



Ribbons!

Such Beauties at 64c

You never saw such lovely Ribbons at the price! Small wonder that we lead off our Anniversary Sale announcement with this feature! They're all brand new, the very latest Stripes, Dresden, Orientals and Brocades—really superb ribbons that you'd think reasonable at twice the price.

The widths are 8 to 10 inches. The colorings include all the newest tones. Some have lovely gold lines. They are suitable for scarfs on Panamas, girdles, fancy bags, and so on. Regular prices to \$1.50 a yard. Anniversary sale price, 64c per yard, today 64c

Our 64th Birthday

Truly the 64 years' service which we have given to an appreciative public sits lightly on our business shoulders. No evidences here that our merchandising faculties are anything but the keenest; indeed, there is striking proof that the years have brought us increased wisdom, and an ability to shape our activities more effectively as the days go on.

To have 64 years behind a business; years filled with the good wishes and active support of a clientele such as it is the good fortune of these stores to have—is an inspiration for all time.

To look forward to another 64 years of merchandising activities based on the same spirit of absolute integrity of purpose that has guided the destinies of these stores so far, is but to anticipate the support—in the future, as in the past—of our patrons in whose cause we employ all the business talent we can command.

Entering our 65th year we bid good-bye to our 64th with pleasure, and we mark the occasion by devoting a whole week to the distribution of bargain features in which the figures "64" will play a very prominent part.

Today's list of Anniversary Bargain Features is a very wonderful one.

Discards!

Many Titles, 3 for 64c

A sale of Library Discards—the best yet—regular \$1.25 and \$1.50. Books, new titles, slightly worn, 3 for 64c. Only one copy of each title in some cases, not more than four in any case, so come early today. We give a partial list of titles: Mr. Britling Sees It Through, H. G. Wells; The Girl Philippa, R. W. Chambers; The Rising Tide, Margaret De Land; Just David, Eleanor H. Porter; Leatherface, Baroness Orczy; Gilded Vanity, Richard Dehan; The Turmoil, Booth Tarkington; The Guiding Thread, Beatrice Harraden; The Career of Katherine Bush, Elmer Glyn; The Wind's Will, Agnes and Egerton Castle. (No phone or mail orders.)

The Kay Store

Anniversary Sale Features

At the Kay Store the Anniversary Sale will be marked by a week of special values. We give quotations here from various departments, most of these lines, unless specified to the contrary, to be on sale throughout the week.

Drapery Department

Lace Curtains at Half-Price

Half-price Sale of Lace Curtains—All good qualities; fine Irish Point, Poul, Venice, Renaissance, and Hand-made Connemara; 2 1/2 yards to 3 1/2 yards long; colors white, ivory and Arabian. Regular prices from \$5.00 to \$35.00. Sale prices from \$2.50 to \$17.50

Odd pairs of fine quality Lace Curtains at less than half price.

Bungalow Curtains in Scrims, Voiles, and Marquisettes, with lace insertions and edgings; all 2 1/2 yards; in white, ivory and ecru. Special prices \$1.50 to \$2.50 per pair.

Fine quality Nottingham Lace Curtains, good Brussels design; all 3 yards long; in ivory, five patterns. Regular prices \$4.50 to \$5.50 per pair. Special sale price \$2.50 per pair

Solid Mahogany Lamps with Silk Shades; your own choice \$15.00 of color. Special \$15.00

Wall Paper Department

This department will offer from their exclusive stock of decorations a complete collection of Papers Required for a Ten-roomed House. This will be an opportunity to secure a unique color scheme at a low cost, and should be considered by those contemplating redecorating in the near future.

For the hall—English Tapestry Paper.

For the living-room—Plain Fabrics, with borders to match.

For the dining-room—Grass Cloth in a variety of colors.

For the den or sitting-room—Small Fabric Designs or conventional papers.

For three bedrooms—Chintz papers or plain papers with borders.

For the bathroom—Varnished Paper.

For the kitchen—Varnished Paper.

Suitable Ceiling Papers to suit the various decorations included. Regular price, complete, \$64.00. 12th. Special Sale price \$64.00

Single Room Lots for dining-rooms and living-rooms. Regular prices \$1.00 to \$1.50 per roll. Special \$64.00. Sale price for room lot \$3.25

For Bedrooms—Small chintz papers in English stripes and all-over patterns, some plain with cut-out borders. Regular prices 35c to 75c per roll. Special Sale price for room lot \$3.25

Carpet Department

75 Scotch Wool Rugs, in pretty color combinations, for bedrooms. Size 9' x 7' 6" to 12' 6" x 10' 6". Prices \$11.25 to \$65.00. On sale to-day 331-3 off

Furniture Department

Jacobean-finished Oak, Elizabethan Period, Ten-piece Dining-room Suite complete, with buffet, china cabinet, side table, extension table, five side and one arm chair, faultless. Special \$262.00

French Grey Enamelled Hand-decorated Cottage Breakfast-room Suite, consisting of buffet, china cabinet, side table, drop leaf table, five side and one arm chair. Particularly appropriate for a summer home. Special \$185.00

A few pieces from broken suites:

Antique Brown Mahogany Buffet, Adam Period. Special \$85.00

Antique Brown Mahogany Side Table, Adam Period. Special \$27.50

Belgian Grey Oak Breakfast-room Buffet, with cane inserts. Special \$33.50

Belgian Grey Oak Breakfast-room China Cabinet, with cane inserts. Special \$23.50

American Walnut Adam Motif Four-piece Bedroom Suite, consisting of dresser, chiffonier, toilet table and full-sized bed. A suite of neat and attractive appearance. Special \$100.00

Brass Bed, full size. Nineteen extremely pretty patterns, especially priced for this sale. A few pieces from broken suites:

Mahogany Colonial Period Dresser. Special \$53.00

Mahogany Colonial Period Chiffonier. Special \$47.50

Circassian Walnut Colonial Period Chiffonier. Special \$67.50

Circassian Walnut Colonial Period Toilet Table. Special \$40.00

American Walnut Chiffonier, Adam Period, with cane inserts. Special \$42.00

American Walnut Toilet Table, Adam Period, with cane inserts. Special \$35.00

Silk Gloves for Women, \$1.00 Line 64c

Here's a "64" you mustn't miss. It's a wonder. 500 Pairs Women's Fine Silk Gloves, of excellent quality, white, black, and white with black points. All have two dome fasteners and guaranteed double finger tips. All sizes, from 5 1/2 to 7 1/2. The regular price is \$1.00 a pair. Anniversary Sale price per pair, today 64c (No Phone or Mail Orders.)

Soldiers' Socks \$1.25 and \$1.50 Lines 64c

Your patriotic enthusiasm may be combined with your natural liking for a bargain if you share in this Anniversary Sale feature: Sale of Soldiers' Socks, grey, khaki, natural, and white, all with reinforced heels and toes, made from pure wool, our own knitting. Sizes 10 to 11 1/2. Regularly \$1.25 and \$1.50 a pair. Anniversary Sale price, per pair, today 64c

Dainty Collars of Georgette Crepe de Chine, etc., to \$1.50 Values 64c

The prettiest things we have shown this season—Dainty Collars and Cuff Sets in lovely Georgette, Crepe de Chine, Bangalline Silk and Satin; some all white, others with color, others in delicate flesh color, gold, rose, mauve, apple green, etc. There are simple hemstitched effects as well as lace-trimmed novelties. Included, too, are some big Cape Collars of Fine Organdy, trimmed with dainty Val.

We're making a big display of this beautiful neckwear today. When you see the pretty things you'll feel the importance of coming at 8:30 this morning for your share. It's not often that we are able to offer such exceptional values in smart neck fixings. Every piece in the lot is perfectly fresh, bought specially for the sale. Regular prices are to \$1.50. Anniversary Sale price, today 64c

Women's Smart Shoes Regularly to \$8.00, Today \$5.64

Shoes at an Anniversary Sale price, too! Smart Pumps, Colonials, and Oxford Ties in a variety of the best summer styles.

They are made of patent leather, viol kid, gun-metal calf, pebble grain, green or grey; also plain grey kid, with hand-turn and welt soles; most of them with Spanish Louis heels. There's a good range of sizes and widths in most styles. Regular prices \$5.50 to \$8.00. Anniversary Sale price, per pair today \$5.64

Boys' Wash Suits, Wonderful Value at \$1.64

We bought these clever little Wash Suits specially for the Anniversary Sale. Tommy Tucker and Junior Norfolk Models. Well made of good materials. Sizes 3 to 8 years. Anniversary Sale price, for each suit, \$1.64

ALSO LITTLE BOYS' WASH SUITS, in all the popular models, plain white or white with collar and belt in sky, green or grey; also plain grey and tan. Sizes 3 to 8 years. We look on this offer as one of the best we've ever made in the Boys' Outfitting Section. Anniversary Sale price for each suit, today \$2.64

Men's Silk Ties 50c and 75c Lines 2 for 64c

Men's Silk Neckties, 25 dozen only, excellent patterns and designs, latest shape. Regular 50c and 75c each. Anniversary Sale price, today, 64c

Men's Silk Neckwear, 20 dozen only, very smart effects. Regularly \$1.00 and \$1.25. Anniversary Sale 64c price, today 64c

Men's Negligee Shirts, some with soft double cuffs and separate collars, others outing shirts in plain blue or grey, collars attached. Regularly \$1.25 to \$2.00. Anniversary Sale price, today \$1.64

Men's Fine White Cambric Handkerchiefs, hemstitched. Anniversary Sale price, today 6 for 64c

Children's Rompers at 64c

Children's Rompers and Dresses made of Jap. crepe, pink or blue, the dresses trimmed with pretty white braid, the rompers made in all pink or blue crepe, or with colored trousers and white blouses. Sizes 2 to 4 years. A striking feature of our Anniversary Sale at today's price for each 64c

A Sale of New York Silk Dresses

Models Regularly to \$35.00, Today \$10.64 Models Regularly to \$45.00, Today \$18.64

Wonderful dresses these—bought specially for the Sale, each one fresh, smart, and such values as you'd never think possible, even in your wildest dreams. They're beautifully made of lovely summer silks, in white and colors. They'll be on sale today in two groups, as follows:

The Dresses at \$10.64

A collection of charming New York models, in oyster, black, pearl grey, Copenhagen or navy taffeta, gold, copper red, helio or black crepe de chine, with Georgette sleeves. Lovely touches of embroidery, dainty Georgette collars, etc. These dresses are out on the newest straight lines, with pleated or gathered skirts. They're really beautiful frocks that sell regularly as high as \$35.00. Anniversary Sale price, for each, today \$10.64

The Dresses at \$18.64

Very beautiful models here, and each exceptional value. One is in the modish coat-dress style, the skirt of white taffeta, piped at the hem, with rose, pin-checked silk, the coat made of the rose silk, with waistcoat of white. Others are of white taffeta, trimmed with French blue and white or black and white satin-striped silk. Others of grey, Alice blue, gold or beige taffeta. Regular prices to \$45.00. Anniversary Sale price, for each, today \$18.64

Hemstitched Pillow Cases Special Price, Per Pair, Today 64c

English Hemstitched Pillow Cases, made of extra fine longcloth, sizes 42 x 26 and 44 x 36. One of the best values of the Anniversary Sale, at today's price, per pair 64c (Only six pairs to a customer.)

English Linen Finished Sheet, full bleached and free of dressing. It's one of our standard makes. Beginning today, and continuing throughout Anniversary Week, we'll sell it 1/4 yard \$2.64 (Sheets torn and hemmed free of charge.)

BEDSPREADS, 100 in the lot, satin Marcellise, 64 x 80, Dimities (seconds) 70 x 90 and 90 x 95, and a few crochets. Values to \$5.00 each. Anniversary Sale price, today \$2.64

PURE LINEN DAMASK TABLE CLOTHS, 2 x 2 1/2 and 2 x 3, beautiful patterns, values to \$5.00. Anniversary Sale price, today \$2.64

TABLE NAPKINS to match, \$2.64 a dozen.

Lovely Blouses of Georgette And White Voile, to \$6 Values, at \$2.64

You'll go into raptures over these lovely blouses—as we do ourselves. We question whether we've ever offered such value, for the quality of material is particularly fine, the cut and workmanship are the best, and each blouse is quite fresh, shown for the first time today—the day of the sale.

There are Georgette Crepe Blouses in white or flesh pink, embroidered in gold and French blue, further embellished with tiny tucks and cut pearl buttons. Others of flesh pink Georgette, the front embroidered, and the hemstitched collar and waistcoat white; this model also with colors reversed. Sizes 36 to 44. Regularly \$5.00 and \$6.00. On sale on one of our main floor display tables, near entrance. Anniversary Sale price for each, today \$2.64

Also Lingerie Blouses, made of lovely white voile, one with front beautifully tucked and lace trimmed, another with deep back collar, which continues to the front in jabot effect, trimmed with handsome gurgule. These and other beautiful blouses, regularly \$4.00 and \$4.50. On sale in our Blouse Section, Anniversary Sale price for each, today \$2.64

Handkerchiefs at 64c a Dozen

White Lawn Handkerchiefs, all white or white with corners in color; very dainty, sheer, little "hankies" that sell regularly at \$1.00 a dozen. Anniversary Sale price, per dozen, today 64c

Here's a Skirt-Making Sale Cost of Making Only, \$2.00

Of course, you've heard of our famous Skirt-Making Sales—we're going to run one of them during Anniversary Week beginning today.

Six smart new models have been made specially for the Sale, each showing the newest features in belts and pockets. Most of them are gathered at the backs; one model, for a slim figure, is gathered at the sides. The pockets are inset and patch. From these models you choose the style that attracts you most. Then you select your material from our Wool Dress Goods Section. Your measurements are taken and fittings arranged for. We guarantee satisfaction on these skirts. Price for MAKING ONLY, during Anniversary Week \$2.00

And a Sale of Shantung Silk Regular 60c Quality, at 39c

A special purchase of Shantung Silk enables us to make this special offer for today, the first day of the Anniversary Sale:

It's a fine quality of this popular weave, 32 inches wide, the regular value 60c a yard. Anniversary Sale price, per yard, today 39c

Fine Voile Flouncing, Regularly to \$2.50, at \$1.64

Lovely Embroidered Voile and Marquisette Flouncing, 45 in. deep, with scalloped edge and beautiful work. Regularly to \$2.50 a yard. Anniversary Sale price, today, per yard \$1.64

Georgette Crepes, Ninons, Regularly \$2.00 a Yard, at \$1.64

GEORGETTE CREPES, CREPE CHIFFONS AND NINONS, in white, black and various wanted shades. Regularly \$2.00 a yard. Anniversary Sale price, per yard, today \$1.64 (On Sale in Lace Section.)

Women's Fine Wool Coats Regularly \$12.00, Today \$8.64

Women's Botany Wool Coats, plain jersey weave, and double length cash. Colors rose, Paddy green, sage blue, lavender, American beauty, and black. Regularly \$12.00. Anniversary Sale price, \$8.64

Also WOMEN'S MIDDLES of the same quality, each with large sailor collar, patch pockets, double cash and tie. Colors cherry, rose, Paddy green, sage blue and maize. Collars in contrasting shades. These middles are among the season's novelties. Sizes 36 to 44. Regularly \$12.00 each. Anniversary Sale price, \$8.64

Semi-Porcelain Dinner Sets at \$18.64

Of course, the China Section will feature Anniversary Sale offerings; and good ones, too. These for today:

75-piece Semi-Porcelain Dinner Service, each with china cups and saucers, three patterns, two of Wedgwood make, with floral or Persian decorations, the third the famous "Riviera" in olive green shade. The regular price is \$26.00. Anniversary Sale price for each, to-day \$18.64

Umbrella Stands, in green pottery, very useful for holding umbrellas, whether they're wet or dry. Regular \$6.00. Anniversary Sale price, to-day \$4.00

Assorted Boxes of Candy, 64c Each

The Candy Section will be to the fore each day during Anniversary Week with a special box of assorted candies, a different assortment every day. They're candies that sell regularly at \$1.00 a pound. Be sure you get one of today's boxes. Anniversary Sale price for each 64c

MURRAY STORE:
17 to 21 King Street
East.

KAY STORE:
26 and 28 King Street
West.

MURRAY-KAY, Limited

STORE HOURS OVER-
SIX HOURS
5:30 a.m. to 8:30 p.m.
every day but Satur-
day, when closing hour
is 1 p.m.
Tel. Adelaide 5100.