

THE ALBERTAN

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KEEP OUT THE BILLBOARDS.

The policy of the Industrial Bureau to erect billboards in different parts of this city is bad enough. The Bureau's blazoned invitation will in no way influence financiers or business men. Whatever virtue there may be in the billboard as an advertising medium, it certainly is not worth the price of the lumber to get men of the required stamp interested. We cannot imagine men with millions to invest, who are seeking business locations, being convinced by the information which they receive from big billboard announcements. If Mr. Miller or any person else has heard of such a sudden conversion, we should like the name of the man, with his address and a report on his mental condition.

This is the most retroactive measure ever suggested by any city organization with any public pride whatever. The city planning commission, which was organized by the Industrial Bureau, and which is a kindred association, is doing its utmost to remedy conditions, and the Industrial Bureau is doing its part to undo the good work that the wiser association is doing.

The city of Calgary is moving slowly, but surely, along the line of municipal beautification and general improvement. Then this Industrial Bureau comes along with a plan which tends to spoil it all.

But the campaign to invade Banff is worse of all. It is outrageous. Surely the most beautiful nature resort of the world can be kept free from this atrocious blight. Where will it end if it is once begun? Think of looking upon the beauties of Cascade mountain, with a deformity in red ink, "The Southern Sensation Goes Home," or some other equally uplifting and inspiring announcement! It is bad enough to have the few beauty spots in Calgary ruined in this manner, but let us preserve sacred from the rude iconoclast the natural beauties of Banff.

The Industrial Bureau should be ashamed of itself. The people of Calgary who have any love for the beautiful are ashamed of it.

AN IMPERIAL TRAGEDY.

The Imperial government has made no request to the Canadian government to withdraw the naval bill or to arrange for some compromise with the opposition, and will take no such strange action, for that is not the way of governments. But Great Britain is becoming alarmed at the storm that is being raised as a result of the introduction of the bill. It is doubtful if Britain would accept such a gift, which did not come from the people, which was not authorized by the people, forced through parliament at the point of the bayonet, under false pretences in order to gain a party advantage for one of the parties.

The London Star of April 13 says that the bill "has done infinite harm to imperial unity. It has split Canada into two factions." It points out that even The Times correspondent declares that a domestic comedy threatens to become an imperial tragedy.

"The central irony of this 'imperial tragedy' is that the need for the three dreadnoughts is steadily diminishing as Anglo-German relations improve. Our own searangers are turning their attention from the sea to the sky. They are clamoring for two gas bags to one instead of two keels to one. They are even casting doubt on the value of the very dreadnoughts for which Mr. Borden is tearing his country to pieces. The dreadnoughts of the air, we are told, will supersede the dreadnoughts of the sea. Upon the whole, we think the cause of imperial unity would be better served if Mr. Borden were to abandon his patriotic but indiscreet attempt to force one half of Canada to give us grudgingly something we can very well do without."

THE PUBLICITY CURE

"The publicity given by the press generally tends to lessen evil conditions and thus renders a useful service to the public."

This is the official statement to congress of the commissioners of the District of Columbia.

Frequently complaint is made of the publicity given by the press to various matters of considerable importance. The city authorities sometimes believe that the publication of some matters of municipal business may place the city at a disadvantage. Business associations are frequently wor-

ried about the publication of news which they believe "is a bad advertisement for the city." Some conscientious persons complain about the sensational news published occasionally by the papers.

It may be admitted that there are certain items of news which should never see the light of day. At the same time, for the most part, publicity given by the newspapers has a tendency for good rather than evil.

The value of publicity in public affairs cannot be overestimated. There was a time when the British house of commons prohibited the publication of extensive reports of the debates. One can hardly credit that now. Conditions have so changed that the public desires and practically insists upon full reports of any body in which the public directly or indirectly has any interest. Only city councils of the less progressive sort prevent full reports of any of their meetings.

But in addition to this, men of affairs have begun to recognize the value of publicity in other ways. The strongest feature in the Lemieux conciliation act was the publicity it made necessary for labor troubles. Through the press it expected to influence public opinion, which has most to do with the success or failure of strikes.

Publicity is of very great value and assists every good cause. In future the newspapers are likely to extend their influence.

FRUITS OF GOOD GOVERNMENT.

It is unfortunate that the public in general takes so little interest in the administration of the city. At election time there is some consideration shown at some of the meetings, which interest is kept up for the first few months of the year, but becomes dormant before the end of the season.

Good government pays. Bad government does not pay. The cost of it all comes from the people, from the man who pays the taxes, who rents houses and who helps to keep the machinery of government. How costly bad municipal government is may be fully appreciated when a comparison is made of the administration of a well governed city and a badly governed city.

Frank I. Cohen, formerly master of works of the corporation of Glasgow, came to New York to learn something new in the administration of cities. He soon found that he had nothing to learn and that New York was the worst governed city in the world. In a short story in one of the New York papers he makes some casual comparison between the result of the wise administration of Glasgow with the ill administration of New York.

He compares the two cities from a sanitary standpoint. In the tenement district in New York he noticed with alarm that the yards were cluttered with drying clothes hanging on the lines covered with dirt and microbes, so plentiful in that neighborhood. In Glasgow they have twenty-four wash houses where the wives of workmen can take advantage of the very latest appliances and do the entire day's wash for one penny. It takes one hour from the time the woman enters the wash house until she leaves, taking with her her laundry immaculately clean.

He points out that New York spends money on hospitals and the patients. "In Glasgow we spend our money on healthy, strong citizens to keep them healthy and strong." The Glasgow public baths are models for the entire world, where a man can get a Turkish bath for sixpence, or a shower bath for a penny.

He refers to the excellent postal system of the United States, but points out that the government is far behind Britain in not having control of its telegraph system.

He tells of the results which followed municipalization of the telephone system in Glasgow. In the old days of private ownership it cost three cents for a call and fifty dollars a year for a telephone.

The corporation had no sooner taken over the system than it reduced the call rate to one penny and the subscriber's annual rate to twenty-five dollars. This resulted in the installation of so many additional telephones that the price was later still further reduced. At the present time all city calls cost but a halfpenny, and a working man can have a telephone in his house for the astonishingly low price of \$7.50 a year.

"In spite of all these concessions Glasgow is able to realize a substantial profit. You can imagine from this what enormous profit the telephone company in this city must be making, since it charges five and ten cents for city calls."

The street railway charges are much cheaper in well governed Glasgow than in New York.

The regular charge now is a halfpenny for two miles, one penny for four miles and so on, the maximum being twopence halfpenny. Special reductions are made to workmen during morning and evening hours, and even during lunch time so that they may eat at home if they wish to. Special benefits are extended to women and children during holidays. Wages of employees have been raised. In spite of all these changes the Common Good Fund is enriched by large sums annually from the profits realized by this system.

"The trouble with New York," concludes this very careful observer, "is that it considers the 400 more than it does the 4,000,000. In Glasgow we consider not the few but the million, our present population."

Editorial Notes

If it is shown that Hon. C. R. Mitchell was elected in Medicine Hat fraudulently, certainly he should resign. It has not been shown convincingly yet that he was so elected. If all the reports are correct the Conservatives have more to fear of an investigation than the Liberals. It

would be well to make an example of that riding by instigating a thorough enquiry into the methods of both parties in that particular election.

The Toronto Star describes the eloquence of Dr. Clark of Red Deer, as a mixture of honey and iron. It charms and is strong.

The alderman who suggested that the residents of Banff should put a torch to any billboards placed in that beautiful resort had some proper ideas

of the kind of reception those things should have.

"Come to Calgary and spend your coin"; "See Olds first"; "See Edmonton and Die"; "Medicine Hat, the town that was born lucky with all Hell for a basement"; "Cochrane, doth make cowherds of us all"; "Bassano, the best in the best by a dam site" will be some of the uplifting slogans which will flash out upon the beauty spots in Banff, if the Calgary Industrial bureau has its way. There is nothing like up-

lift in the wonderful places of nature. This billboard business is a big thing.

There are some people who still believe that hogs should only be slaughtered at a certain time of the moon, and there are others who believe that it is bad luck to start out on a journey on Friday, and there are others who still believe that there is an emergency in the international relations between Germany and Britain, it is pleasing to know that the latter are pretty well extinct.

HUDSONS BAY COMPANY

Wonder Value in These Ladies' Suits on Sale at \$25.00

Regular Prices from \$29.00 to \$45.00

ONE of the most engaging features of this offering is that there is an assuring number of suits involved in it. And such has not been the happy case in the majority of the attractive offerings of feminine apparel lately arranged by this popular section of "The Bay."

These suits are cleverly designed in the most popular styles of the season, by some of the foremost New York and eastern suit manufacturers. Many of these are shown in what are called the more conservative or "bread and butter" styles, while others are produced in modified Russian and novel styles that are attracting much attention at present in fashion centres. There is wonderful variety in materials. You will find corduroy velvets, with or without white broadcloth vests, in navy, gray full stripe zebelines with cream vest, in mode, gray; fancy mixed tweeds, with or without fancy silk vest diagonal worsteds and tweeds in brown, fawn, gray; whipcords in fawn, navy, gray; Bedford cords in brown, fawn, navy, gray, cadet blue; hair line stripe worsted serges in fawn, navy; fancy mixed tweeds in birdseye or heather mixtures; Ottoman cords in navy, Copenhagen blue; men's wear and French serges in navy blue; faille delaine or poplin in navy, gray, Copenhagen gray and black mixed Scotch tweeds.

Every one of these fashionable models is a rare bargain of exceptional price and worthy a morning call today. Women's and misses' sizes and a goodly number of Norfolk suits for girls' wear included. Regular values range from \$29.00 to \$45.00. Today

\$25



87 Stylish Coats Grouped for Saturday at \$7.50 Each

Regular \$10.00 to \$15.00

IF LAST week's sale of Ladies' Coats is to be used as a criterion, we don't expect these eighty-seven stylish little coats will last the day. To say that they represent wonderful value is putting it mildly.

The materials and styles of these coats are of the season's latest ideas. All are beautifully made, both outside and in, and come in a wide choice of both styles and materials, in misses', juniors' and women's sizes. Regular \$10.00 to \$15.00. Today

\$7.50

Ladies' Umbrellas to Fool the Next Shower

Many Exceptional Values Here

THIS very "Special Purchase" of a manufacturer's over-production was offered to us at a big price concession which brings them to customers of this store today at prices we can never hope to better. Ladies can come prepared to get the greatest umbrella bargains this store has ever extended, for we've marked them at fully a third less than we could offer them if bought under ordinary conditions.

Splendid quality English covers and frames; American Mission style long handles; many mounted in gilt and oxidized metal. Exceptional values in a wide range of choice. from

\$1.00 to \$12.50

B. C. Sugar, 20 lb Sack, 60c

This "Extra" Special with grocery orders only; not more than one sack to a customer and no phone or C. O. D. orders

Anderson's Gingham Reduced Saturday

Needless to say, the famous Anderson Gingham needs little or no introduction to women. They have long been known for their uniform high quality. Here's news of a 50c saving on every yard. Anderson's Gingham come in a good variety of colors in stripe and plaid effects and in plain colors of navy, brown and black. Regular 25c. Today

Boys' \$6.50 Buster Suits \$4.95

Mothers are requested to bring the little fellows down in the morning for these suits, for morning hours are best. Less crowded then.

Boys' Buster Suits in all-wool English tweeds, in fancy gray, brown, green and blue mixtures; well made and very dressy suits for little chaps, 2 1/2 to 7 years. Regular values up to \$6.50. Today



Millinery in a Bargain Breeze

AND these are the kind of values that no lady can afford to miss if she has planned to give herself a new bonnet. The tardy weather and the need for display room is responsible for this remarkable reduction on hats.

AT 75c—Children's pretty little hats in the newest shapes in Milan Straw. White, pink and blue checked straw. Regular values up to \$1.25. Today

AT \$2.00—Ladies' and Misses' Outing Hats in peanut and Milan straws. Cream and white with border of straw; in navy, tan, red, grey and cerise. Regular values up to \$4.00. Today

NOTE: We are just in receipt of a shipment that came direct from New York. The very latest styles in Sailor Hats in navy black and tan, with soft crush band of Roman silk.

There are styles in Milan straw with plain and fancy bands. Very smart and attractive for street wear.

FRENCH HATS AT HALF PRICE—All our exquisite Paris and New York models and motor bonnets have been reduced to exactly HALF PRICE for today's selling.

Men Will Save Considerably From This Bargain Quartette

IF YOU happen to know what very attractive values these represent at their original prices you won't be slow to "stock up" for future wear. These are reduced for the same reasons that has brought about the big suit sale we announce today. Read it.

SHIRTS TIES UNDERWEAR GLOVES

\$2.00 to \$3.00 SHIRTS, \$1.25

Men's Dressy Outing Shirts; reversible collar attached in plain and fancy patterns of English make and large and roomy. All sizes. Regular \$2.00 to \$3.00 Sale Price

50c TIES 3 FOR \$1.00

Silk Four-in-Hand Ties, in all the very newest shapes and patterns, the kind sold elsewhere at 75c each and our regular 50c line. Sale price, 3 for \$1.00

\$2.00 UNDERWEAR, \$1.50

Improved Underwear of a fine quality wool and cotton mixture, in a good shade of blue, spring weight; long sleeve and ankle length. All sizes. Regular \$2.00 suit. Sale Price

\$1.25 to \$1.50 GLOVES, 75c

An extraordinary bargain that no gentleman who appreciates a saving can overlook. Tan or grey, in suede or oape, and all sizes. Regular \$1.25 to \$1.50 pair. Sale Price

An Important Sale of Men's Suits on Page Six

Herbs

greatest medicinal ingredients in parilla and Kidneys

great ALTERATIVES BILIOUS and LIVER eat KIDNEY remedies, those great STOMACH ark; and other valuable ed by best physicians

fula, Eczema Diseases and Poisons, Ulcers Eruptions, Debility, ling, om or promoted by an only by C. I. Hood Co., ge today.

WEDNES- 3:00 P. M.

AR

erproof, heavy wet weather. \$2.95. Oxfords. \$3.35.



Linen Handker- 18. Regular 45c

Black, frequently sold at 25c. Saturday

ese Lisle—Fine 75c. Special .69

Finish Hose— 1-2 to 10. .19

centres, all good workable. HALF

Bags—With etc., also Black ed for working.

our Grocery

or Today