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who rated him as a

15-31 KING STREET EAST

**MURRAY-KAY**  
COMPANY - LIMITED

TELEPHONE - ADELAIDE - 5100

# ANNUAL SPRING SALES

## Easter Needs at Special Prices Crowd Today's Page

### Massaging for Beauty and Care of the Skin

The all-important subject of the complexion will be taken up by Mrs. Margaret J. Blair in her talk today, and will be answered in negative costume.

A beautiful skin is one of the duties every woman owes to herself, her family and to the world. Mrs. Blair contends, and she will demonstrate how to cleanse the face, to massage it, how to get rid of wrinkles and extra chins. Mrs. Blair is a living example of her theory that years should add to the complexion instead of subtracting from it. She contends (and rightly, judging from her own fresh pink and white skin) that a woman may have beauty at a mature age—the only time in her life when it can be accompanied by real wisdom and wit. A smooth, lovely skin has never been known to detract from a brilliantly developed mind, but it does add glamor to those who possess both.

It does not need hours from regular duties to acquire a skin as youthful and free from wrinkles as the lecturer's. Five minutes night and morning following the simple directions given by Mrs. Blair and using the creams and lotions advocated by her will work wonders. In all her talks on Health and Beauty the lecturer emphasizes the value of exercise, correct diet and sleep—all simple rules. Certainly a healthier looking person could not be found than Mrs. Blair. Her eyes are bright; her skin, clear, soft and wrinkleless; her step light, and she beams with vitality. The various beautifiers for preserving and cleansing the skin, creams from sun and wind, and the skin foods recommended by Mrs. Blair are on sale at our Toilet Goods Section.

Today Mrs. Blair will conduct a "Question Box".

The lectures are held in the Tea Room, Fifth Floor, daily at three o'clock.

*Savina*

### Full-Fashioned Cashmere Hose, \$1.75 Pair

Regularly \$2.50 and \$2.75. These first quality stockings are of fine English Cashmere, pure wool and are in light weight, suitable for spring and summer wear. They are all full-fashioned, which fact adds immensely both to their fitting qualities and value. In Black, White, Brown, Grey or Beaver; have spliced heels and toes. A considerable saving on every pair at today's special price. Sizes 8½ to 10. Main Floor.

### Striking Values in a Great Sale of

### Pure Wool Sweater Coats

\$5.75 for Coats Formerly \$9 to \$18

Striking values in the true sense of the word, for all the coats grouped for sale at this low price are of pure wool, and some included of the very finest quality. Most of them are broken lines of our stock which we have decided to clear to make way for incoming spring and summer goods, and the rest are certain sample coats, the latter being particularly smart.

The choice includes a wide variety of models with sailor or shawl collars, tuxedos, belts or sashes, patch pockets. Some are plain and others trimmed with contrasting stripes or Alpaca. Colors of Saxe, Rose, Begonia, Emerald, Green and Dark Green, Gold, Maize, Peacock, Purple, Sea Green or Nile in the collection. Sizes 36 to 42. No Phone or Mail Orders.

Main Floor.

### Fine Quality Nainsook, On Sale at 59c Yard

For Children's Dresses, infants' Wear, Lingerie or any similar purpose this nainsook would be suitable, for it's a splendid grade; finely woven and possesses exceptional wearing qualities. It has the soft mercerized finish found only in the best quality nainsook; measures 36 inches wide, 200 pieces set aside for today.

Main Floor.

### Beautiful Madeira Linen Centre Pieces At a Fraction of Their Value

Regular \$2, \$2.50 and \$3 98c Each

One of the most delightful surprises that we have been privileged to give our customers for some time. Centrepieces of very fine Madeira linen, every piece bearing the exquisite hand embroidery of the deft workers of Madeira—the finest linen and the finest embroidery—and capping all at the lowest price in years. All in the 15 inch size. Even the 1,450 of these centrepieces we have should not last long, so we advise coming early. No Phone or Mail or C. O. D.'s.

Main Floor.

### Here is an Easter Special Worth Serious Attention.

### Women's Tricotine and Gabardine Suits, \$39.50

Long and slender of line, severely and smartly tailored and nicely finished in small details—these low-priced Spring Suits are a remarkable value.

Made of fine quality Gabardine or Tricotine in Navy, string belted, box style or belted, braid and button trimmed and silk-lined. All sizes.

Second Floor.

### Knitting Wools Regular Prices Cut in Two

A great opportunity to save on the wool you are going to buy for your new sweater or pull-over in this special for today. This is "Morning Glory" Knitting Yarn in all shades. Regularly 50c. Half price 25c. Also "Botany" Darning Wool, in Black. Regularly 50c. Half price 25c. Hair Nets, best quality, in fringe and cap styles, all shades. Regularly 15c each. Special 10c each. No Phone or Mail Orders.

Main Floor.

### Curtain Nets Exceptional in Both Quality and Value

For a time it was difficult to get nets of good quality at any price. Then things took a turn to the better, and nets were obtainable, but the prices were very high. Now things are normal again, and nets of the grade we like to display in our showrooms, and women like to hang in their Drawing and Living-rooms are to be had at very low prices. Marquisettes, in plain or conventional patterns; Brussels Nets also, in conventional patterns and shadow effects in Net or Flute, 42 to 54 inches. Priced, yard ..... \$1.35 to \$3.50. Fourth Floor.

### Toilet Goods Special

Soaps, Talcum Powders, Hot Water Bottles—each of these play the part of an extra special—taking a price that is decidedly less than usual for today. Pure Castile Soap. Regularly 10c each. Special, dozen 45c. Large Size Bars. Regularly 35c. Special, bar ..... 23c. Melba Talcum. Regularly 30c. Special ..... 15c. Hot Water Bottles. Regularly \$1.50. Special ..... 75c. Main Floor.

### Women's Combinations, Swiss Ribbed Cotton, \$1.75

Instead of \$2.50 and \$2.75.

Of immediate importance is this offering of underwear for today, for it includes garments in correct weight for present and spring wear. All of fine Swiss cotton, whose durability is well known, properly cut and made. Have low neck and no sleeves, or short sleeves, and are in knee length. Sizes 36 to 42. Main Floor.

### Easter Globes

### HALF PRICE

### Women's Gloves of French Kid and French Suede Regularly \$4.50 Today, \$2.25

The woman intent on the purchase of Easter Gloves will find in this collection qualities so fine that she will fall in love with them at sight. Some of our very best qualities are included, all perfect in every way, and in the very smartest styles. Priced at half merely because the size range is not complete in each line, though all sizes are in the collection.

In the French Kid are Black, White, Tan, Grey, Navy, Champagne and Beaver. In the Suede, Brown, Sand and Beaver, and in the Mocha a few pairs in Tan. Sizes 5½ to 7. No Phone or Mail Orders.

Main Floor.

### Wall Brackets For Every Room in the Home Very Specially Priced

### The Continuation of the March Fixture Sale

There's many a home where in one room or other a new bracket would make an improvement, especially brackets of the high type in design and finish included in this special offering. Run over the need of all your rooms—now! Do not let this opportunity pass without profiting by it.

Upright Bracket, in Colonial Brass, controlled with switch. Regularly \$11.25. Today, \$7.75. Bracket, same design as above, in Silver. Regularly \$12.50. Today, \$8.55. 2-light Candle Bracket, in Brush Brass or Spanish Bronze, a very graceful fixture for Drawing-room, switch control. Regularly \$20. Today, \$14.65. 2-light Silver Bracket, in Candelabra style, with large oval plate, canopy and turned arms. Regularly \$23. Today, \$16.65.

Single Bracket, same design as above, in the Silver finish and switch control. Regularly \$15. Today, \$11. Single Bracket, same design as above, in Brush Brass. Regularly \$13.50. Today, \$9.65. 1-light Silver Candle Bracket, oval canopy and cast arm, switch control. Regularly \$12.50. Today, \$8.55. Same design as above, in Brush Brass or Spanish Bronze. Regularly \$11.25. Today, \$7.75.

Fourth Floor.

### Smart Easter Bags and Purses

In a Great Easter Sale Regularly Up to \$7.50, for \$3



Most of these lovely Bags are manufacturer's samples, but quite a number from our regular stock have been added to the collection. All splendidly made and, in the newest styles, they are well worthy of accompanying the new spring suit, and would make a delightful Easter Gift.

Silk Moire Bags of fine quality, have handsome metal tops in various styles. Silk strap handles, lining of shot silk, mirror and inside purse. Colors, Taupe, Navy, Black or Brown.

Party Boxes and Envelope or Kodak Purses, in Saffian Linen Seal or Grained Leather. The boxes have mirror and other vanity fittings. The Kodak and Envelope Purse have both change purse and mirror. Lined with plain or Dresden patterned linings. Colors, Red, Navy, Grey or Black.

On Sale Today—Main Floor.

### Spring Silks in a One Day Special Selling

The offering will be of interest to as many as are interested in smart spring apparel—blouses, skirts, and frocks—for it includes fashion-favored silks, and marks them at prices that are decidedly low.

On Sale at 8.30

Fine Satin Paillette,

\$1.69 Yard, Reg. \$2.25

Suitable for dresses and blouses

because of its beautiful finish, and

for linings, because of its durability.

All 38 inches wide. Colors,

Ivory, Navy, Pink, Taupe, Canary,

Apricot, Green, Turquoise, Sky,

Brown, Beaver, Sand and Wine.

Main Floor.

Also at 8.30

Shot Chiffon Taffeta,

\$1.98 Yard, Reg. \$3.50

Very desirable for blouses and

dresses is this beautiful shot chif-

fon taffeta, specially priced for

Friday. Durable quality, 38 inches

wide. Combinations of Sapphire

and Maize, Turquoise and Maize,

Green and Ivory, Sky and Ivory,

Ivory and Burnt Orange.

### Easter Shoes

Second and Last Day of the  
Easter Sale Women's Footwear  
Which Offers

### Oxford Ties and Pumps of the \$10.50 to \$15.50 Grades at \$8.45

Those who were unable to come to the sale the first day will be glad to learn that fresh lots will be added to the sale collection for the second day, today, to maintain the wide choice of styles, the fine selection of leathers, and the range of value that goes as high as \$15.50.

### Any Style—\$8.45—Any Leather

Just the footwear you will need for Easter—fashionable styles, including one-hole ties, two-hole ties, Theo-ties, Colonials, and all the smart Oxfords in such smart leathers as Black Suede, Grey Suede, Patent Leather, Gunmetal Calf, Brown Kid, Brown Calf and Vici Kid. Welt soles with Cuban or Military heels; light soles with Spanish Louis heels. Good range of sizes and widths in all styles. Come at 8.30 if possible for best choice, and you'll profit as well by better service.

Second Floor.

### Complete Suites and Odd Pieces of FINE REED All at Very Special Prices

Though in demand during the winter months for the furnishing of Sunrooms and Livingrooms, it is during the not-far-distant summer months that this cool, attractive furniture reaches the height of its popularity, and takes the prominent places on verandahs and lawns of town, on the launch and at the summer house. The further one goes into the subject, so much stronger becomes the appeal of this special selling. Complete Suites, Odd Chairs, Rockers and Tables—all of fine reed, in the popular finishes—and what is of the greatest importance—all priced at special levels considerably below the recognized value.

THREE-PIECE REED SUITE, upholstered backs and cushioned spring seats, covered in chintz and finished in Ivory Enamel. These pieces, Settee, Rocker and Arm Chair. Special ..... \$100

THREE-PIECE REED SUITE, in Ivory Enamel, with backs and spring seats, upholstered in Rose, Chintz. Suite comprising Settee, Rocker and Arm Chair. Special ..... \$118

THREE-PIECE REED SUITE, Florside style, with comfortable high backs, loose cushion, spring seats and low broad arms, upholstered in best chintz. Settee, Rocker and Arm Chair. Special ..... \$109

LARGE REED ARM CHAIR upholstered in Floral Tapestry, with loose cushioned spring seats and buttoned pad backs, circular shape, and with low roll arms. Very comfortable. Special ..... \$42

ODD ARM ROCKERS AND ARM CHAIRS of Reed, all covered in good quality tapestry, with loose cushioned spring seats and buttoned pad backs.

Arm Rockers. Special, each ..... \$25

Arm Chairs. Special, each ..... \$24

BROWN REED ROCKER, medium size, with chair to match, circular backs. Low roll arms, closely woven reed seats. Splendid nursing or sewing rockers.

Arm Rocker, special ..... \$19.50

Arm Chair, special ..... \$18.00

Ten of these large Reed Chairs with high back, roll arms, deep seats covered in best grade chintz and finished in French grey, enamel or brown. Regular up to \$45. Special, French grey, enamel or brown, each ..... \$32.50

LARGE REED SETTEE with high back, low broad arms and loose cushion seat, covered in best reed. A floor sample Regularly \$110. Special ..... \$65

REED SETTEE in brown, upholstered with tapestry of a good grade. Loose cushion spring seat, buttoned pad back and low wide arms. Regularly \$92.60. Special ..... \$67.75

53 INCH SETTEE, upholstered in chintz. Has loose cushion, spring seats, buttoned pad back and arm. Regularly \$60. Special ..... \$47.50

REED TABLE, 30 inches in diameter, with solid woven top. Ivory Enamel or brown finish. Special ..... \$22.50

ENGLISH REED TABLE, 30 inches diameter. Ivory Enamel finish. Special ..... \$20

LARGE OVAL REED TABLE, 36" x 30" with solid top, neatly bound and well braced. Ivory Enamel or Brown finish. Special ..... \$35

TABLE of fine reed, large 42-inch size, with large lower shelf. Ivory Enamel finish. Special ..... \$46.50

Fourth Floor.

MURRAY-KAY COMPANY, LIMITED