furniture than ever before.

Our January Furniture Sale is unique, in that it is not concerned with goods made or purchased for "sale" purpose, but only with our regular stocks of first-quality furniture, every piece of it carefully selected for the best trade in Canada. And Note This: Every piece of it without exception reduced in price during January.

We depend on this sale to clear our stock of broken lines, odd pieces, and, generally speaking, of all furniture that has exceeded a brief time limit. On such articles the reductions are of a very radical character, ranging from 20 per cent. to 50 per cent., but the sale is not confined to these. Every piece of furniture in stock—small or large, low-priced or expensive—comes under the price-reduction rule for January to the extent of at least 10 per cent.

A few items indicating how prices have been cut on numerous specially-ticketed articles are here listed:

CHEVAL MIRROR, NO. 404—A Colonial design in mahogany veneer. Regular \$42.00, for 21.00.

CHEFFONIER, NO. 991—A Louis XV. design in bird's-eye maple, finish silver grey, one of the handsomest cheffoniers in this style we have imported for some time. Reg. \$72.00, for 36.00.

BEDSTEAD, NO. 1400—A four-poster in mahogany veneer, full double size. Regularly \$66.00, for 28.00.

BEDSTEAD, NO. 141—A beautiful example of the Louis XVI, built of choice mahogany and enriched with touches of fine hand-carving, full double size, regularly \$76.00, for 45.00.

BEDSTEAD, NO. 880—A plain design with mahogany panels, regularly \$35.00, for 25.00.

SHAVING STAND NO. 2509—A most convenient piece of furniture, made of solid oak, finished early English and fitted with triplicate mirrors, cupboard, drawers, etc., regularly \$23.00, for 15.00.

SIDEBOARD NO. 74—A colonial design, with claw feet, produced in good mahogany, pillars support a shelf, and there is a low mirror of British plate, regularly \$53.00, for 40.00.

SIDEBOARD, NO. 1701—A fine example of the Chippendale style, built of selected mahogany with crotch mahogany door and drawer fronts, low mirror back, regularly \$220.00, for 150.00.

CHINA CABINET, NO. 611—A craftsman design, in solid oak finish, early English, loaded glass doors add to the handsome appearance of this cabinet, reg. \$70.00, for 35.00.

CHINA CABINET, NO. 5882—A mission design and solid oak finish, early English, loaded glass doors add to the handsome appearance of this cabinet, reg. \$70.00, for 35.00.

LIBRARY TABLE, NO. 100—Circular top, 54-inches wide, claw feet, square shelf with drawer, colonial in design, regularly \$30.00, for 40.00.

BEDROOM SUITE, NO. 4372—Three pieces—dresser, dressing table, and cheval mirror—built of solid mahogany in a plain design on Chippendale lines. One of the best-made sets we have. Reg. \$168.00, for 84.00.

BEDROOM SUITE, NO. 3416—Two pieces, cheffonier and dressing table; a plain design in fine mahogany, with circular mirrors. Regularly \$101.00, for 50.00.

CHEFFONIER, NO. 557—A Louis XV. design, produced in fine mahogany. The arrangement of drawers and cupboard makes this a very convenient article for men's use. Regularly \$55.00, for 32.50.

DRESSING TABLE, NO. 438—A Colonial design in choice mahogany, a large British plate mirror is a feature of this dressing table. Regularly \$54.00, for 27.00.

DINING-ROOM CHAIRS AT 25 PER CENT. TO 50 PER CENT. OFF—A collection of incomplete suites, for the most part with oak frames, finished golden or early English, all strongly built and well finished, with padded seats or padded seats and backs, and all covered with high-grade leather. The regular prices of the individual chairs ranged from \$3.00 to \$10.00. All to be cleared at prices reduced 25 to 50 per cent.

Through our Letter-Order Department out-of-town residents may take advantage of the special prices quoted on all furniture in stock during our January Sale. Write, with particulars of the articles required and we will quote prices, and, if possible, send cuts.

W. A. MURRAY & CO., LIMITED
17 to 31 King Street East

JOHN KAY COMPANY, LTD.
36 and 38 King Street West

Municipal Campaign

Controller T. L. Church has been the initiator and proposer of much of the most up-to-date legislation in the city hall the past four years, including the good roads movement, Ashbridge's Bay harbor board re-construction, day off for police, better ball facilities and other measures.

He nominated three of the new heads of the great departments at the city hall, namely, James Wilson, H. L. Drayton, K.C. and Dr. C. J. O. Hart. He was a few votes from the head of the poll last year, has a great record for one year as controller and as a whirlwind campaigner, who in one week has covered the big town from Little York to Toronto Junction, will poll a great vote.

He has headed the poll five times out of the last six he ran, has put up a great fight this time, and many predict he will head the poll. The silent

vote is strong for him.

Ald. Maguire, in the two years he has been in the council, has amply justified the confidence of the third ward electors. He is energetic, able, and his record has been one of devotion to public rights. He has served his ward well and will doubtless return to council.

Alderman Spence, more favorably known to his fellow fruit merchants as Dave, is a man easily approached by any of the electors of the city. As one of the representatives for Ward 6 he

has more than fulfilled what was expected of him. Every measure tending to the welfare of the city, and particularly of his own ward, has received his support, and it is practically certain that he will be a member of the city council for the ensuing year.

A well attended organization meeting to get out votes was held by Fred G. MacBrien, candidate for alderman in the Sixth Ward, at Northcote-avenue hall on Saturday night.

W. W. Hodgson, on his year's record

on the board of education, deserves re-election, and the sixth ward electors should not overlook the fact. Mr. Hodgson is at present suffering from a severe cold, but his friends will see to it that his interests are not neglected.

Controller Ward's services to the city are too valuable to be lost. Electors should not be in doubt as to how to vote when the genial "J. J." is concerned.

George R. Sweeney looks like a winner in the fourth ward. He is the

type of candidate that should be encouraged to enter municipal affairs.

How Bettors View Contest.
The extent of public uncertainty regarding the mayoralty contest to-day may, perhaps, be gauged by a bet made at the Irish Club. It was \$100 to 50 cents that Mayor Geary's majority will be 2000.

R. L. Borden Back in Ottawa.
OTTAWA, Jan. 1.—(Special).—R. L. Borden returned to-night from Nova Scotia. He spent a few days with his mother at Grand Pre.

Mrs. Stuart's Dance.
Mrs. A. M. S. Stuart's dance for her son will be held on Tuesday, Jan. 3, 1911, in the Metropolitan Assembly Rooms, instead of the Woman's Art Gallery, as first intimated.

Jessie Alexander, Broadway, to-night. Tickets at drug store opposite, 25c.