nd sleeve panel, is a pleasing device for wear over such frocks, there fetching three-quarter coats. of ight blue, or pink ratine, or cotton

children's costumes this year. Bu!ildish costumes, and there are whole sses of linen in Balkan style, with

ording to the mandates of good m. She wears a cross-saddle habit n boots of washable tan leather.

The Bon Voyage Remembrance

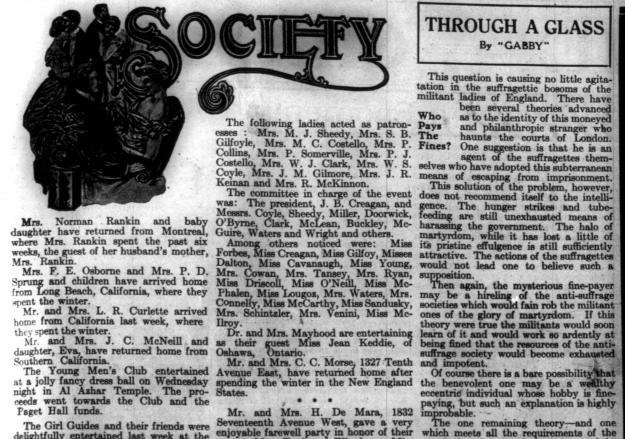
roses, or some purple violets, are

ched to each bunch, will be a fruit are used together, the colo ed. Potted plants make a delightful me reason or other they are seldon eglected, a growing fern or plant will



Smartly Cut Suit for a Wee Boy

ance during the five or six days the voyage—and after that it matnot what becomes of it, for its sion will have been accomplished. some people also the refreshing han the colors of cut-flowers.



HIGH GRADE Worsteds

ND Serges NOTE Our Address And KEEP It In Mind

L. G. CRUICKSHANK **Faultless Fashions**

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SCALP

TREAT

MENT

A

SPECI-

ALTY.

By "GABBY"

Avenue East, have returned home after spending the winter in the New England the Faget Hall funds.

The Girl Guides and their friends were delightfully entertained last week at the home of Mr. and Mrs. J. R. Lane, 13th Avenue West, England the Seventeenth Avenue West, says a very cloyable farewell party in honor of them home of Mr. and Mrs. J. R. Lane, 13th Avenue West, They spent a merry and informal promess. Time present were: Mr. and Mrs. H. De Mara, 1832 Seventeenth Avenue West, says a very cloyable farewell party in honor of their formal promess. The process of the Seventeenth Avenue West, says and the Seventeenth Avenue West, says are very choryable farewell party in honor of their farewells and the Seventeenth Avenue West, says are very choryable farewell party in honor of the University of the Government to see that the fages is that the agent is an emissary of the Government to see that the fare and the Seventeenth Avenue West, says and the Seventeenth Avenue

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CURING

BROWN & ARTHURS

HAIR DRESSERS

THROUGH A GLASS

YKE-INGS

ociety wedding was celeinesday, March 26, at the
the Redeemer, when Miss
laughter of Dr. and Mrs.

Ings, was united in matir. Frederick Stanley Dyke,
ering department of the
trees of the C.P.R.

subdued by the conviction that she must
necessarily be very extravagant.

Recently, I was waxing enthusiastic
over the appearance of a girl who sat
across from me in a Calgary street car.
Her hat was a dream of lace and chiffon
and soft satin roses. "She is stunning,"
said The Man Who Knew, "but Sis says
ir. Frederick Stanley Dyke,
she saw that hat in the store and it was
thirty dollars. That's enough to disrece of the C.P.R.

she saw that hat in the store and it was thirty dollars. That's enough to discourage any man from being interested in her, even if she is a good looker."

The "thirty-dollar" story puzzled me. From what I knew of the girl in question she had more sense than that. The next time I met her I admired the hat. "Yes," she said, "I'm so proud of it. I copied it from a thirty-dollar Parisian model, and, with my last season's osprey, it only cost me four dollars."

And yet, just because that girl was clever and capable and wore neat, well-made clothes, she was unhesitatingly called extravagant.

When a woman is joint-owner of a home she is, in the majority of cases, nuch more interested in it than she is in following every whim of fashion.

The business girl of today appreciates a home of her own too much to endanger it by gratifying every selfish notion. Instances when the woman of the house makes her own hats and shirtwaists, while here lord and master smokes twenty-five-cent cigars are much more common than the reverse.

and in these states wage-earning wo

That it is hinted in New York that Arthur Stringer, the Canadian novelist, and his beautiful actress wife, Johyna Howland, who is playing in "The Painted Woman," are arranging for a divorce.

That Senator Archibald McNeil, Jr., of Bridgeport, has introduced a bill into the Connecticut legislature, which prothe Connecticut legislature, which provides that any man or woman of more than seventy years of age who is guilty of committing matrimony shall thereby be considered unfit to administer his or her

BEWARE OF THE FOX A writer of the Commission of Con A writer of the Commission of Conservation sounds a warning regarding the industry in that respect. "While there is undoubtedly a sound basis for building up a paying industry in fox-farming," he says, "the public should weigh the matter seriously before investing their money in companies whose capitalization are based on the remarkably high prices now prevailing for breeding stock. It should not be overlooked that nearly all those who have made large fortunes in the business have done so by selling stock for breeding purposes not for their pelts."

206 Eighth Ave. West, Calgary, Alta. Next Door to Empire Theatre

Pryce Jones Store News

The Value of Advertising

As everyone knows the value of any newspaper or periodical as an advertising medium is determined by the demand created for the article advertised. But in a departmental store the multiplicity of lines being constantly offered makes it difficult to determine the merits of any publication, unless some out of the ordinary test is used.

The coupon you'll find below is our method of proving the value of the "Western Standard" from an advertising standpoint, and taking into consideration the splendid character of this new publication, and our own reputation for good values, we have no misgivings as to the satisfactory results of this little test.

COUPON.---Readers of the "Western Standard" who bring this coupon will be entitled to a 10% discount on their purchases of lines advertised. Friday or Saturday, April 4th and 5th.

These Representative Values From Our Ready to Wear Section

Are the acme of good value at the every day prices quoted -with the special discount offered to "Western Standard" readers they're almost sensational bargains.

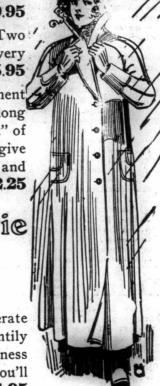
Ladies' Waterproof Raglan Coat, of tan or reseda Mercerised Poplin; made with slit pockets, strapped cuffs and high collar with throat tab; guaranteed waterproof.

Three-quarter Cutaway Coat of Cream Serge - Two: button effect, with collar and cuffs of silk brocade; very handsome little model for spring wear. Price \$15.95

Satin Petticoats—Here is a dainty little under-garment which we consider superlative value at our price; made along the slender lines which are so essential to the proper "set" of one's outer garments; of a soft, supple quality that will give maximum amount of wear; several styles to choose from and practically every good color. Special Price \$2.25

Great Choice in Lingerie and Tailored Waists at \$1.95

The many pretty styles shown at this very moderate price will be a revelation to many women. Lingeries daintily trimmed, and plain tailored waists for shopping and business wear-in a host of good washing and wearing fabrics-you'll wonder that we are able to price them so moderately-\$1.95





Children's Summer Wash Dresses, Special at \$2.25

Your opportunity, mothers. Better make the most of it---the dresses are odd lines both in white muslins and colored ginghams, with styles and coloring quite too numerous for detailed description. Sizes to fit girls 8 to 14. Values to \$5.00 Price to readers of "Western Standard" - \$2.25

Pryce Jones (Canada) Ltd.

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