## **GUIDES' RALLY** D GARDEN FETE

Gathering at Casa on Saturday Aftern Despite Rain.

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hill being all part of the tion.

Ind of the "Queen's Own" her cover of the wide vernad while listening to their and operatic selections the orgot the rain. The teabrisk business from a much our than, if there had been and the fine exhibit of work he Guides was crosely examadnired; sales in flowers made confections had also tomers. Among the articles tion were specimens of emcrocheting, knitting, drawarious kinds, landscapes and the latter made from paperacked and presenting a very attractive appearance. This it was in charge of Mrs. T. and assistants, and the teafrs. W. E. Groves and controls exies of dances and che were to have been given direction of Miss Margaret Miss May Bloomer had to out on account of weather

Flags Presented.

In the which was prettily carwas the presentation of flags mer of Toronto and outside is and platoons, among those part in the ceremonies being list Mrs. Sweeney, Mrs. E. G., Mrs. Plumptre. Lady Hense presented with a bouquet iful flowers and gave a short Mrs. Plumptre gave an inaccount of the work of the in the west. Among the office committee present were:

H. Torrington, Mrs. Morgan liss A. Lea and Miss Mears of merit were presented latuides from Windsor. Among of town visitors here for the were Mrs. Gates, commission of the Girl Guides of Buffalo; d Miss Willison of St. Cathmrs. W. J. Mitchell, Kirklies Symes, Ottawa; Mrs. H. Miss MacDonald, King; Miss Hamilton; Miss Ward, Port Miss Carlyle, Windsor; Miss New York; Miss Coutts and mean, Thamesville; Miss Fitz-Hamilton; Mrs. Leonard, St. nes.

## Take Out Letters Patent

is Fisherles, Limited, head office Lorne; capital \$35,000.
Is Films of Canada. Limited, head at Toronto; capital \$75,000.
Inson Rural Telephone Company, led, head office at Silver Water;

Lake Telephone Company, Limited office at Head Lake; capital

mistal \$800.

Amstrong Telephone Company, Limitlical office at Earlton; capital \$1st

Duncan's, Limited, head office at

rich Bay; capital \$100,000.

Chamical Products of Canada, Limited,
at office at Toronto, capital \$40,000.

iteling Iron & Metals, Limited, head

lies at Toronto; capital \$40,000.

itias Cereal Company, Limited, head

lies at Toronto; capital \$40,000.

Ionotino Typesetting Company, Limited,
head office at Toronto; capital \$40,000.

ntario Pure Beverages, Limited, head of at Toronto; capital \$40,000.

(asapika Gold Mines, Limited, head of at Toronto; capital \$1,000,000.

(asder Weeks Manufacturing Compy, Limited, head office at Hamilton; ital \$40,000.

(askoka Telephone Company, Limithead office at Alport; capital \$900.

### LIEUT, CRAVEN WOUNDED.

Canadan Associated Press Cable. London, June 24 — Lieut. A. Craven. South Lancashires, who enlisted orver, has been reported wounded.

WEUT. GRANT AN OBSERVER. C.S. . . . 800.0 District 2,916.00 16.75 32.75 Canadian Associated Press Cable.
London, June 24.—Lieut. R. M.
Grant, Canadians, has been gazetted
Ra flying officer observer.

## GRAND TRUNK RAILWAY SYSTEM SUMMER TRAIN SERVICE.

Effective Saturday, June 23rd.
Train will leave Toronto 1.15 a.m. ally for Muskoka Lakes and North ay, and daily except Sunday for

ake of Bays, Algonquin Park and arry Sound.

Train now leaving Toronto 8.05 a.

for North Bay will run to Muskoka only, commencing Monday.

in will leave Toronto 10.15 a.m. ly except Sunday for Penetang, orgian Bay points, Lake of Bays

rain will leave Toronto 10.40 a,m. y except Saturday and Sunday for koka Lakes. Saturdays only this will leave 1.00 p.m. ain will leave Toronto 1.30 p.m. except Sunday for Collingwood,

aford, Algonquin Park, Parry and, and intermediate stations, muchain Monday, June 25th. Train will leave Toronto 5.50 p.m. will except Sunday for Collingwood, teaford, Penetang, Barrie, Orillia and Midland, instead of 5.00 p.m., com-Monday, June 25th. obalt Special will leave Toronto p.m. daily except Saturday for iern Ontario, instead of 6.25 p.m. Commencing Sunday, June 24th.
Train will leave Toronto 11.45 p.m.

ly for Hamilton, Niagara Falls and Train will leave Toronto 1.40 p.m. Sturdays only for Jackson's Point; sturning leave Jackson's Point 7.30 m. Mondays only.

Train will leave Toronto 10.45 a.m. Mondays, Wednesdays and Saturdays of Saturdays of Saturdays

Sarnia Wharf and points on the it Lakes. Full particulars from an Trunk Ticket Agents or Mr. C. E. Passenger Agent, particulars from all Grand 17 to 31 King Street KAY STORE

## MURRAY-KAY, LIMITED

STORE HOURS DUR-8.30 a.m. to 5.30 p.m. every day but Saturday, when closing hour is 1 p.m.

The Big Sale Begins Today; Wonderful Bargains Detailed Below

#### Dimity Handkerchiefs. Regularly \$1.50, \$1.00 a Dozen

Such dainty little "hankies," made of fine, sheer dimity/ with prettily em-

## The Wash Goods Section Has Magnetic Appeal With 35c Voile at 17c, and \$1.25 Corded Crepe at 59c

It's going to be hot soon-remember last July?-and you'll want material for a bountiful supply of cool clothing. We're offering two wonderfully good values in our Wash Goods Section today. You'll be interested in these:

1,500 yards of Fine White Voile, 40" wide, the most popular fabric for summer dresses and blouses. It's our regular 35c quality, all perfect, crisp, new goods. It's a rare chance to get this voile at half price, for, as an introductory feature to our Midsummer Sale, we'll sell it today only at.....

White Silk Corded Strips Creps Voile, 44" wide, a very beautiful fabric that we got at half price, because a certain manufacturer of fine blouses received it too late to make up. It comes from one of the finest English makers, and it is of the lovety quality that sells regularly at \$1.25 a yard.

Midsummer Sale price, today.....

59c a Yard

#### Women's Fabric Gloves, Regular to \$1.50, At 75c

Thrifty folk will come with a rush for these Fabric Gloves today. They are broken lines of our best makes of long and short Silk and Lisle Thread Gloves, "Kayser," "Niagara Maid," and Fownes. They're in black, white, white with black points, and a few in grey. All sizes in the lot, but not in every style and color. Reg. \$1.00 to \$1.50 per pair, Midsummer 75c No 'Phone or Mail Orders.

## Buy Your Bathing Suit Today

Our \$5.50 Suits Will Be Only \$3.95 Just as soon as may be, 'twill be hey! for that most joyous method of "cooling off"—a plunge in the limpid waters of ocean or lake. So you'll appreciate this bargain in Bathing

WOMEN'S JERSEY WEAVE BATHING SUITS, one of our most popular models, with V-neck, the fastening being on both shoulders. The skirt is bordered with stripes. The knickers are attached to the rest of the garment. This smart bathing suit may be had in navy, canary, Saxe, orange or rose, with white stripes; also in Saxe, with black stripes. Sizes 36 to \$3.95.

44. Regularly \$5.50. Midsummer Sale price, today....

PURE RUBBER DIVING CAPS, in red, blue, black or green, banded in some contrasting color. Regularly 35c each. 25c Midsummer Sale price, today.....

## Women's Fibre Boot Silk Hose Regularly 45c, at 25c a Pair

Midsummer Sale without a special offering in silk stockings would be a barren wilderness. We've no intention of omitting such an important item, so we'll feature in our Hosiery Section today:

## Remnants of Wool Dress Goods At 50c a Yard; Also to \$3.00 Fabrics, \$1.48

Nine women out of ten like a Remnant Sale, especially when it's held in our Woollen Dress Goods Section, which is noted for carrying only the finest fabrics. Be sure to attend this

175 yards of WOOLLEN DRESS GOODS, including such materials as serges, gabardine and wool brocade, in ends measuring from 1 to 2½ yards; the colors black, navy, Copen., green, tan, etc. The regular prices are \$1.25 to \$3.00 a yard. 50c Midsummer Sale price, per yard, today.......

Here's another wonderful value: 300 yards PLAIN AND FANCY SERGES, GABARDINES, POPLINS AND BROCADED POPLINS, in navy, black, tan, old rose, green, amethyst, grey, etc. Regularly \$1.75 to \$3.00 a yard. Midsummer Sale price, \$1.48 per yard, today.

#### These Lovely Ribbons, Regularly to 85c, at 35c

Ribbons are always in great demand at this time of year; you want them for trimming, to make scarfs for your Panamas, for bags, etc. Here, then, is an opportunity to secure exquisite Ribbons at a very low price: Ribbons, in Fancy Dresdens, Stripes, Orientals, etc., in widths from 6½ to 9 inches. a really wonderful range of colors and color combinations, the qualities being of the order that sell regularly from 50c to 85c. Midsummer Sale price, today a 35c



## Wonderful Sale of Lingerie Blouses Several Models, All Sizes, Today, Each \$1 Lingerie Blouses at \$1.00-and such blouses! It's one of the most attractive of

our Midsummer Sale offerings, and one that we know will prove a rousing

There are WHITE BLOUSES, PINK BLOUSES AND BLUE BLOUSES, all made of fine veile, some of the dainty colored models having big collars of fine white pique.

#### Children's Rompers, Of Various Fabrics, \$1.25

These are just what the little ones love; they're so cool and comfortable. Nurse and laundress like them, too; they're so easily put on and so quickly laundered.

## Here's Neckwear---All New

and Charming, to \$1.25 Lines, at 50c We're uncommonly well pleased with this lot of Neckwear; 'twas bought for our Midsummer Sale. Every piece is fresh and new, and at 50c each piece is exceptional value.

It's a collection of lovely COLLARS, in KHAKI-KOOL, PIQUE, GEORGETTE AND SATIN. Some of the pretty things are white, others are in colors, still others are in white combined with color. Dainty lace edges some of the collars, while others are finished with plain hemstitching. It's altogether a very lovely lot of neckwear, sold in the regular way as high as \$1.25. Midsummer Sale price for each, 50c today today .....

## Lillian Russell's Toilet Preparations 75c Worth of the Famous 50c Actress' Goods, Today

You know of Lillian Russell's Toilet Preparations; perhaps you use them regularly. In any case, you won't want to miss this feature of our Midsummer Sale. Today and on Tuesday we make this offer:

With every 50c or over purchase of the well-known toilet preparations bearing the famous actress' name, we shall include a tin of AMERICAN BEAUTY TALCUM POWDER which sells regularly at 25c a tin. You get excellent value for your money in any purchase of Lillian Russell's Creams, Skin Emollient, Liquid Dressing Powder, Face Powder, etc. Yet, today and on Tuesday, as a Midsummer Sale feature, you may secure with every 50c purchase of these fine toilet preparations a 25c tin of Lillian Russell's Talcum Powder, without extra expense. Come to our Toilet Goods Section for this—we can't fill 'phone or mail orders.

#### A Sale of Pumps and Oxfords Odd Lines, Regularly to \$6.00, at \$1.95 Anyone on the look-out for a good old footwear bargain will find it here; it's a miscellaneous assortment of Oxfords and Pumps. Today's price, \$1.95 a pair.

WOMEN'S OXFORDS AND PUMPS in tan calf, the Oxfords in button style; also pumps in patent leather, gunmetal calf, with colored cloth back, and brown kid with kid backs. Some of these shoes are not strictly up-to-date in style, But the quality of leather and the workmanship are better than anything we can buy today for three times the price. All sizes in the lot. Regularly \$4.50 to \$6.00. Midsummer \$1.95

## Fine Mull Envelope Chemises With Lace Yokes, \$2.50 Value, at \$1.69

Here's a Midsummer Sale Special that will bring you hotfoot to our Lingerie Section today. They're charming Envelope Chemises, about twelve designs in all; and when you see the fine white mull of which they are made, when you note the lovely deep yokes of fine Valenciennes lace and Swiss embroidery that give them such distinction, you'll wonder how they could be made at our price, let alone sell

It's a special purchase of which we're very proud. Every garment is perfectly fresh, taken from its box for the sale. Regularly they would sell at \$2.50. Some at more. \$1.69 Midsummer Sale price for each, today.....

## Sale of Natural Leghorn Hats Each Trimmed for the Sale, Price \$3.95



A Hat Sale, of course. Without such a feature we could hardly hope to set our Midsummer Sale off with a good swing.

Nothing could be more appropriate than what we've planned—a collection of NATURAL LEGHORN HATS, have been specially trimmed for today's selling—smart models, one and all, in straight brim, mushroom and tricorne effects, the trimmings white corded ribbons with touches of hand-embroidery, tiny wreaths of little flowers, and so on. Each of these hats is wonderful value at our Midsummer Sale price, \$3.95 today

## You'll Want Some of Them ---Bedspreads, Values to \$5.00, at \$2.50

The Linen Section comes forward enthusiastically with two splendid items for today, the first day of our Midsummer Sale. First of all there are Bedspreads at Half Price. They're of American make, what are known as manufacturers' "seconds," but the defects are so slight as to be scarcely 

Next come BATH TOWELS in size 20 x 40, fifty dozen in this special lot; an excellent quality, heavy absorbent weave. As the quantity is limited, we may have to place a reserve on number for each customer. Midsummer Sale price, for each, 35c

### Four Pairs of Socks Knitted Free From Wool at \$2.50 a Pound

Have your boys' Socks Knitted Free of Charge from our best quality imported "Purity Brand" yarn. Fortunately we contracted for this wool two years ago; today it is worth at least \$3.00 a pound. It is four-ply; we make four pairs to the pound; the colors greys, natural, khaki and cream; sizes 101/2 to 11; reinforced toes and heels. All orders filled within three days. We will knit 1,000 pairs. Cost of wool, Free Knitted, a pound, \$2.50.



## The Smartest Summer Suits For Women. Splendid Values at \$15.00

Just as attractive an array of Summer Suits as you could want to seebought for the Sale, not even shown before-and each model wonderfully good value at \$15.00. Our only fear is that the supply won't be equal to the demand. If you can, be a first arrival in our Women's Suit Section this morning.

There are SUITS OF PALM BEACH CLOTH, SICILIAN, CRASH AND LINEN. The Palm Beach Suits are in natural shade with rose or gold Khaki-kool over-collar and cuffs, or in striped grey, with smoked pearl buttons; the Sicilian Suits are in a lovely shade of deep ivery; the crash and linen suits are in natural color. All are smart new models, cut on up-to-the-minute lines, the coats unlined, most of them belted, 



## Suggestions for the Boys' Summer Outfitting

Here's the boys' list of clothing needed for the camp, and we are headquarters for its purchasing.

White Drill Hats, 50c. White Sport Shirts, \$1.00, \$1.25, \$1.50. White Cricket Shirts, \$1.00. Khaki Shirts, \$1.25. Khaki Bloomers, \$1.00. Khaki Long Trousers, \$1.50. Running Shoes, \$1.00, \$1.25, \$1.35.

Nainsook Combinations, \$1.00, \$1.25. Bathing Suits, 50c, \$1.25. Rain Coats (slickers), \$4.00. Tweed Rain Coats, \$8.50; \$9.50, \$10.50,

## Demonstration

Have you visited our Toilet Goods Section lately? If not, come soon and let us show you ingram's Toilet Goods, which are now being demonstrated. Especially worthy of mention are Ingram's Milk-weed Cream and Velveola Souveraine Face Powder.

# MURRAY-KAY. LIMITED

Murray Store:

17-31 King St. E.

STORE HOURS DURING JUNE:

8.30 a.m. to 5.30 p.m. every day but Saturday, when closing hour is 1 p.m.

Tel. Adelaide 5100. Kay Store: 36 and 38 King St. W.

### The Lunch Room

Don't make the effort to go home for lunch when you're shopping. Just visit our Lunch Room, where you will find dainty fare and courteous service. Club lunches are 30c, 40c and 50c,