




# MURRAYKAY Maty Mo 66"- Anniversary Sale News 

## Second Day Offerings of Our Great 66th Anniversary Sale Bring Hosts of Additional Specials Throughout the Storf

| Happiness and Long Lives <br> To All Her Patrons ! <br> The Murray-Kay Co. Celebrates <br> Her 66th Anniversary <br> A 66th birthday is an important event, and is bound <br> to discover us in a reminiscent mood. It bids us tavel back in memory over a long stretch of time <br> into the dim and distant year of 1853 , a long history <br> of commercial integrity and progressiveness, a proud history of friends made and kept, of a place bigger <br> and more firmly established in the life of Toronto <br> The year which, marked the inception of the little dry goods store of W. A. Murray is beyond the range store looked out with its youthful vision on a queer stlo and quaint Toronto indeed. Just for curiosity we will try to reconstruct it with the help of a few old land- <br> marks, youthful contemporaries of Murray-Kays. A narrow fringe of structures along the blue waters <br> of Ontario, thickly interspersed with beautiful trees, <br> An old print of Toronto at this time shows Front and <br> Palace Streets as the main streets, with the old City Hall to the south of them. Yonge Street Wharf, <br> Maitland's, Brown's, Tinning's and several others replied the lakes at that time. The lofty spires of St. Michael's and St.s James' Cathedrals broke the sky- <br> the Normal School, and to the west Trinity College <br> grown to noble company the Murray-Kay Store has <br> bashful sixteen or demure twenty-one, we tell out |
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The Murray-Kay Establishment is celebrating its 66th Birthday in a manner thoroughly in keeping with the enviable prestige of its history-keeping faith with its friends by always selling quality goods at fair prices. This event with its matchless offerings throughout the store has fairly covered its past with new laurels by offering beautiful stocks of fresh new goods at the

our entire history. The right goods-the quality goods-the new and beautiful-the distinctive, the best products from

England, France, Ireland, Scotland, the Philippines, Porto Rico, the United States and our own Canada are well represented. This sale offers an unequalled opportunity to reduce the cost of living to a maximum You cannot afford to miss it.

Women's White Canvas Oxford TieShoes and Pumps, Regular $\$ 5.50$ to $\$ 6.50$, at $\$ 4.66$


Ribbons for Many Uses $\$ 1.50$ to $\$ 2.00$ for 96 c


## 2500 Pairs Children's

 SocksRegular 35c to 75c Pair 3 Pairs, for 66
Special purchases for this sale of broken lines of best
manufacacturers of chiridrents socks, comprising fine
cotto
or various colorings and combinations priain an
$\qquad$
Anniversary Sale ..........3 Pairs for 66c
4 to
A1/2

Children's Pure Silk Socks Regular $\$ 1.00$ and $\$ 1.25$ 2 Pairs for 66c
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## Cotton and Lisle Thread Stockings

Regular 50c Pair, 2 Pairs for 66c
 fines are medium weight lisise thread, in black or white. All have marter topp, spliced heels and toos. These lines
will give you excellent wear. Sizes 81 to to 10 Rexular soc pair
Annivers

2 Pairs for 66c



## Baseball

## LEAFS WIN TWICE FROM THE BINGOS

 Andy Responsible for SeconWin Straw Hats
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## THE BIRDS WIN TWO NOW TIE WITH LEAFS

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Phillies Beat Dodgers

In Eighteen Innings


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                        ALSO ONE ON SUNDAY IN SPEED SWEEPSTAKES TOURNEY OF SEASOH
                        Knotty Lee Scores First Win


                                Win H. Wilco wins incerch Ma- Many Games Decided in

\section*{Whisons}
"The National Smoke"


Merit has won for the Bachelor Cigar its enviable position. Merit continues to 3 is enviable position. Merit continues
hold that position-and will continue.







Scores of New Styles Have Just Readied Ale Women's and Misses' Dress Dept.
cascade vestees of Val. lace, new petal turicics of Parisian inspiration-new short sleeves with hand kerchief frills. Choose now while the assortunentis at its best.
porch. Procks. of crisp-looking. bright plaid ginghamss fo wear a-marketing, gardening or on the
p 7.95 to \(\$ 12.50\). Youth-giving frocks of printed voiles in radiant light colorings. One may wear them on any
occasion. Priced \(\$ 15,00\), to \(\$ 25.00\). Printed Voiles, too, in charming dark colorings and fantastic foulard designs, practical beyond
degree and a necessity to every summer wardrobe. Priced \(\$ 15.00\) to \(\$ 25.00\) Exquisite Indestructible Voiles of filmy sheerness and in rare printed designs. For wear to
dressy afternoon affairs on warm days. Priced \(\$ 45.00\) to \(\$ 65.00\). dressy afternoon affairs on warm days. Priced \(\$ 45.00\) to \(\$ 65,00\)., Delicat Plan Yoiles in pastel colorings and white 0 .ten beavily embroidered and much
befriled. Priced \(\$ 8.95\) to \(\$ 45.00\). befrilled. Priced \(\$ 8.95\) to \(\$ 45.00\).
Smartest tinenes in summery plain shades-vested coat styles or stunning straight models.
Priced \(\$ 15.00\) and \(\$ 18.5\). Speciall New York Gingham Dre Speciall Now Mork Made to Soll at \(\$ 10.50\) Dreses at \(\$ 7.95\) A Quick Clearance of Women's and Misses'



Silk Suits to Wear Now
 Suits for the links, for street wear, for dressy occasions Suits for the links, for street wear, for dressy occasions
in suct popular shades as nayy, copen, grey, green and
black Price \(\$ 33.50\) to -Special! Women's Suits in Summer Shades at \(\mathbf{\$ 3 7 . 5 0}\).
 Women's New York Coats, Capes and Dolmans.


\section*{Silk Specials for Today}



Suiting Shantung, \(\$ 1.95\) Yard.
 Hirashiki Silks, \(\mathbf{\$ 1 . 4 9}\) Yard.
 \(\underset{\text { Wpecials in Wash Sating, }}{\substack{\text { Satin, } 36 \\ \text { Winches wide }}}\)


\section*{10 Wonderful Values in Wash Goods}
\(\qquad\) Humem oin


\section*{Dress Fabrics Reduced}
 Fine Dress Serges, \(\$ 2.44\) Yard.
is and so inches wide. Thoroughl
sponged Japanese and French Delaines, 44c Yarch
Great variety of light and

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Silk and Wool Eolimnes, \$1.89 Yerd

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Misses' Suits \(\$ 35.00\)-.-Sale Important Cloarance of Former Up to \(\$ 55.00\) Styles.
Specilly selected from our better stock of serges,
gabardines and wool poplins for a quick saqe at a popular price.
Russian blouse, semi-fitted afd straight betted styles
martly braid and vutton trimmed. Wanted shades exchanges, no refunds, tro C.O.D.'s on these suits.
day, 8.30 a.m. \(\$ 35.00\). ay, 8.30 a.m., \(\$ 35.00\)
Mizee' Smart Capes for Wear Over Summer Frocks



\section*{Men's Summer Suits at \(\$ 15.00\)}


Tailored in Eureka cool cloths, in attractive grey shades. Singlebreasted, 2 and 3 -button semi-fitted sac models with patch pockets. Trousers finished with 5 pockets, belt loops and cuff bottoms. Sizes 35 to 44 . Today \(\$ 15.00\).
Worsted and Tweed Suits \$25.00
For Men and Young Men
Designed in the season's most popular model. Single-breasted, 2 and 3-button soft roll semi and form-fitting sacs. Sizes 34 to 44. Today, \(\$ 25.00\).
White Duck Coats \$2.75
An opportunity for grocerr, waitere, butchers, etc. Well tailored, strongly
made. Single-breasted with lapels, and three patch pockete. Sizes 35 to 44 The


\section*{Children's Japanese Cotton Crepe Kimonos at 85 c}

\section*{Regularly \$2.25}

Made of strong cotton crepe in dainty rose or copen blue shades. Beautifully all-over embroidered in colored floral designs. Deep wing s
years. Today, 85c.

Children's 95c Wash Dreswes, 49c.
Play dresses of strong English chambray, with dainty touches of silk embroidery on yokes, Sizes 2,3 and 4 years.
Colors navy, sky blue, maize and khaki. Today at 49 c.

CHILDREN'S SOCKS of fine white. mercerized cotton with Splendid value, today, at 35

Infants' Soft Sole Slippers, 95c. In black patent leather, finished with dainty tailored bow Regularly \(\$ 1.25\). Today, 95 c.
Baby Record Books, 85c.

Well bound and cunningly illustrated, with hand-tinted pic tures. Put up separately in white cardboard box. Regularly
\(\$ 1.35\). Today, 85 c .

Children's Wool Sweater Coats, \(\$ 3.75\). In serviceable rib, or chic fancy weeves. Belted models
with two smart pockets and sailor or roll collars. Colors, ne with two smart pockets and sailor or roll collars. Colors, new rose, nile, green, canary, white, saxe blue, and emerald. Sizes
6 to 12 years. Exceptional value, today, \(\$ 3.75\).

\section*{Women's Low Shoes---\$3.95}

Regularly \(\mathbf{\$ 7 . 0 0}\) and \(\$ \mathbf{8 . 0 0}\).
Come and soe ethe hhos for yourself, the carlier
pumps, strap silppers and colonialas is in, the earlier the better. Oxfords
meteal, brown kid.
toid.


Odd Lines of Queen Quality Novelty Boots, Today \(\$ 5.95\). Incluaing Menthan samples and Queen Quallty odd Hines. Brown siey. and bleck kid, brown and black oatskith and patent leather. Color-
ew kid and oloth tops. Assorted styles and shapes with Goodyca
wolt and MeKay
 Women's White Canvas Boots, \(\$ 4,00\).



The Charlie Chaplin Books

 Army.
Charlie
Capers

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Capers
Cha} Movies. Chaplin in the
Charlie Chaplin up in the Cuarlie Chaplin Funny
Slunts. First four titles are in
Llack and white Illustrations
and priced at 15 c each,
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Price, per copy, \begin{tabular}{l} 
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Framed Pastels \(\$ 1.98\) mouldings. Antique gilt, Belgian grey, rich tones. Beautiful landscapes, framed in \(11 / 2\)-inch \(12 \times 24\) in, Regularly \(\$ 3.50\). Today, \(\$ 1.98\). Lot \(18 \times 30\) inches, \(\$ 4.49\). ALSO A GROUP OF PASTELS-larger
size. Framed in 3-in of size. Framed in 3 -in. walnut and rosewood
finishes. With gilt linings, by well-known ristis. With gilt linings, by well-known
artists. Regular \(\$ 6.50\) to \(\$ 8.50\). Today 83.0 Goods Items at 15 c

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