

PHONE EXCHANGE MI191
GROCERY PHONE MI492

PRYCE JONES DAILY STORE NEWS

WE CLOSE WEDNESDAY AT 1:00 P.M.

Ribbon Display Worth Seeing

Pryce Jones' Ribbon Counter has always been famed for the beauty and exclusiveness of its displays, and not without reason either; but we think the spring display surpasses any previous showing. All the novelty weaves, all the new color effects are here in richest profusion and whether for millinery, for hair bows and sashes or for the countless other uses women find for ribbons, you can most assuredly secure best values here.

- Picot Edge Ribbons, in classy stripe effects, extra firm quality for making bows. Yard **45c**
- Duchess Satin Ribbons, almost 9 inches wide, in a splendid range of light colors, beautiful sash ribbons. Yard **53c**
- Very Heavy Corded Ribbons, fully 6 inches wide, used very extensively for millinery purposes. Yard **55c**
- A Full and Varied Assortment of Hat Band Ribbons, in both plain and fancy edges. 19c 25c and 29c yard
- Special Lines of Stripe Taffeta Ribbons, from 5 1/2 to 6 inches wide, in wide stripe patterns, ombre stripe shaded effects, plain centres and stripe borders, black stripes, black and white stripe patterns; also fringe ribbons, in black. Special, yard **35c**
- Very special line of Children's Hair Bow Ribbons, in stripe effects; 5 to 6 inches wide. Yard **20c**

\$42.00 Dinner Sets \$17.50

As we have decided not to carry any Dinner Sets in white and gold, except open stock, we have placed on sale a few odd sets of Austrian china in the well known "Queen" line. Beautiful white body with wide solid gold band, and solid gold handles, newest shapes. Regular \$42.00; 77 piece set. **\$17.50**

A DISTINCTION IN CLOTHES SHOULD BE THE AIM OF EVERY MAN



Spring styles at our men's and young men's ready-to-wear department show the smartest, most distinctive line of clothing that you ever had a chance to select from. They're exclusive in design, exclusive in cut and are proportioned to fit any conceivable shape. We have arranged a remarkable showing of these spring suits **\$12.00 \$15.00 \$16.50 \$18.50 \$20.00 \$22.50 to \$30.00**

If you haven't already discovered what a splendid place this is for "something different" in quality clothes and prices, better see us for that spring suit **\$10 to \$25**

SPRING OVERCOATS

An immense assortment of unusually beautiful models, newest English and American styles, in a wealth of fashionable fabrics; every favored fabric and new style feature is included. Values are unexcelled anywhere at these prices **\$10.00 \$13.50 \$15.00 \$18.50 \$20.00 to \$25.00**

MEN'S RAINCOATS

Splendid showing of fashionable models, made of strictly waterproof cloths; all stylish colorings; Excellent values **\$10.00 \$15.00 \$18.50 to \$25.00**

Men's extra quality English Worsteds Trousers, in neat dark stripe patterns, nicely tailored, side straps and buckles; sizes 32 to 44 waist. Special values at **\$3.00 \$3.50 \$4.00 \$4.50 to \$6.50**

FIRST SPRING SHIPMENT OF BABY CARRIAGES AND FOLDING GO-CARTS

We announce today the arrival of our first spring shipment of Go-carts, and Carriages—and what will be more welcome news still—we have continued to keep cost down to such an extent that our prices represent a bona fide saving of fully 25 per cent. on ordinary store prices.

All these goods come from the Whitney Carriage Company, leading in baby carriages in the U.S.A. for the last 50 years. Every carriage they turn out is highest grade, faultless in construction, and guaranteed to give satisfaction, so don't let the saving we tell you of here lead you to infer that the goods are inferior—we effected the saving by buying an entire carload, thus gaining a trade discount for quantity buying, and a low freight rate by taking an entire car. The stock comprises folding Go-Carts, Pullman Chaises, English Model Carriages, Pullman Sleepers. All at 25 per cent. less than regular. We quote comparative prices, so you can see the saving for yourself.

ENGLISH MODEL CARRIAGES		FOLDING GO-CARTS	
Regular Price.	Special Price.	Regular Price.	Special Price.
\$25.00	\$18.50	\$10.00	\$7.50
\$32.00	\$24.00	\$11.50	\$8.50
\$40.00	\$30.00	\$14.00	\$10.50
\$70.00	\$52.00	\$22.00	\$16.50
PULLMAN SLEEPERS		PULLMAN CHAISES	
Regular Price.	Special Price.	Regular Price.	Special Price.
\$30.00	\$22.00	\$35.00	\$26.00
\$30.00	\$27.00	\$40.00	\$30.00
\$40.00	\$30.00	\$45.00	\$33.00
\$54.00	\$40.00	\$60.00	\$45.00

BOXED PAPETERIES 19c

Crane's Celebrated Papereries, containing highest grade notepaper and envelopes. Reg. 50c value. Special at 19c.

Victorial Post Cards and View Books of Calgary and the west in great variety.

Pryce Jones

(CANADA) LIMITED

VISIT THE READY-TO-WEAR SECTION

Members of the fair sex who are in Calgary for the Horse Show will certainly continue to devote some time to the delights of shopping in the "metropolitan store for the metropolis of the last west," and the ready-to-wear section is sure to come in for a goodly share of attention, for here is gathered a fully representative showing of the most charming fashions of the season.

Handsome Coats and Dresses, smart Tailored Suits and Costumes, Lingerie and Silk Waists, in rarely beautiful effects; in short, the best to be had in value, beauty of design and general attractiveness. After you visit the Horse Show, visit our store.

Tailored Suits **\$17.50** Spring Coats **\$11.75**
from from

Pryce Jones Leadership In High Class Millinery

More pronounced and more readily apparent than ever. The reasons are plain—we're giving you the best Millinery service you could possibly obtain. You get stylish hats according to the very latest Parisian advices at popular prices.

Style is the one important feature of Hats this year, and here you get it, whether the hat you choose is priced at \$5.00 or up to \$75.00.

Variety is one of our hobbies. In the dozens of models shown you will find no two alike, but every one an authentic and distinctive style. Our speciality is Trimmed Hats at **\$5.00 and \$7.50**



The Dress Goods Section

on the main floor is one of the departments that Horse Show visitors should make a point of seeing. Here are gathered the most beautiful of the season's weaves and colors, in Silks, Woolens and Wash Fabrics. See these artistic displays, whether it be a humble cotton zephyr or a gorgeous silk, they represent the products of the world's best looms. Some special values for Thursday:

- Silk and Wool Princess Robing**
Silk and Wool Princess Robing—Double width for beautiful street or house dresses, reception or wedding gowns, blouses, etc. All beautiful French colors; 42 inches wide. Regular value \$1.50, for, per yard **95c**
- Colored Pongee Silk**, the best pure silk quality, heavy and firm weight, non-rough finish and very bright. Very special sale price **75c**
- New Cotton Voiles, Muslins, Linens, Raincoats, Cotton Crepes**, etc., for summer dresses, blouses, etc., at reduced prices. See special bargain table.

BOYS' SPRING CLOTHING

Mothers are the best judges of boys' clothes. They realize the necessity for good fabrics and good tailoring, for without these essential features the clothes can't wear and look right as long as they should. The fine quality of our goods is the best proof that we heartily agree.

In choosing our stocks the maxim is that "the best is none too good." Good clothes are certainly always cheapest in the end, so they're the best to sell, and you'll find here always most satisfactory assortments and the fairest prices.

- Boys' New Spring Double Breasted Suits**, with bloomer pants, belt loops, watch and hip pockets, made of imported English and Scotch tweeds, in the newest shades of gray, brown, fawn and two tone blue, very smart and perfect fitting suits, to fit boys 6 to 16 years. Prices **\$6.75 to \$15.50**
- Boys' Strongly Made School Suits**, double breasted or Norfolk styles, with bloomer pants; made of very strong and durable tweeds and built for hard wear; ages 7 to 10 years. Prices **\$3.95 and \$4.50**
- Ages 11 to 16 years.** Prices **\$4.25 and \$5.75**
- Boys' Top Coats**, double breasted model, in blue serge, fawn covered cloth, shepherds check and red serge, to fit boys 2 to 8 years. Prices **\$3.95 \$4.50 and \$5.50**
- Boys' New Spring Felt Hats**, in the latest shapes, in gray, blue gray, fawn and pearl; all sizes, to fit boys 6 to 16 years. **\$1.00 \$1.25**
- Boys' K. & E. Blouses**, in the newest assorted patterns; the new loop the loop style, to fit boys 6 to 16 years. **65c**
- Prices **\$1.15 \$1.50**



Irresistible Values in House Furnishings

Three Important Factors Make This Department Busy
LOWEST PRICES HIGHEST QUALITIES ENDLESS VARIETY
NEW ENGLISH BRUSSELS RUGS PRICED FOR QUICK SELLING

This consignment of English Brussels Rugs has just been opened up, and every design is the newest. You will find in this lot a choice selection of rich oriental patterns, neat two-tone conventional designs, copies of Persian Rugs, etc.; designs which have never before been shown; high standard quality wood shades, greens, crimson, blues, etc. Special prices and sizes as follows:

- Size 2 1/2 by 3 yards. Special **\$12.75**
- Size 3 by 3 yards. Special **\$18.00**
- Size 3 by 3 1/2 yards. Special **\$20.00**
- Size 3 1/2 by 4 yards. Special **\$22.00**
- NEW ENGLISH TAPESTRY RUGS AT PRICES WHICH WILL APPEAL TO YOU**
- Size 3 by 3 yards. Special **\$8.75**
- Size 3 by 3 1/2 yards. Special **\$10.75**
- Size 3 by 4 yards. Special **\$11.75**
- NEW SEAMLESS AXMINSTER RUGS—YOU WILL APPRECIATE THE LOWNESS OF THESE PRICES**
- These English Axminster Rugs are of fine quality with rich heavy pile; many beautiful new designs are offered suitable for almost any room. Look over these rugs, the variety is so great that we know we will be able to satisfy your tastes:
- Size 2 1/2 by 3 yards. Special **\$20.00**
- Size 3 by 3 yards. Special **\$25.00**
- Size 3 by 3 1/2 yards. Special **\$30.00**
- Size 3 by 4 yards. Special **\$35.00**
- NEW TAPESTRY TABLE COVERS**
- This shipment is just in from London, comprising tapestry and velvet Table Covers in the following sizes: 1 yard by 1 yard, 1 1/2 by 1 1/2 yards, 2 by 2 yards, 2 1/2 by 2 1/2 yards, 2 by 3 yards. Plain centres with neat borders and heavy fringe. Colors, blue, green, red and brown. Prices **\$1.00, \$1.75, \$2.75, \$3.75, \$4.75, \$5.75 to \$15.00**
- NEW BRUSSELS STAIR CARPETS**
22 inches wide, best English manufacture. These carpets just opened up. Come and see them. Special, per yard **\$1.25**
- NEW AMERICAN SCRIMS JUST TO HAND**
- The popular material for dainty draperies. See our new designs; all reversible and fast colors in the borders. The latest New York novelties. Our special price, per yard **25c**
- NEW BATHROOM RUGS**
White, blue, brown or green centres, with pretty floral border; guaranteed to wash and the colors not to run. Prices **\$2.75 and \$3.75**
- NEW WHITE ENAMEL BEDS**
- We show a large range of Iron Beds at prices which are the lowest in the west. We carry the largest stock, and can give you any size or style. Get our prices—**\$3.75, \$4.75, \$5.75, \$6.75, \$7.50, \$8.75, \$9.75, \$10.75** and
- A WORD ABOUT MATTRESSES**
- We guarantee all our Mattresses to be filled with thoroughly cleaned filling. We guarantee the workmanship. Great care is taken in the making of every mattress; best quality ticking used. Our prices are the lowest **\$5.75, \$5.00, \$6.00, \$8.75, \$11.25 and \$15.00**. Made and delivered the same day as ordered.

Men's Spring Furnishings

We are exceptionally well prepared to meet the furnishing demands of careful dressers. Our stock represents carefully selected lines from the best makers, and our prices are so low, quality considered, that they are sure to please.

Men's English Twill Nightshirts, made very large and roomy, 59 inches long, turn down collar, pearl buttons, very strong. Pryjo Special **\$1.00**

Men's Fine Merino Underwear, long sleeves and ankle length, very soft and durable pearl buttons, very comfortable. Pryjo Special, garment **50c**

Men's colored Negligee Shirts, made from fine English zephyrs; very neat designs, with soft double cuffs and collar to match. Coat style, cushion neckbands. Pryjo special **\$1.50**

Men's Unlined Working Gauntlets, very hard wear. ing, well made. Pryjo special, pair **50c**

PARASOLS & UMBRELLAS



Specials for Horse Show visitors. It will be well to provide one or the other. The values offered are the best and the goods the most fashionable, durable and reliable manufactured.

Ladies' Umbrellas, fashionable directorio handles, silver and gilt bands and ornamentations; good reliable covers and strong frames **\$1 \$1.50 \$2 \$2.50 \$3 \$4 \$5**

Ladies' Parasols; numerous choice and becoming styles, striped, checked and floral. Prices **\$1 to \$5**

Ladies' Raw Silk Shantung Parasols were such a decided success last year that we have repeated the line knowing there is nothing so good for all round use, durability, suitability to any and every style of dress, whilst it is in no way injured by any amount of rain and having gilt ribs does not rust. Special value for **\$2.00**

Special line of Raw Silk Parasols, with colored floral border, very dainty, smart and serviceable; gilt ribs. Priced **\$2.50**

WHITE FLANNELETTE SALE

2000 yards of a very heavy well-rapped English Flannelette, free from all filling and very soft, very wide. These are particularly good values at 20c, 22 1/2c, 25c, but our special price is, yard **15c**
500 yards of a superior quality, 36 inches wide. Regular 20c
30c quality, for **20c**

REFRIGERATORS

We'll not brag about the merits of the Pryjo Refrigerators. You'll do that after you buy. All that we wish to state is that if you are seeking for a refrigerator that is economical in the use of ice, easily cleaned, sanitary and reasonable in price, you'll allow us to show the Pryjo galvanized lined, from **\$9.50**
Enamelled lined, from **\$13.75**
Porcelain lined, from **\$32.75**
only

SHOP ON A TRANSFER CARD

Our transfer card does away with waiting for change at the counter and enables you to pay for all your purchases at the one time. Using a transfer card also ensures all parcels reaching you on same delivery, and you'll find it a decided help and convenience in shopping.

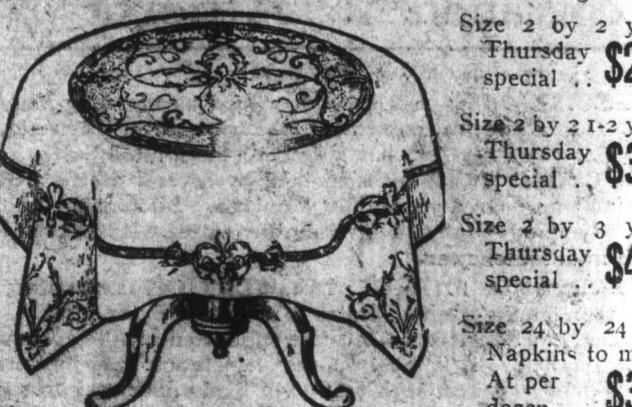
HAIR BRUSHES

Solid back, hand drawn, pure bristle. Good value at \$1.00. Special this week **50c**
Drug Section, Main Floor

New Table Linen on Sale

This sketch shows one of the newest productions in J. S. Brown's famous Irish Tablecloths. The quality is right up to their well known grade, and we believe this design will please the most exacting taste. Every thread is guaranteed Pure Grass Bleached Irish Linen! On sale in the following sizes:

- Size 2 by 2 yards. Thursday special **\$2.95**
- Size 2 by 2 1/2 yards. Thursday special **\$3.50**
- Size 2 by 3 yards. Thursday special **\$4.25**
- Size 24 by 24 inch Napkins to match. At per dozen **\$3.98**



Slav Scourge Europe's Menace

New York, April 9.—Europe practically has recovered from the fear of the "Yellow Peril." Now, the continent is again being threatened by a new scourge. There are 15 million Slavs in Europe. These Slavs could produce 10 million two-wheeled fighting machines.

The thought of so many hungry Slavs goose-stepping across country has given the rest of Europe the horrors. Austria is especially grieved in visioning this danger. It sees the Cossack hordes at the head of the largest body of fighting men in proportion to total population since Genghis Khan put the "20c rest" sign on China. There wouldn't be a county line for a

trying chicken left from Semari to St. Paulsburg St. Germain. "All nonsense," says Fred M. L. Pugh, who is without doubt, the foremost Slav in the United States. He is at the head of the allied societies of Slavs here and is in constant touch with the leaders in the Balkans. "It is inconceivable that the Slavs of the Balkan States and of the Austrian provinces should ever place themselves under the political leadership of Russia."

That the war in the Balkans will result in upsetting the balance of power in Europe and in the creation of a new political entity is his conviction, however. "There will be a South Slavonic federation," he said. "As a direct result of the war there will be a Greater Serbia, a Greater Bulgaria and a Greater Montenegro. Montenegro and Serbia may form a single state within two hours. The South Slavonic provinces of Austria, Dalmatia, Croatia, Bosnia, Herzegovina, Carniola and Slavonia will ultimately be included. Greater Greece—not Slavonic in blood

will join the federation for reasons of self interest. The federation number 33 million Slavs. The eight million Slavs of the Balkan States alone, can put a half million fighting men in the field. It isn't much wonder that Austria is being so assailed, that Germany is hysterically adding to its army, that

Italy is growing colder to the triple alliance, that France is adding to the levy of enlistment or that Johnny Bull is lying awake at night seeing airships.

Los Angeles, Cal., April 9.—In emulation of William Tell, Jimmy Rice, a

Venice, Ind., tried to shoot an apple from the head of Claude Hoffman, his eight-year old playmate, and Claude is under the doctor's care today. Jimmy came within three inches of the apple but the arrow pierced Claude's ear and pinned it to the tree against which he was standing.

THE W. M. DAVIDSON A. A. MOORE W. W. CHEELY MORNING Per Year Per Month Per Copy WEEK Per Year EDITOR-IN-CHIEF BUSINESS OFFICE SOCIETY EDITOR NEWS EDITOR

THURSDAY MONEY

John Kemmis, late member for Elevator bill is introduced by the farmers did it, and receive any of the The Calgary Herald declares that passed for the farmers. It is is to be blamed for Mr. Kemmis is partly right. Mr. Herald is mostly good as any passed government is to blame government did details of it. The Herald says because the government to assist the f All of which would does not happen t In the Elevator that the government unappropriated re that the government money that would farmers were not needed.

But if happen large sum of \$600 this year. The large amount to g tors, which should mers would make lieved that the in will not exceed a

THE STR

The Edmonton was really the last dates and speaks Having no policy they attempted to upon the candidat or less vicious cha But the choic action of the legs monton, Dunvegan. This is a road wa into the Peace R person questioned into that country was done to make more valuable.

Burrows, it s brother of the p could never see v very great differ was needed; and needed. That wa position prov The road r timber limits or railway runs far timber limits own brother of the p to the far south of "But what abo asked The Herald Deer and other m

It seems that lumber company interested, and that of a brother of the Neither Mr. F company own li stance of the new, not be benefited new road. Thus goes the was about the on was of little use. If true. If the position did n should be encoura the brother of th But now that s near scandals of ing. What is th

Editorial

Today in Nominat on tonight we sh The public in ception of the p tion, knows pretty