

### In Memoriam

**ELSIE BEATRICE REID, R.N.**  
On Wednesday last that was mortal of Elsie Beatrice Reid was laid to rest. We leave her sleeping, but the memory of one who was near and loved by all who knew her, will not soon be forgotten.

Some 18 years ago, Elsie (as she was generally known) joined the teaching staff at Springdale Street School, where she discharged her duties faithfully and well for twelve years. In 1909 she decided to take up the Nursing profession at Polytechnic Hospital Philadelphia. For three years she worked and studied laboriously to reach the success which she ultimately attained. At the Graduation Exercises she gained distinction in many subjects. Special reference was also made to her "excellent devotion to duty."

In October last she held a deserved position at the hospital, at which she graduated, but her health failed her and she was ordered home for a rest. In December she was confined to her bed following an operation at the General Hospital from which she never gained her normal health, and has been failing ever since, during which time she bore her illness with utmost courage, strong in the hope that in time she would recover. But God willed otherwise, relieved her of her intense suffering to be with Him. She leaves to mourn her a widowed mother, two sisters, Mrs. George James and Mrs. Stanley Saunders, and one brother, Ernest, besides a large circle of friends. Death is a mystery to us all. We recall the words of Tennyson who when dying said, "I hope to see my Pilot face to face when I have crossed the bar." She has gone, the suffering and pain is over, the bar has been crossed, God giveth her sleep.

Sleep on, beloved, sleep and take thy rest.  
Lay down thy head upon the Master's breast.  
We loved thee well, but Jesus loved thee best.  
—COM.

### "The Great White Way"

NEW BIG BROADWAY FILM.

OPENS AT NICKEL THEATRE ON MONDAY.

"The Great White Way," Cosmopolitan's "surprise" picture woven in and around life on Broadway, will have its premiere in this city next Monday night, at the Nickel Theatre. The new film, pictured from H. C. Witte's popular story, "Cain and Abel," is the first motion picture ever presented which accurately draws a graphic illustration of the world's most famous thoroughfare and those persons who bask in its artificial light.

The cast includes Anita Stewart, as Mabel Vandergrift, the dancing star and toast of Broadway; Oscar Shaw in the role of Joe Cain, world's welterweight champion; T. Roy Barnes as the breezy press agent, and Tom Lewis, Dore Davidson, Harry Watson, Olin Howland, Hal Forde, Stanley Forde and Billy Gould.

Included in the cast are Arthur Brisbane, Tex Rickard, famous fight promoter; Irvin S. Cobb, H. C. Witte's author of "Cain and Mabel"; Arthur Hays Sulzberger, famous editor; Damon Runyon, celebrated sports writer; Neil Brinkley, George McManus, and Fay King, Winsor McCay, Hal Coffman, J. W. McGurk, artists and cartoonists; Harry Hershfield, creator of "Abe, the Agent"; Billy De Beck, creator of "Spark Plug"; Earl Sande, world's leading jockey; Johnny Gallagher, referee of the Dempsey-Firpo fight; Joe Humphreys, famous announcer; the irrepressible "Kid" Broad, New Wayman, and the entire Ziegfeld "Follies" chorus.

"The Great White Way" is a fast moving picture with its action carried swiftly from the offices of Tex Rickard in Madison Square Garden, through the midnight gleam of Broadway to Futurity Day at Belmont Park, and a world's championship fight at which 75,000 persons appear. This fight, in which Oscar Shaw and Pete Hartley, contender for the title held by Benny Leonard, are the principals is said to be the most realistic that has ever been staged for film. The picture also includes a regular musical comedy production with the famous Ziegfeld "Follies" as a background, and the best thrilling fire that has ever been shown on the screen.

### McMurdo's Store News

**BONICILLA BEAUTY PRODUCTS.**  
Bonicilla Classic Beautifier is as important of all the many toilet articles manufactured by the Bonicilla Laboratories. Thousands of testimonies written by grateful users tell of results obtained, which are so marvellous and which commend the Bonicilla method of Beauty culture.  
The Pack O Beauty Set, a trial package of all the products, can be had for 60c.  
Bonicilla Beautifier (Pots) ... \$3.00  
Bonicilla Beautifier (Tubes) ... 1.35  
Bonicilla Vanishing Cream ... 90

You wish to brown a meringue your oven has cooled, hold to it the heated wires of your electric heater.

# Maintaining Our Indisputable Value Supremacy

with Specials culled from Gorgeous Fall Merchandise from all over our Store

## Ladies' Wool Jersey Dresses on Sale

Charming Fall style Dresses, dependent upon their material for distinctiveness and like in all modes where trimmings are not used; every detail from tailoring to finishing is unmistakably fine; shades of Nigger, Navy, Tan, Copper, Rose, Mole and Putty; round neck, long sleeves and girdle. Reg. \$8.50. Friday, Saturday and Monday ... **\$5.89**



**UNDERSKIRTS—Ladies' Mollere** Underskirts, in shades of Emerald, Navy, Saxe, Grey, Tan, Rose and Purple, pleated nounce, full fitting sizes. Special ... **\$1.89**

**LADIES' VESTS—Several styles** in White Jersey, sleeves, round neck, nice medium weight. Regular to \$1.20. Special ... **98c.**

**BRASSIERES—New line** in fancy Contil, flesh shade and White, elastic at hips, trimmed with fancy Silk Ric-Rac; 32 to 44 sizes. Regular 90c. Special ... **84c.**

**LADIES' BELTS—The new style Patent Leather** Belts, in Black and assorted colours and Jazz. Special ... **23c.**

**CANISOLE EMBROIDERY—15 and 18 inch** Fine Nainsook embroidery, with beading at top and waist. See this line. Regular 90c. Special ... **67c.**

**RIBBON FRILL ELASTIC—30 inch** pieces, shades of Sky, Lavender, Pink, Saxe, Rose, Gold and White, suitable for shoulder straps or garters. Regular 30c. Special the piece ... **25c.**

## Stylish Chokers

An assortment of Brown Honey Fur Chokers, showing head and tail. Just what you want to accentuate the effectiveness of your Fall costume. Reg. \$4.50. Special ... **\$3.89**

## Costs You Nothing to Inspect Them

WE WELCOME CRITICISM

At the waning of the old season and the beginning of a new one—is the best time to stress our Store policies, and the advantages to be gained by making this Store your shopping headquarters. We sell dependable merchandise. Our prices are always the most reasonable—consistent with quality. Then comes service, which is practiced in its broadest meaning here.

**Friday, Sat., Monday**



## BLANKET SALE



## 50 of the Latest FALL COATS on Sale

Graceful models showing collars of Fur, Fancy Braiding, etc. and side tie effect, lined throughout; shades of Navy, Brown, Fawn and Black, all in winter weight cloth; the newest. Regular ... **\$12.98**  
Special ... **\$14.00**

### Girls' Coats

Only 25 in the lot, some in Blanket Cloth, Plain Cloth and Teddy Bear; shades of Fawn, Brown, Saxe, Black and fancy checks; pocket, belt and some with fur collars; lined throughout. Regular \$5.00. Special ... **\$4.49**

### GIRLS' COAT SWEATERS.

In knitted wools; shades of Crimson, Saxe, Emerald, Purple and Fawn; buttoned front, roll collar; to fit 4 to 10 years. Regular ... **\$2.25**  
To Clear ... **\$2.25**

### CHILDREN'S COMBINATIONS.

Fleeced White Jersey Combinations, fitting 2 to 10 years; high neck, long sleeves, ankle length. \$1.50 value. Special ... **98c.**

### CHILDREN'S NIGHTGOWNS.

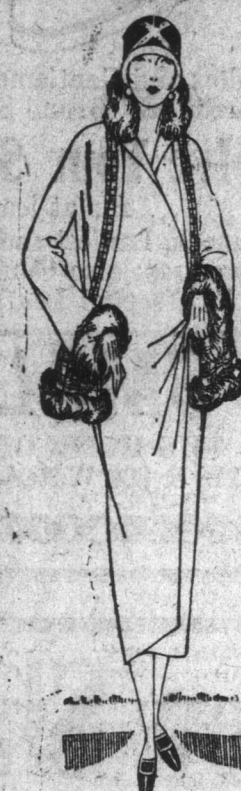
White and Striped Flannel Nightgowns, to fit 6 to 12 years; long sleeves, V neck, galon trimmings. Regular \$1.50 each. Special ... **98c.**

### JAP CHINTZ

Beauties, and they're reversible, through and through patterns; 48 inches wide; Chrysanthemum, Bird and Pagoda designs; good colourings, very uncommon. Friday, Saturday and Monday, yard ... **85c.**

### Brocaded Silks

4 pieces of handsome Brocaded Silks, 34 inch width; shades include Saxe, Taupe and Brown. No need to mention its particular adaptability. Reg. to \$2.40. Special ... **\$2.15**



## Lace Curtain Towel Snaps

Clearance worth your while

**42 PAIRS TO CLEAR.**  
Have a pair or two of these nice looking White Lace Curtains, 2 1/2 yards long, well covered patterns, clearing to make room for newer arrivals. Regular \$2.50 pair. Friday, Saturday and Monday ... **\$2.18**

**WINDOW SHADES—25 inch** Light Green, plain trim Window Blinds, the quality in this line is exceptionally good; complete with all fittings. Each ... **79c.**

**CURTAIN LACES—Several** pieces of White Curtain Laces, 45 inches wide, go on Sale, good looking all over patterns that folks like. Reg. 50c. yard. Friday, Saturday & 46c. Monday ... **46c.**

**CUSHION COVERS—Light** Linen Crash Cushion Covers, finished with coloured embroideries, frilled. Reg. \$1.00. Special ... **92c.**

**MADRAS MUSLINS—36 inch** Cream Madras Muslins, showing coloured rose border, nice and cheerful looking for your living room. Reg. 50c. yard. Friday, Saturday and Monday ... **45c.**

**WHITE SCRIMS—36 inch** Plain White with self striped border, neat for bedroom curtains. Friday, Saturday and Monday, the yard ... **25c.**

## Blankets, Quilts, Sheets, etc.,

Contribute Values that should interest the Thrifty

**PLAID BLANKETS.**  
Huge Blankets, and huge in serviceability, nice large plaid patterns, warm, weighty and possessing quite an unusual soft fluffy napping. Reg. \$6.00 pr. Friday, Sat. & Monday ... **\$5.75**

**BABY'S QUILTETTE.**  
Pretty little heavily Wadded Quilts, rose border with rabbit and turrety pattern centre on white ground; 20 x 43 size. A present for the baby. Reg. \$3.20. Friday, Sat. & Monday ... **\$3.10**

**SHEETINGS.**  
30 inch Twilled White Sheetings, unusually fine twill; equal to last season's \$1.50 yard. Friday, Saturday & Monday ... **\$1.29**

**TO CLEAR! WHITE QUILTS**  
49 of them, fine large serviceable Marcella Quilts, 80 x 90 size; a stand-by for years, and an absolute essential at times. Do not be without one of these. Friday, Saturday and Monday, ... **3.59**

**WOOL BLANKETS.**  
Medium size, nice for single or medium beds; weighty and particularly good in value. The ... **\$5.65**

**FLEECE BLANKETS.**  
Heavy English Fleece Blankets, with a twill finish; great for cold weather under sheets; very strong; just 44 pairs of them. Underpriced Friday, Saturday & Monday, the pair ... **\$3.29**

**WOOL BLANKETS.**  
Large size Blankets for full size beds, seven pounds weight; English Wool; blue striped borders. The pair ... **\$7.85**

## HOSIERY SPECIAL

12c pair

Plain seamless Black Cotton Hosiery. You have never seen such value; late in arriving—hence the price lowness to clear.

**LADIES' HOSE—All the new** Fall shades in plain and ribbed Cashmeres, reputable English Hosiery. Regular to \$1.50. Special ... **\$1.18**

**LADIES' HOSE—Brand new** line of Silk Cashmere Hose, in fast Black, ribbed, truly a wonderful. **48c.**

**KNICKER HOSE—Clearing!** Boys' Fancy Worsted Knicker Hose, with fancy roll tops, Heather mixtures; sizes 7 to 10. Special ... **33c.**

**BOYS' HOSE—Stout ribbed** Black Wool Hose, in all standard sizes for girls or boys. The smaller sizes ... **55c.**  
The Larger sizes ... **69c.**

**FRENCH SUED GLOVES—**Very charming Gloves, beautifully fine in weight and finish; 2 dome wrist, pretty Grey shade; sizes 5 1/2 to 6 1/2. Friday, Saturday and Monday ... **\$1.35**

**FABRIC GLOVES—A new** line with a high grade finish and fleece lining; shades of Beaver, Nigger, Grey and Black; 2 dome wrist. Friday, Saturday and Monday ... **85c.**

**FABRIC GLOVES—Fall** weight Gloves, with an excellent suede-like finish, great wearers, go 'tis said. Shades to match up with your Fall outfit: Beaver, Pastelle and Grey, dome fastened, strap-over wrist. Friday, Saturday 75c. and Monday ... **75c.**

**BOLSTER COTTON—45 inch** strong White Circular Bolster Cottons, offering a really good value. Friday, Saturday and Monday at ... **65c.**

### VISIT

## The Men's and Boys' Section

THIS FRIDAY, SAT. & MONDAY

**WORK SHIRTS.**  
In stout Grey Union Flannel, made to our order and our idea of what is wanted, in full sized, good wearing shirt; collared. Special ... **\$1.80**

**BOYS' COMBINATIONS.**  
In Grey Jersey, nicely fleeced; long sleeves, ankle length; fitting 4 to 10 years. Special the Suit ... **\$1.30**

**MEN'S UNDERWEAR.**  
Cream Fleeced Underwear, a new arrival and a good value; sizes 34 to 44. Costs you, per garment ... **\$1.30**

**COLLARED SHIRTS.**  
New line, gentlemen, in nifty looking Champagne shade, sports neat fitting buttoned down peak front collar and extra wide turnover cuffs. Special ... **\$2.10**

**YOUTH'S SHIRTS.**  
New patterns in Striped Negligee Top Shirts; sizes 13, 13 1/2, 14; not collared. Special ... **\$1.70**

**MEN'S CAPS.**  
A new line, bringing a new value in nice medium and Dark Tweed Caps for fall time; banded back; medium peak. Special ... **85c.**



## Morrocains, Tweeds

Beautiful Materials Underpriced

**MORROCAINS.**  
Beautiful Wool Morrocains, 54 inches wide, in shades of Fawn, Grey and Brown; very handsome Corduroy and self-striped effects. Reg. \$3.50. Special ... **\$3.29**

**DRESS TWEEDS.**  
This season's latest weaves, 40 inches wide; shades of Fawn, Blue and Grey; nice weight, nice mixtures. Friday, Saturday and Monday ... **75c.**

**SKIRT PLAIDS.**  
A couple of pieces of very striking Plaids for smart looking Fall Skirts; 40 inch width; Fawn shade. Regular \$1.80. Special ... **\$1.48**

**TABLE MATS.**  
Pretty nice Mats in compressed cork, natural shade, showing Dutch view in water colours; choice of round and oblong; each ... **19c.**

We stock "Stanfield's" Unshrinkable Underwear in all required weights and sizes at lowest in the city prices.



## RUBBERS! UMBRELLAS!

**B.F. Goodrich Ladies' Sandals**  
Who Said "It Ain't Going to Rain no More?"  
Take no Chances! Carry one of these.

With red rubber sole and heel, improved low cut rubbers, conveniently high for all weather, semi-polished and round toe, medium and low heel. Not a bit too early to equip yourself for the season ahead. Avail of this opportunity. Our Special, the Pair, ... **77c.**

**American Umbrellas.** Finey finished, fast Black covering, firm, rigid steel frame and tube, straight handle with wrist strap for carrying. Special, ... **1.95**



## Sale of Boys' Overcoats

Swagger little models, 10 ft. chape from 3 to 5 years. Some in Nap, Blanket Cloth and Heavy Tweeds, both comfortable and stylish. Regular to \$7.50. Special ... **4.35 & 4.98**

## Sale of Boys' Suits

English Tweed Suits, 3-piece style, belted back Coat, lined Pants, open knee giving a marvelous value when you consider the quality, fit and finish, for boys 7 to 10 years. Special, ... **5.90**