

Thank You!

To Our Customers

For your patronage during the past week we desire to return our very sincere thanks. By your generous response to our invitation to come and partake of the wonderful collection of bargains assembled here for our 65th Anniversary, you have enabled us to make the week the biggest in volume of business ever attained by this store, and, indeed, we feel free to say that King street, in all its history, has never witnessed so successful a sale as the one we brought to so triumphant a close Saturday.

And for your patience and your genial acceptance of a situation that at times, with enormous crowds pressing for attention, made it next to impossible to render you the usual Murray-Kay service, we thank you.

This fine consideration on your part lightened a burden that might have lain heavily on our large corps of assistants.

To Our Employees

You have done nobly—from the youngest employe on the staff to the oldest who, by the way, has a record of 45 years of satisfactory service—there has been nothing but the keenest desire to contribute to the success of an event that will go on the records of the institution as setting a mark which the most optimistic of us felt would be difficult to attain. The management appreciates the fine sense of loyalty which prompted you to rise to the demands made upon you.

MURRAY-KAY Limited

BRAIN AND BRAIN VALUABLE ASSETS

Dr. Hastings, M. O. H., Addresses Alumni Association in Buffalo.

Before the alumni association, University of Buffalo, Dr. Charles J. Hastings, medical officer of health, Toronto, expressed the opinion that the war would unquestionably be won by the side that had the most fit military, naval and industrial arm during the present conflict.

The present conflict has placed a new emphasis on the value of the brain and brain were the most valuable assets.

Such revelations were not surprising to those who were familiar with the conditions found among school children in the present war even in the United States.

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News From The Sunday World

THE WAR.

Septianes engage in battle off Dutch coast, resulting in loss of enemy machine.

New German submarine cruisers have accomplished very little, and are acknowledged a failure.

American attack near Chateau Thierry proves successful, many prisoners being taken.

French Government expects attack on Paris, and prepares the city for resistance, if necessary.

A smart dash of British forces near Rheims retakes the lost ground and saves the city.

Loche Hospital is retaken by the French and a source of threat to the village of Loche is removed.

LOCAL.

United Farmers of Ontario decide to send a committee to Ottawa to further press their claims for exemption from military service for bona fide farmers.

Car service to Rosedale Hospital and Leaside may be made effective as a war measure.

J. E. Taylor, inspector of Dominion police for Toronto district, has resigned.

Two farmers attending the convention are asphyxiated in their rooms at the Kirby House.

Grand Trunk Railway Company writes Mayor Church that it may increase the wages of all employes.

Flight-Lieut. Connolly, whose parents live at 106 Avenue road, Toronto, dies in Liverpool.

GENERAL.

Emperor William's gift cup to the United States sailor some years ago turns out to be pewter in place of gold, and is auctioned for \$125,000 for the Red Cross.

President Wilson may take over the Western Union Telegraph Company for the duration of the war.

The Canadian Government may raise a French-Canadian brigade for overseas.

Sergt. Albert Mountain of West Yorks, wins the Victoria Cross.

Starting evidence comes out at Taylor murder trial, near Englehart, when it is said the stepson of the murdered man had threatened the victim.

SUPREME CHAPLAIN SPEAKS TO FORESTERS

Supreme Chief Chaplain Rev. Alex. McGillivray of the Independent Order of Foresters, on Sunday addressed several hundred members of the order at the Bonar Presbyterian Church, St. Clarens avenue, of which he is the pastor, the occasion being the 44th anniversary of the I.O.F. More than 60 per cent of the order were represented at the service, and a notable feature of the occasion was the offering which was donated entirely to the fund in aid of the Canadian and other allied prisoners in Germany and Austria by the expressed desire of the members. Despite the inclement weather the services were well attended, and the supreme chaplain dwelt at length and with such feeling upon the unhappy lot of the prisoners of war.

Rev. Mr. McGillivray touched upon the principles of the Independent Order of Foresters, and pointed out that no individual, no order, no race of men, could ever learn Christ aright unless his spirit of sympathy and service was thoroughly grasped, and such a spirit the I.O.F. endeavored, with much success, to follow. More than 100,000 members had joined the order since its inception in 1874, and today it could claim a membership of almost 200,000, with a total of 125 sub-ordinate courts. Of this number more than 20,000 had answered the call to freedom's cause, and the society had organized itself into a sort of faith displayed by the anatomical and the anaemic churches, but the sort of faith recommended by Jesus, is the faith which expresses itself in action. Because men believe they act. Because men believe, they struggle and sacrifice.

"Faith five men among them, with a decision and a plodding tenacity of purpose which makes them capable of the heaviest tasks. Emerson has well

ROSEDALE-LEASIDE CARS ARE NEEDED

New Hospital, Flying Camp and Railway Shops Make It Imperative.

"If King George would turn Colonel Bob Low on the job we'd soon get stuck cars to the military hospital and to the camp with his majesty's air forces at Leaside," said a soldier property owner on Balliol street, who is now being rested at the Daviville military hospital. "Colonel Bob has got roads and lots of other things into Leaside when that place was first started, and he'd find a way to get street cars thru Rosedale and up to the camp."

Colonel Bob could build a mile of railway in three days, he has, and Colonel Roly Harris has great admiration for his celerity. Roly says he could do the same thing in the same way if he had the free hand and the resources he has.

Another uptown citizen whose law office is near the corner King and Yonge said: "Mayor Church, Finance Commissioner Bradshaw and Works Commissioner Harris, even the board of control and the city council are all hampered by rules, by contracts, by the municipal law, by the city charter. But the minister of militia in what he has done anything he thinks necessary to be done; so can the minister of railways, and I would be surprised if Gen. McEwburn and Dr. Reid found a way to get street cars for the hospital and the camp. And the railway was board in Montreal, on the street cars. They can get them for him."

Speaking of Mr. Fleming The World would not be surprised if he were out when Mayor Church or Dr. Reid and General McEwburn approached him he'd prove to be ready to sit in with the needs of the occasion.

No one can appreciate what is going on in the way of spending money and putting it in circulation in connection with these enterprises. The aviation camp spends a good deal more than a million a month of imperial money; the Imperial Munitions Board has given extensive contracts to the Leaside plant which will have 4,000 hands at work at a weekly wage of \$40.00; the rationed department (C.N.R. has \$200,000 worth of work on yards and shops under way; and the minister of militia is paying out half a million for site and public-work; architects have the plans ready for \$200,000 in hospital buildings for immediate construction. The military hospital, once it is opened, will require very large money payments for supplies, nurses, servants, doctors and many other things.

The Canadian Pacific, it is believed, are willing to build a subway under their line near the hospital, and the city will repay it later on. They have spent on bridges and new tracks nearly half a million dollars in the last fifteen months right in Leaside, and they have bigger things yet to do. Sir George Bury and his staff are expected in Toronto next week, and tractors are busy now putting in a big interlocking system of switches a mile east of Leaside to let the new cut-off of the C.N.R. to Dundas run into North Toronto over the C.P.R.'s completed double track lines. No one yet knows what expenditures in North Toronto the government railways will call for as soon as the C.N.R. is taken over. But C.N.R. trains will be going out of North Toronto station this summer.

Mayor Church was busy on the problem on Saturday. "Outside of the advantages that will accrue to the city," he said, "the needs of the new St. Andrew's Hospital must be met at once. The military and especially their medical staff must have better means of access to and from the city, and they have already taken the matter up with the government. We in turn will also act, and the board of control will meet early this week. I have received a letter this morning from Sir George Bury saying he and the C. P. R. engineering staff will be in the city on Monday. They will visit the ground and see first hand exactly what is needed."

A reporter for The World also learned yesterday that the C. P. R. plans were further advanced than most people thought. In fact the officials' trip on Monday was simply to conduct a personal visit what had already been arranged.

Minister of Labor Expresses Hope of an Early Settlement

Hon. Thos. W. Crothers, minister of labor, called on Mayor Church Saturday morning. The civic employes' trouble was discussed and the minister said he was assured everything would be arranged satisfactorily.

WASTE COLLECTION PROCEEDS.

The net profit of the waste collection of the Red Cross Society last month was \$1400.98. This department undertook the collection of records, musical instruments, etc., last month for the soldiers in the hospitals here and also in France, and up to the first of the month received 44 gramophones, two zithers and some sheet music. Donations of similar character may be sent to 22 West King street, or a phone call to Adelaide 241 will bring a messenger.

Since its inception in 1874, and today it could claim a membership of almost 200,000, with a total of 125 subordinate courts. Of this number more than 20,000 had answered the call to freedom's cause, and the society had organized itself into a sort of faith displayed by the anatomical and the anaemic churches, but the sort of faith recommended by Jesus, is the faith which expresses itself in action. Because men believe they act. Because men believe, they struggle and sacrifice.

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Murray-Kay, Limited

MURRAY STORE: 17-21 King St. KAY STORE: 26-28 King St. Telephone Adelaide 5100

The Suit That You Will Need This Summer May Be Among These Special French Models at \$55.00

You can't go away for even the shortest trip without a suit—and for the jaunts across the lake, which you'll take on warm summer days, the smart coat and skirt furnishes the ideal costume. Wherefore the advisability of sharing in the striking reductions which are now to be had in our Cloak and Suit Section.

Just as examples of the values we describe a few of the FRENCH MODEL SUITS that are now specially priced at \$55.00. We may say that the fine wool cloths of which they are made are worth about \$8.00 a yard, and this fact, coupled with the beauty of design and workmanship that marks each model, makes these suits incomparable values at \$55.00. We strongly advise you to see them.

There's a Castor Gabardine Suit by Line Mouton, embroidered on collar, belt and pockets with wool in a lovely shade of French blue, and given further chic by piping and overcollar in the same shade. Wonderful value at \$55.00

Very smart, too, is a Sand Gabardine Suit by Zim, charmingly embroidered in silk of the same color. The coat has a loose-hanging and a belt. Exceptionally low in price at \$55.00

There's true French genius shown in the designing of a Honey-colored Gabardine Suit by Douillet, that relies for trimming on exquisite white pearl buttons, which are used on both coat and skirt. The coat is lined with finest white satin. A rare beauty. \$55.00

Of striking charm is a Black and White Suit by Fanne, the coat made of black French serge, the skirt of black and white check. Tiny pleats are cunningly inserted in both coat and skirt, and the whole tout ensemble is smartness itself. Remarkable value at \$55.00

Your Opportunity to Give Needed Help

"I was in prison"—never in this generation have the words had such a pathetic significance—for we know that thousands of our brave fellows are now enduring the horrors of German prison camps, horrors that include a continual dread of sheer starvation.

Here are the daily rations for a prisoner:

Breakfast—Coffee made of acorns or barley.

Dinner—Soup made from either potatoes or cabbage. Occasionally a bone has been found in the soup, but never a trace of meat. Evening meal—Either coffee or soup, as above.

One pound of bread is allowed a day, made of potatoes or rye.

These slim rations verify a fact that is perhaps not generally known. Were it not for the food sent to our sufferers in German prison camps, daily hunger would surely add its quota to the long tale of distress.

The Prisoners of War Society is an organization formed expressly for the purpose of sending regular assistance to those of our men who are now dragging out a weary existence in enemy hands.

You will be given an opportunity to share in the work of this society to-morrow, when collections will be taken in the various churches of the city. Be devoted to the good cause for which the organization was formed. That you will give generously will be our prayer.

"I was in prison"—the cry comes from the lips of a man who is a nation that will make the distance less vile.

Men's Neckwear, Some Silk, Others of Wash Fabrics, 50c Lines 25c

Never a time when another tie or two will come in amiss, and these are so attractively priced that they'll go like hot cakes.

MEN'S NECKWEAR, in fancy patterns, some with wide stripes, also in the long Derby style. Included, too, are a number of wash neckties. 25 dozen in the lot. Regular price 50c. On sale today, each at 25c

Also in the lot, a number of WHITE CREPE SHIRTS with turnover collar. Price \$1.50

MEN'S WOOL BATHING SUITS, two-piece, also heavy wool, with skirt. Prices \$3.50 to \$5.50

Emkay MURRAY-KAY, LIMITED Emkay

Children's Rompers and Creepers, Priced from 65c to \$5.00

The little folk of one, two and three years want just such Rompers and Creepers as these for the long summer days of play.

There's an abundant choice, and there are prices to suit everyone.

For instance, there's a nice little ROMPER OF WHITE BEACH CLOTH, all white, with pink piping, pink or blue, priced at 65c. ANOTHER OF FINE CAMBRIC, is priced at \$1.05. PINK OR BLUE CREPE ROMPERS, that don't need ironing, each with white collar and cuffs, are priced at \$2.00.

And there are countless other varieties, some with bloomers, others with beach trousers, still others with overalls. Priced up to \$5.00.

Smart Toyo Panama Shapes, Reg. \$1.35, Monday's Price, 85c

We had a sale of these Toyo Panama Hat Shapes last week, and several people who missed the event have asked us whether we couldn't repeat the offer.

Anything to be agreeable! Here's another lot of these popular TOYO PANAMAS. Such pretty white shapes of soft, pliable texture, sailors, mushrooms and roll brim effects. A simple band of ribbon furnishes all the trimming necessary, and you have a smart outing hat that will give you excellent service. These shapes are regularly \$1.35. We'll place them on sale today, each at 85c

Here Are Crisp, New Lingerie Blouses of Fine White Voile, Each Priced at \$4.50

Ourselves, we've not seen Lingerie Blouses at \$4.50 to compare with them.

For one thing, the white voiles of which they are made is so exquisitely fine—it's an imported weave that we won't get again at the price. Then the lace, which each blouse is trimmed, are of such lovely quality, and so tastefully employed. And finally, we must mention the designs and workmanship, which are of the most desirable order.

White Voile Blouse, the fronts daintily embroidered, collar and cuffs trimmed with lace. Price \$4.50

White Voile Blouse, the fronts embroidered and tucked, fine lace round collar and cuffs and front. Price \$4.50

White Voile Blouse, with square neck, closing, fronts embroidered, collar and cuffs trimmed with lace. Price \$4.50

White Voile Blouse, the front charmingly embroidered, trimmed round collar and cuffs and front with Val. lace and insertion. The price \$4.50

Navy Silk Stockings With White Clocks, \$2.00

The latest fad in New York now is for Navy Silk Stockings, worn with tan Oxfords. The effect is indescribably smart.

Here are Navy Silk Stockings in the right shade, and of exceedingly fine quality. They have white clocks, and may be had in all sizes. Price, per pair \$2.00

Emkay MURRAY-KAY, LIMITED Emkay

FAITH THAT CONQUERS IS THEME OF SERMON

Rev. A. E. Ribourg preached Sunday evening at Saint Alban's Cathedral on "The Faith That Conquers," showing that faith is an instinctive, intuitive God-given power that enables man to rise above the realities which underlie the changes of this life.

Dr. Ribourg said in part: "At the present time, when the whole world is engulfed in war, it is imperative that we face this issue squarely and realize that the only thing that will usher in a new age for humanity is a great faith in God. Above and beyond, all the material resources at our disposal, to make victory certain, there must be undoubted proof that the Christian heroes and heroines of a mighty confidence in God. This faith must shine as a light in the darkness of our times, and without an unwavering trust in God's power and goodness and an unflinching belief that out of the present chaos is to come a world of love, and kindness and genuine brotherhood, all the other agencies will be of little use."

"The call of the present hour is the call to a larger faith than any of us have hitherto exercised, a faith manifesting itself in a transformed life, in a transformed society."

"There are some people who seem to think that faith does nothing but trust and wait. This, perhaps, is the sort of faith displayed by the anatomical and the anaemic churches, but the sort of faith recommended by Jesus, is the faith which expresses itself in action. Because men believe they act. Because men believe, they struggle and sacrifice."

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CONSERVATIVES MEET TO SELECT CANDIDATE

The Liberal-Conservatives of North-east Toronto will meet in convention tonight in Masonic Hall, Yonge street and Davenport road, to select a candidate for the forthcoming byelection to fill the vacancy caused by the resignation of Hon. R. A. Pyne. The name of Hon. Dr. Cody, minister of delegates, will be presented to the delegates, and he will probably give an address.

Sir William Hearst has been invited to be present, and will speak. This is the first political meeting in Toronto at which the prime minister will speak since the commencement of the war. The large auditorium has been secured, and the chair will be taken at 8 o'clock by J. R. L. Starr, K.C., president of the Central Liberal-Conservative Association of Toronto.

SUDDENLY STRICKEN.

L. B. Forsyth, Jewelry Traveler, Dies at His Home.

L. B. Forsyth died suddenly yesterday at his late home, 126 Glenora avenue. Mr. Forsyth was a well-known jewelry traveler for P. W. Ellis & Co., covering from coast to coast, and was well liked by all who came in contact with him. He was a member of the A. F. & A. M. and K.O.P. St. Thomas. He leaves his wife and his parents, Mr. and Mrs. David Forsyth, and sister, Mrs. H. J. Malloy, of Stouffville.

Granulated Eyelids, Eyes Inflamed by Exposure to Sun, Dust and Wind quickly relieved by Murine Eye Remedy.

Druggists or by mail 50c per Bottle. Murine Eye Salve in Tubes 25c. For Book of the Eye REMEDY ask Murine Eye Remedy Co., Chicago

MILITARY DECORATIONS ARE AT HEADQUARTERS

Four distinguished conduct medals, 20 military medals and two bars for military medals have just arrived at Toronto military headquarters from overseas for soldiers of Toronto and the Central Ontario district. Twenty-two of the decorations, including three D.C.M.'s, are for Toronto men. The relatives of the soldier heroes are being notified and a public presentation of the rewards for bravery is probable. The list is:

Distinguished conduct medal—Pte. P. Marsh, 450 West Wellington st.; Corp. G. W. Marr, 465 Delaware avenue; Pte. J. M. Vokes, 170 Dalhousie street; Sergt. C. C. Polkinghorne, Limerick, Ont.

Military medals—Pte. W. Ashford, Courtland; Pte. H. R. Bentley, Hamilton; Pte. J. Reddows, 1440 Dundas street; Pte. W. W. Bennett, 138 Bolton street; Pte. S. E. Brabant, Byng avenue; Sapper J. C. J. Barlett, Inlet; Pte. W. Catto, Owen Sound; Pte. P. Deque, Uptergrove; L. C. W. Dunn, New Toronto; Sergt. H. Dent, Parry Sound; Sergt. C. J. Barlett, 496 Clinton street; Pte. E. Edmonds, 64 St. Alban's st.; L. C. W. Gordon, 37 Marchmont road; Corp. G. Hardingham, 133 Shuter street; L. C. H. J. Hanna, Woodbridge; Pte. R. A. McHardy, 164 Hanning avenue; Corp. R. Johnson, 104 Frizel avenue; Pte. G. H. Johnson, 26 Bank street; Sergt. A. McGuigan, 256 Fulton ave.; Corp. E. Miles, 56 Miller street; Corp. T. W. Finnell, 1011 Ossington avenue; Pte. A. Pronough, 131 West Richmond street; Pte. G. E. Reeve, 124 Baldwin street; Pte. S. Rodshaw, Frontenac; Pte. A. M. Scott, 1012 Logan avenue; Pte. J. M. Sprout, 87 Auburn avenue; Sergt. W. G. Simpson, 35 Morse st.; Sergt. W. Tenn, 1012 Logan avenue; L. C. R. L. Warner, 95 Woodlawn avenue; Sapper E. L. Wilson, Oakton; Pte. J. O. Wolfe, Albion E.C.

CHARGED WITH THEFT.

Charged with the theft of a sum of money from a fellow roomer, George Douros, 40 Matiland street, was arrested yesterday by Detective Koster, of West Dundas street station.

POISONED BY GAS

William Lahay and Richard Goggins, both aged 50 and from Madoc, Ont., were found dead in bed at two o'clock Saturday afternoon in their room at the Kirby House at the corner of William and Queen sts. Both of the men were farmers and were in the city attending the United Farmers' Ontario convention.

EMERSON HAS WELL

Emerson has well

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