

MURRAY-KAY COMPANY, LIMITED

15-31  
King Street  
East

★ THURSDAY  
THE DAY OF



SPECIALS

Telephone  
Adelaide  
5100

Today's 66 Specials Commemorate Our 66 Years of Business

**SPECIAL NO. 1**  
**High-Grade Evening Slippers and Pumps for Women**  
**\$8.85**

Broken lines of some of this season's very best and most wanted styles—vici kid, patent leather and dull kid. Colonial, opera and high front effect, light hand-turned soles, medium and high French heels, good range of sizes and widths in nearly every style. Regular value \$11.00 to \$12.50.

*Shoe Department—Second Floor*

**SPECIAL NO. 12**  
**February Furnishings Sale**  
**45-inch Curtain Net**  
**49c per Yard**

There are twelve different patterns to select from, all of good Scotch and English makes. These qualities are sure to hang gracefully and to wear and launder excellently. Some are in stripe design, while others are in check and floral patterns. A few are designed on flit net. Just the thing to freshen up bedroom, dining-room, living-room or den. Reduced price today.

**SPECIAL NO. 13**  
**Scrim Curtains**  
**\$2.69 a Pair**

These low priced Curtains are extremely attractive for bedroom or small sitting-room. They come in Blue or White Colors. Are trimmed with neat little edgings and are hem-stitched. All are 2 1/2 yards long. Today.

**SPECIAL NO. 14**  
**"Niagara Maid" and "Kaiser" Silk Gloves, 95c**

These are the balance of old orders placed in some cases over a year ago, and as it is necessary to pay about 50% more to replace the missing sizes, we have decided to sell them all out. Gloves at these prices would have been exceptional value even a year ago. The colors are mastic, fawn, grey, silver, brown, navy, tan, and also black and white in self, fancy, or contrasting back. All sizes in the lot, but not many of some of the sizes. Come early and buy with your future needs in mind. Regular \$1.25, \$1.50 and \$1.75. (No Phone or Mail Orders.)

**SPECIALS NOS. 22-24**  
**Two Specials From The Rug Department**  
**Beautiful Seamless Wilton Carpets, Oriental and Conventional designs, in well balanced color combinations, such as soft Rose, Ivory and Green, Ivory Black, soft Tan and Blue, Black, Grey and Rose.**  
**Two sizes only—**  
**10' 6" x 9' \$145.00 for \$115.50**  
**12' 9" x 9' \$165.00 for \$132.50**  
**Linoleum, two yards wide only, well seasoned in a well assorted range of designs. Special, per square yard . . . . . \$1.12**

**WALL PAPERS**  
**SPECIAL NO. 35**  
**Foliage Papers—Four designs. These are very suitable for hall decorating. Specially priced, per roll—**  
**75c to \$2.00**  
**SPECIAL NO. 36**  
**Plain Wall Paper, in grey, taupe and sand color, in fabric and stippled effects, very suitable for living-rooms. Specially priced, per roll—**  
**75c to \$2.00**  
**SPECIAL NO. 37**  
**Dining-room Paper, two-tone and subdued conventional designs, in sand, grey and taupe. Specially priced, per roll—**  
**75c to \$2.00**  
**SPECIAL NO. 38**  
**Handkerchiefs**  
Incomplete line of ladies' fine sheer linen handkerchiefs. Remaining initials are B C E F G I J M N R S T V and W. A nice quality for every-day use. Regular value 35c. Today . . . . . 25c

**SPECIAL NO. 51**  
**Special Sale of Novelty Valentines**  
**5c to 15c**

Special table of Valentines that should have been delivered a month ago. The delay in delivery is your gain, as these are all marked at special prices for today . . . . . 5c to 15c each

*Book and Stationery Section—Main Floor*

**Special Sale of Silk Taffeta**  
**1,000 yards of Colored Plaid and Striped Silk Taffetas. Regular \$3.00 per yard. Today special \$2.00 per yard.**

**SPECIAL NO. 3**  
**Boys' Russian Overcoats**  
Put One Away for Next Season. \$9.95 buys a heavy chin-chilla or grey mixed tweed double-breasted, full lined (some with flannel) Russian overcoat in sizes 22 to 26. Value up to \$16.50. Today . . . . . \$9.95

**SPECIAL NO. 4**  
At \$11.85 there are fine chevrons and tweeds double-breasted (some with velvet collars and wool linings). Sizes 22 to 26. Values to \$20.00. Today . . . . . \$11.85

**SPECIAL NO. 5**  
**Linen Brassieres**  
An extremely durable and dainty brassiere of linen, trimmed with two rows of heavy lace. Fastens in front. Priced at . . . . . \$2.25

**SPECIAL NO. 6**  
**CORSETS**  
"Gossard" Front-lacing Corset of light-weight pink batiste. Designed for slender figure. A low top model with medium length skirt. Priced . . . . . \$6.00

**SPECIAL NO. 7**  
"Gossard" Front-lacing Corset. A new straight line model, with long skirt and very low bust, made of handsome pink broche. Specially . . . . . \$6.50

**SPECIAL NO. 8**  
**Pullover \$10.00**  
New Spring pullovers, made up of the best yarn. Some are plain stitch, others are fancy stitch. Fish tail skirt, sailor or round collars, tight fitting with roll back cuffs. Trimmed with pleasingly contrasting shades. Colors are Turquoise, Copen, Blue, Fawn and Nile Green.

**Fur Prices Already Increased**

Reports from all St. Louis fur markets show a substantial increase in the price of furs.

The supply is limited and the demand great, and consequently prices have reached a new level.

Our stock of furs and fur coats are offered to you at prices in some cases even below those secured in last week's fur market. Buying to-day is a genuine investment.

Hudson Seal Coats, 36-38-40" lengths, trimmed with Beaver. Alaska Sable and Opossum, \$395.00, \$415.00, \$450.00.

One only Hudson Seal Coat, 40" long, with Alaska Sable shawl collar and cuffs. Specially priced . . . . . \$415.00

Alaska Sable Muffs (mellon shaped) Priced to clear, \$35.00, \$45.00, \$55.00.

Fox Scarfs, Brown, Taupe and Black. Specially priced, \$65.00 and \$75.00.

**Clearance of Beautiful Afternoon Frocks for Women**  
**\$39.50**

Regularly Priced up to \$95.00

A small collection of exceptionally lovely dresses for afternoon wear. The best of materials; includes silk moire, taffeta, Georgette, satin and tricolette. Colors are Black, Brown, Navy.

One extremely smart model of Navy Tricolette combined with Black Satin, has deep fringe finishing tunic and sash ends.

A second of Georgette has bodice and tunic of velvet embroidered in dull gold.

*Today—Women's Shop—Second Floor*

**SPECIAL NO. 52**  
**Petticoats**  
A fine, soft quality of moire cut on straight lines and made either with narrow pleated frill at the bottom or with deep accordion pleated frill. Priced at . . . . . \$3.95

**SPECIAL NO. 53**  
**Children's Sweaters, \$1.95**  
An odd collection of Pullovers and Sweaters. The Pullovers are made with sailor collar and tie in front with tasseled cord. In rose only. The Sweater Coats have a belt and sailor collar and come in sky only. Sizes up to 4 years. Regularly priced at \$4.00 and \$5.75. (No Phone or Mail Orders)

**SPECIAL NO. 54**  
**Children's Frocks, \$4.95**  
Pretty checked materials in black and white, black and green and black and brown. Belted and pocketed and smartly button-trimmed. Some also have collar and belt of silk poplin. Splendid for school wear. Sizes 6 to 14 years. Juvenile Section—Second Floor.

**TABLEWARE**  
**SPECIAL NO. 55**  
Genuine China Cups and Saucers in Riviera pattern. Per dozen . . . . . \$12.00

**SPECIAL NO. 56**  
Plain Tumblers, light weight. Good value. Per dozen . . . . . \$2.50

**SPECIAL NO. 57**  
Odd Bon-bon Dishes of cut-glass, in Buns, Carnation or Daisy patterns. Each . . . . . \$3.50 to \$8.00

**SPECIAL NO. 58**  
Colonial Goblets, worth 16c. per dozen. Only a few left. Per dozen . . . . . \$3.00

**SPECIAL NO. 59**  
Finger Fluted Tea Tumblers, 15 oz. size, heavy bottoms. \$7.50. Something new. . . . .

**SPECIAL NO. 60**  
Colonial Sherbet Cups. Heisey glass. Sale price, per dozen . . . . . \$1.75 (No Phone or Mail Orders for the Above)

**SPECIAL NO. 9**  
**Taffeta and Satin Frocks**  
**For Spring**  
**\$29.50**

Delightful frocks in charmingly youthful styles, picturing the newest and most effective of styling for Spring. The puffed out hip-line is achieved by wide shirred beading over the hips, shirred pockets and gathered puffings, long and short sleeves and round and square neck-lines. Colors are Taupe, Navy, French Blue and Brown.

*Today—Misses' Shop—Second Floor*

**SPECIALS NOS. 10-11**  
**Two Millinery Specials of Note**

**Smart Spring Hats**  
Specially Priced at **\$11.95**

A collection of delightful hats for Spring, in a variety of charming new styles. Drooping saloons of taffeta and straw, and Chins of satin trimmed with corded ribbon and straw, and wide sailors trimmed with wool—particularly good for Spring, by the way. All the new colors, trimmings and shapes. The smartest of millinery, which, if sold in the regular way would be marked from \$14.00 to \$17.00.

**Children's Hats**  
Regularly \$3.00 to \$6.50. **\$1.95**

An odd collection of Children's Hats for mid-Winter wear. Some are smartly tailored shapes of stitched velvet or tams of plush; others are cunning little trimmed shapes with ribbon streamers and wool embroidery or flowers. Colors are Black, Navy, Brown and Hague Blue.

**SPECIAL NO. 20**  
**Bags and Purse**  
Silk, Velvet and Brocade Bags in pouch shape, with and without tassels. Some in the new miser style, in black, wine, navy, khaki, gold and blue, silver and blue. Nicely lined and fitted with change purse. Some have centre pocket and mirror. Regular up to \$15.00, for . . . . . \$10.00

**SPECIAL NO. 21**  
**Pretty Negligees of Amethyst Cotton Crepe.**  
A very charming design in soft fine crepe in the pretty amethyst shade, made with angel sleeves ending in silk balls, the sash of satin ribbon ties in a bow at the back. Specially priced at . . . . . \$9.00

**Optical Department**  
**SPECIAL NO. 22**  
Bath Thermometers, showing temperature of cold, cool, hot and tepid baths. Outside Thermometers—**\$2.00 and 75c**  
Thermometers and Barometers . . . . . \$1.00

**SPECIAL NO. 23**  
Rimless Eyeglasses, best gold-filled mountings, with cable temples and large meniscus lenses. Complete in case. Examining examination included in this special. . . . . \$5.00

**SPECIAL NO. 24**  
**Smart Blouses of Fine Silks, \$10.50**  
The silk in question is of a fineness of quality which is rarely seen now. Styles are conservative and good. In some cases the collars are convertible. The most distinctive feature of these blouses, however, is the color. Stripes or Plaids in soft rich tones of Red, Blue, Brown, Grey and Green. Fastened with smoked pearl buttons.

*Today—Blouse Shop—Second Floor*

**Special Prices on Linens**

Here are a few fine linen values that are bound to be of interest to the far-sighted housekeeper because of their unusually low prices. The probability of a linen shortage soon makes these offerings doubly interesting.

**SPECIAL NO. 25**  
Hemstitched, Pure Linen. Huck Towels, size 18 x 36. Heavy, strong Irish linen. Absorbent weave. Today special, each . . . . . \$1.00

**SPECIAL NO. 26**  
Pure Irish Linen Hemstitched Scarfs, made of very fine quality linen. Size 18 x 72. Worth today \$5.00. Today special, each . . . . . \$3.85

**SPECIAL NO. 27**  
Hemmed Pillow Cases, 45" wide, of good sturdy material that will stand hard wear and many trips to the laundry. Worth today \$1.50 pair. Today . . . . . \$1.00

**SPECIAL NO. 28**  
Revue Narau, the ideal fabric for lingerie, very fine and sheer, with silky finish. Regular price, \$1.00 a yard. Pale blue only. Priced for quick selling today at per yard . . . . . 59c

**SPECIAL NO. 29**  
Hemstitched Linen Cloths, made by one of the best Belfast manufacturers. Fully bleached, fine, even weave, satin finish, 2 x 2 yards and 2 x 2 1/2 yards. Worth today \$15.00. Today special, each . . . . . \$11.00

**SPECIAL NO. 30**  
Horrockses' Blue and White Striped Flannelette, of firm quality, absolutely fast colors, specially adapted for men's shirts or children's wear. Regular value, 55c. Today special, . . . . . 57c

*Today—Linen Room—Main Floor.*

**All Pure Linen Irish Damask Table Cloths and Napkins**

One hundred cloths and forty dozen napkins for today. These are all pure linen, fine quality, at about one-third less than regular prices. These prices present an ideal opportunity.

Cloths 2 x 2 yards and 2 x 2 1/2 yards, Napkins 22" size. Two qualities. Today's prices, \$9.00 and \$10.50.

**SPECIAL NO. 32**  
**Union Huck Towels**  
Fine quality Irish Union Huck Towels, hemstitched both ends and with beautiful damask borders. As good as our regular \$2.00 towels. Today's price, pair . . . . . \$1.25

**Children's Pullovers \$3.50**

Odd line of Children's Pullovers, made of both plain and fancy stitch. Sailor collar, either in solid color or striped with stripes. In shades of Pink, Nile, Brown, Copen, or Light Rose. Sizes 6 to 14 years. Regular \$4.50 to \$5.75. Today . . . . . \$3.50 (No Phone or Mail Orders)

**LINGERIE**  
**SPECIAL NO. 41**  
Cotton Crepe Nightgowns, made of fine white cotton crepe with deep V in front, shirred and featherstitched in pink, blue and blue. Priced at . . . . . \$3.50

**SPECIAL NO. 42**  
One-piece Billie Burke of pink mul, prettily trimmed with flit lace and blue stitch-ing. Priced at . . . . . \$4.50

**SPECIAL NO. 43**  
One-piece Billie Burke of 60% silk, in pink, with stitching and shirring in blue. . . . . \$4.50

**SPECIAL NO. 44**  
**Fine Silk Stockings**  
Regular \$2.25 Value **For \$1.25 a Pair**

There are two kinds of stockings included in this collection. The first is of fine pure thread silk, and the second is of pure silk of a heavier weight strengthened with a small percentage of fibre.

The fibre in the second kind of stocking greatly increases the wear-resisting qualities.

Both have fine lisle garter tops, spliced heels and toes. In black only, sizes 8 1/2 to 10. Today special. . . . . (No Phone or Mail Orders.)

**TOILET GOODS**  
**SPECIAL NO. 45**  
"MAVIS" FACE POW-  
DER. Regular 50c . . . . . 35c  
**SPECIAL NO. 46**  
"LE" TRIPLE (French). Regular \$1.50 . . . . . \$1.00 for . . . . .

**SPECIAL NO. 47**  
**TOILET WAXER.**  
Regular \$1.00 . . . . . 75c

**SPECIAL NO. 48**  
**LIQUID SHAMPOO.**  
Regular 30c . . . . . 15c

**SPECIAL NO. 49**  
**FRENCH COLOGNE.** Regular 15c, 25c 50c and \$1.00. Thursday . . . . . 10c, 15c, 25c and 75c

**SPECIAL NO. 50**  
**MILLER'S RUBBER SPONGES.** Regular \$2.00. (No Phone or Mail Orders.)

**After Stock-taking Sale of Underwear and Half Hose**

There is a great scarcity of the celebrated Wolsey All-Wool Unshrinkable Underwear, and consequently the price will be much higher during the coming season. We suggest that our customers secure their requirements now.

**SPECIAL NO. 61**  
Men's All-Wool Unshrinkable Combinations, Wolsey make. Medium weight. Sizes 38 to 46. \$10.50 value. Special for today, a suit . . . . . \$8.00

**SPECIAL NO. 62**  
Men's Wolsey Combinations, of heavy and unshrinkable wool, Winter weight, soft finish. Sizes 36 to 44. \$15.00 value. Today, special, the suit . . . . . \$12.50

**SPECIAL NO. 63**  
Men's Wolsey All-Wool Unshrinkable Shirts and Drawers, in heavy Winter weight. Sizes 36 to 44. \$15.00 value. Today, special, per suit . . . . . \$12.50

**SPECIAL NO. 64**  
Wolsey Ribbed Woollen Socks with mending yarn. Fine quality heather mixtures. \$2.00 value. Today, special, per pair . . . . . \$1.50

**SPECIAL NO. 65**  
Men's Fine Ribbed Socks, Lovat and plain greys. Sizes 10, 10 1/2, 11. Value \$1.50. Today, special, per pair . . . . . \$1.25

**Women's Heavy Coats**  
**In Smart Styles**  
**\$35.00**

Ideal for motoring or any sort of wear where durability and smartness are required. Styles are belted with large roomy sleeves, convertible collar and side pockets. Materials are Polo Cloth, Velours, African Burella in Hunter's Green, Burgundy, Navy, African Brown, Cadet and Black. All lined to the waist. Sizes 36 to 42.

*Today—Women's Shop—Second Floor*