


## Both Stores <br> Close Saturday

 MURRAY-KAY. umrieo Closing HourOther Days

## A Shipment of Finest Scotch Table Linen To Go on Sale at 40\% Less. Than Present Value

 This shipment of beautifu Table Linen is ilie pure gold, its value cannot be overesesimated. It isa amater for mutual
Hero's the explanation: Our linen buyer closed a $\$ 5,000$ contract with this fine Scotch firm in March, 1916, The shipment reeched us just the other day, and as we examined the quality of the merchandise ann compared We'll start the sale of these beautiful Table Clotho and Table Napkins today, so visitors to town will be able to share in the wonder-
Wil value-giving. In some numbers there's a limited quantity only; in others there are generous amounts. In all cases there are napkins to match the cloths. These quotations will prove enlightening:










| Pure Silk Stockings for Women, $\$ 1.75$ a Pair. Just arrived at an opportune moment when our supply of Pure Silk Stockings at a popular price was getting alarmingly low. And these are such nice Silk Stockings, of clear, even weave, the garter tops, spliced heels and toes of lisle. The range of colors is most attractive. They're in taupe, gold, emerald, suede and white. Sizes $81 / 2$ to 10. Price, perpair ................ $\$ 1.75$ pair |
| :---: |
|  |  |


| These Surmmer Silks |
| :--- |
| Special Value at $\$ 1.19$ |
| So altogether charming in their |
| dainty colorings - Summer Silks |
| principaly in stripes, a few in |
| checks, the stripes varying in width |
| from quater inch th three inches |
| wide. They hee in white, princi- |
| pally, with stripes in rose, Alice, |
| navy, tan, black, ete. Width 32 |
| to 36 inches. Regular prices |
| $\$ 1.50, \$ 1.75$ and $\$ 2.00$ a yard. |
| Sale price, per yard, |
| today................... $\$ 1.19$ |



Silk Suits at $\$ 22.50$

## English Work Baskets

 Special at One-third Off
andex
Nivitixixitix

The Regular Price, $\$ 35.00$
Only a week or so go go identical Silk suitw were sold
al $\$ 35.00$, and we thought them splendid value. The
 they'll go, today, at that price.


"Step By Step," \$1.25 It Teaches You to Sew
Here's a book for the ambitious Here's a book for the amilious
home dressmaker-it's full of information from cover to cover,
beginning with the rudiments of beginning with the rudiments of
sewing and bringing you zlong to sewing and wringing you can consider
the point when you can yoedlework. It's called "Step by Step", is published by the Pictorial
Review Pattern Co., and is son sale at our Pattern Counter, the price
. ..................11.25
"Successo" Corsets Regular $\$ 4.50$, at $\$ 2.65$ Mot, Momen havo hart or Matamo ny that one oberany wear theom ana


White Wash Fabrics at 49c Regularly 75 c to $\$ 1.00$ a Yard These ere some of the finest whit Wat Fabria that we im-



Here's a Silk Sweater Coat That You Are Sure to Like The "Connueshtr" silk Coant is one of of our most atrative

为
 $5 c$ Per Copy

Tiree Times Run Over by Car midky Man Dodges Danger and Again Defies Disaster Now wot
C




## PAGB TEM

 WHIIE ONPATROLDUTY Late Sub.Lieut. H. LawrencCrowe's Machine Nose Crowe's Machine No
Dived Into Sea. CHASING SUBMARINE Funeral Takes Placo Today With Full Militan




## Health and Beauty Hints


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THE TORONTO WORLD
TUESDAY MORNING AUGUST 11917

## The Seal has been set once and for allon the purity of SUNLIGHT SOAP.

SUNLIGHT SOAP is known by name throughout all the world, but not by name alone. Sunlight Soap is known by purity just as it is known by name. An established and guaranteed purity is ever absociated with Sunlight Soap. The name and the guarantee are inseparable. They must ever remain so, because PURITY is the great soap essential. Cleansing means purification--without pure soap you cannot have perfect cleanliness---this stands to reason.

The $\$ 5,000$ Guarantee of Purity given with every bar of Sunlight Soap is something more than an advertisement. It is a dominant force throughout the whole of the Sunlight Soap manufacture. To say that this guarantee is the dominant chord in the perfect harmony of the Sunlight Works
The Name
on Soap is
a furantee
of Purity
and better express its influence.
The buyer who buys the choice Sunlight Soap materials --the soap boiler---the expert chemist--the girls who wrap and pack Sunlight Soap--all are mindful of the guarantee. The $\$ 5,000$ Guarantee of Purity is a source of gratification to all the Sunlight workers.

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## Polly and Her Pals



- ASHUR IS AFRAD OF A COLD IN THE HEAD



80
By Sterretl





## $\$ 12$ for Men's Cool Cloth Suits-An Exceptional Value

Our Stock of Shirts Gives Men a Complete Range of the Season's Preferable Styles, Weaves and Color Combinations.

## At 75c





At $\$ 1.00$
Shirts of selected percales and fmest cloths, showing colo combinationsi in wide. narrow, pin and cluster stripes;
fashonod and tailored. Choose soft French or stiff cuff
coat styles.

At $\$ 1.25$
Wide range of the famous "Arrow", brand, including the
very recent fabrics and color variations, some shirts showing very recent fabrics and color variations, some shirts showing
as many as three and four coliors in character stripes, etc.
Soft or stiff cuffis. Coat styles.

At $\$ 1.50$
Selective drafts of the latest summer stocks, some of which
are not to be had again at the moderate price latest broad stripes, both in in may and quiet combinations. latest broad stripes, both in
Soft or stiff cuff; coat styles.

Are the model shirts from which all others are fashioned representigg authority in sylye and color. Sirft cuff and
front style or stif cuft, laundered front shirts. Positively
the largest range of "Arrow" $\$ 2.50$ shirts in Toronto.

Again! M. Peroli, of Milan, Italy, sends us his latest in
New Sillk Neckwear

This time we are glad to an nounce 16 ranges absolutely new and different-every con ceivable idea in neckwear. Rich and beautiful are the coloring -wide, long and flowing are the styles. Men who appre ciate character and refinemen in neckwear please heed. Anid there is no advalice in the sell ing price ............. 1.00 Silk Neckwear at 25c
-we repeat itand literally hyndreds of pa terns; wide, large flaring shäpes. passed at the price.

Wash Ties 75c Wide panel shape, light, sum mery and good-looking. Made
to last and launder. Many last and launder. Many colors and effects. Styles That Men and Young Men Keenly Appreciate DESIGNED along sty lish, youthful lines--but not too y outhful. Just right for discriminating young men---just right for older men who recog nize theimportance of smart, sensible clothes.

Coat has patch pockets and pinch back, tailored without lining, having deep French facing.

Material light in color, light in weight, and soft enough to conform to figure Men's Light, Weight Worsted Suits At $\$ 22.00$ and $\$ 24.00$
Tropical Worsted Suits, medium and light shades. Plain colors, and have line stripes.
Unined coats.
Deep French facings.
Three button style, with patch pockets. $\$ 22$ and $\$ 24$
Cuff trousers with belt loops. Sizes 36 to $44 \$ 2$.
Men's Khaki Outing Suits $\$ 5.00$
Made of drill, that is recognized as the standard of quality for hard, rough wear by the Government. Three button style coats with military style patch pockets.


Youths' khaki trousers, sizes 28 to ' 30 , today $\$ 1.50$.
Men's khaki trousers, sizes 38 to 44 , today' $\$ 1.75$.

## The Home Furnishing Sale and the Home-Lovers' Club Forms an Unbeatable Economy Alliance Thatis Attracting Hundreds Every Day-H.L.C. Reduces HighLiving Cost

H. C. L. are notorious initials these days---they stand for the high cost of living!

In the H. L. C.-Home-Lovers' Club-we provide a partial remedy.
It is partial because it does not apply to food or clothing-only to furniture and homefurnishings; but the convenience and saving it offers this August should make it

## A Big Item in Your Plans for Economy




## Home-Lovers' Club

 Buy When Buying is Best
 Come to the Store Today

Club Secretary's Office---4th Floor
Kitchen Cabinets Reduced



 Trout SIMMIPSON Company

 five one-inch fillers with galleries. Can be supplied in bright, polette
or satin finish, Regular price $\$ 26.00$. August Sale

Parlor Rockers Today $\$ 3.95$ mithont ins mory Dining-room Chairs


