THE WESTERN STANF

of view.

09 Sixth Avenue West Calgary, Alberta, Canada. WHITE . . . Editor and Manager Editorial and Business Office, 107 Sixth Avenue West Telephone for Editorial and Circulation Department, Masze SUBSCRIPTION RATES:

One Dollar per year throughout Canada. Cents extra by mail within the limits of the city of Calgary or to foreign points. Twenty-five Cents per month by carrier.

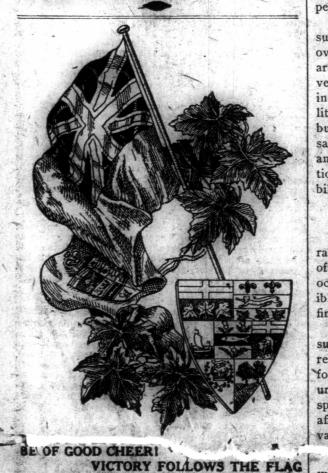
ons may commence at any time. The date on your wrapper indicates when your a terminate. Your paper will stop unless you renew always best to renew at least two weeks before en

inflars failing to receive copies regularly sotifying the Circulation Department by p gent or newsboy is authorized to sell on Sunday. Any person doing so is acti-authority of this company.

ADVERTISING

O THE WESTERN STANDARD, C.

s, New York and Paris Beach Hotel, California. net Kiosque, Monte Ca



PLANT MORE TREES IN CALGARY If there is any doubt in the minds of the people regarding the necessity of planting trees in Calgary it will surely be dispelled after a casual saunter through the streets of the city. Could anything be more beautiful than the general attractiveness of the streets that are beautified with shade trees? On these warm summer days the shade trees are as soothing as a mother's lullaby to a sleeping babe. They are a comfort to man and beast alike.

worker should come out of his shell and try and look at the subject from the other fellow's point Open wide the drug stores and ice cream parlors. Take the ban off ball games and all open air sports. Let the picture plays be shown at the theaters. Incidentally make the churches so inviting that the people will look forward to a pleasant hour or two spent in the portals of God's home. It is within the province of the members of the alliance to do much real good to the community if they will only broaden their narrow vision in this direction, and the churches will undoubtedly be the gainer by many new converts. BUY FROM STANDARD ADVERTISERS

An advertisement to a merchant is very much like what sowing seed is to a farmer. It may take a little time for the results to show but they are bound to come. The wise farmer does not expect big returns unless he sows wisely and generously, likewise the wise merchant knows he must take generous space to get large returns from his advertising.

This week's issue of The Standard contains many of the most progressive firms in Calgary, concerns who have special bargains to offer and who stand back of their advertisements with proper guarantee of quality, price and service.

Whether you are a country reader or a city subscriber it will be to your interest to glance over the advertising columns of this issue. You are bound to see something of interest in the advertisements-something that you want or are in need of, something that is going to make life a little happier for you or your family if you should buy it. The Standard guarantees that you will save money by purchasing from its advertisers and likewise derive much pleasure from association with firms of Standard character and reliability. Buy from Standard advertisers.

## SEE CANADA FIRST

As early summer breezes are wafting the fragrant scent of flowers through the open windows of home, office, store and shop they bear to the occupants therein glad tidings of great joy; invisible, intangible the message is nonetheless a definite notice of the advent of the vacation season.

The tired business man, sniffing the air, is suddenly stirred to a realization that his annual rest is due. He pushes aside his business cares for the time being, and his pencil jots down figures while he calculates how much time he can spare from the office, how much money he can afford and where he will take his family for a vacation.

social duties have weight during the past winter season perhaps on members of society, and its dull routine makes a vacation in the offing a most welcomed change.

The girl clerks in the department stores, the professional man, the bookkeeper and the laborer, all of those who are fortunate enough to be allot-

ANNOUNCEMENT IN THE PUBLIC EYE Two editions of The Standard will be published of this issue. The home edition will be published on Thursday night in time for early Friday delivery. This has been found necessary to satisfy the great demand of the country subscribers, who contemplate visiting Calgary during the exposition as well as the home readers who desire to take advantage of the weekend shopping inducements which The Standard advertisers have so generously favored us with. The second or last edition will be issued Friday evening and will be on sale on the streets Saturday, also throughout Sarcee camp and the exposition grounds. The last edition will be the only one to contain the story of the Iron claw, a copy of which will be mailed free upon request to any subscriber who fails to secure GET A COPY OF THE

LAST EDITION TOPICS OF THE DAY

The

House of Quality.

Phone M6398.

A GOLDEN OPPORTUNITY BEFORE CANADA

Within the last ten years, cattle swine have increased in Canada in productions of the farm, more remun-numbers, but not in anything like equal erative than raising live stock, and get full measure. Road allowances are bination, go ahead with your been ortion to the increase in popula these conditions have tended to a fall-The Commission into the Cost ing off in the supply of cattle." In ot deducted after the purchaser has bought—they are allowed for before he buys, outside his future fence line. of Living tersely describes the situa-"The increased cost of live Canada in the breeding of cattle. The In Alberta and Saskatchewan roads stock is due to under-production. The same state of things exists, only in a are allowed for every mile north and

and pork. Breeders, too, will hasten to restore their vanished or decimated A dozen countries will then clamor for cattle, sheep and pigs. Canada, with her channels of supply open, with Vice-President Calgary Industrial Exhibi-ion, and head of the Johnston Cartage ompany. One of the active heads of the shibition and a great booster for Gal-ary. Credit for many of the enterher nearness to the sources of demand. tion that will last. Western Canadian farmers must or many of the ent of the exhibition a nston's participation a reat lover of horses a taining features of the lue to Mr. Johnston's par-co-operation. Great lover all outdoor sports. and benefit because land is cheap in wear and ern Canada, the opportunities for rais-ing feed cheaply unequalled, and conincrease in cattle has not kept pace with the increase of population in the principal cattle raising countries, ex-cepting Australia. Farmers tell us they have found dairy work, and some other ber if you contemplate buying land in the contemplate buying land in the tors would. This is about all, but enough to put our subscribers on their guard and to clear our conscience if our advice is

productions of the farm, more remun- Western Canada, and that is that you not taken. Now, gentlemen of the com

will then be in a most favored position to avail herself of the situation to the It is not a trade center. We have the a large family of coyotes on the fourth The climate wobbles all over cree tion, making the demand for bu skin overcoats and linen dusters about

nore emphatic way, as regards sheep, south and every two miles east and

and even as regards swine, the deple west; in Manitoba at every mile each tion last year being of such ex. way. In the former case there is a re-

tion last year being of such ex-tent to produce a certain measure of scarcity this year. At the present time, there are great difficul-tiles in shipment of meat products across the Atlantic, owing to the com-mandeering of ships for the transporta-some other localities you lose the read some other localities you lose the read some other localities you lose the read

tion of munitions of war; yet the mar. allowances when roads are constucted

in Canada than they have ever done estate firms in this town have com-

before. If such can be the case, it is bined to get up a boom and make surely reasonable to expect that when things jump, declares an American

the warring nations shall have come newspaper editor. In fact, they offered

the warring nations shall have come to an agreement, and flocks and herds that have been decimated have to be renewed and revived, the livestock in dustry in Canada will be greatly ac-celerated. When peace comes, not only the twenty million men under arms but a large part of the general arms but a large part of the general

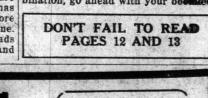
say: eager anticipation the chance to once We have got the fog end of one rail more enjoy fresh-killed beet, mutton road line, and neither want nor will get

anything more.

hang him.

ket remains buoyant, and all live stock are fetching higher prices on the hoof

population of Europe will hall with



Underwood Block, Corner 1st St. W. and 13th Ave. W.



**A Sale of Charming Summer Frocks** A VERY PRETTY STYLE OF TENNIS FROCK

-is made of colored drill with a stylish sailor collar and smart cuffs; in shades of linen, pink and blue. Special at ..... \$4.50 A CHARMING COLORED VOILE DRESS with one-inch tucks, finished with of white accordeon pleated frilling at

and blue. Special value..... PRETTY VOILE DRESSES -in all dainty colors; the new coate

skirt; a very liart collar and culls ribbon velvet, in shades of white, pink 

ct, with patent leather belt and collars and 

Society is not cultivated. Such a thing as a toothbrush or a volume o poems found on a man here would The land around the town is so pee that it takes nine feet of it over a dead JULY 2, 1916

Going

every to ad our a which accur July barga

This

\$6.50 AN

An assort wearing Cordu ber only. Reg

July Clearing

Season's

We men

equal and mighty steady. It is not a sanatorium for invalids. If the climate didn't kill 'em, our dec

00000

JULY 2, 1916

We understand, that several real

We have got the fog end of one rail-



A TRAIT OF GREATNESS

Perhaps as great a tribute as has been paid to the memory of Earl Kitchener was that of the Marquis of Lansdowne, who told the House of Lords that the late war secretary was a believer in the voluntary system, but abandoned it when he found it would not supply Britain's military needs.

It takes a big man to give up his own theory when he finds it doesn't work and go upon the other fellow's tack. The voluntary system would be the best system everywhere-if it produced the results. When it fails to produce them men like Kitchener do not hesitate to accept the alternative of compulsion, no matter at what sacrifice to their previously held opinions.

## PRINCE OF WALES MAY MARRY ITALIAN PRINCESS

Bonds of friendship between Great Britain and Italy may be cemented by marriage of Prince of Wales to Princess Jolanda. Prince Edward of Wales, the heir apparent to the British throne, and Princess Jolanda of Italy, to whom he is reported engaged. The prince is 22 years old and his reported fiancee is but 15 years old, having celebrated her natal day June I. A few weeks, ago the prince visited Rome and then made a trip to the Italian front, where he was the guest of King Victor Emmanuel. After his return the king is said to have summoned the princess with the queen to army headquarters to extend his congratulations. Should the report of the impending wedding of the young royal folks be true, it will be necessary to obtain a special dispensation from Rome, as the young princess is a Catholic.

## SHOULD HELP WORKINGMAN

Now that prohibition has gone into force and the prohibition worker will have nothing to do along this line it is hoped that he and she will exert themselves in behalf of providing suitable amusements for the poor workingman for his one day of rest-Sunday. The Lord's Day Alliance

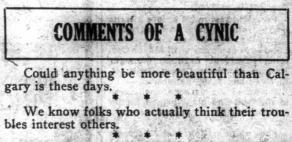
ed time for a vacation, are anxiously waiting for the day when they can drop their daily tasks and go forth to spend the nickles and the dimes which they have hoarded for the last few months for this particular occasion.

"Where shall I go?" and "How much shail I spend?" are the questions uppermost in the minds of all those who are planning vacations. "See Canada First,"-is the answer of the agencies and bureaus which have to do with summer tourist travel in the Dominion. Europe's war prevents a pleasure jaunt abroad, they explain, and anyway what real patriot would not prefer to know his own country before delving into the mysteries of a foreign land.

They add that for less money the tourist of Canada can see just as much magnificent scenery, encounter as interesting historic associations and enjoy all the charm of quaint old-world travel vithin the confines of the Dominion.

Canada has all the attributes to make up an ideal summer resting place, especially in respect to its mountainous territories, seashore and inland water sheets. The longer one stays in the vicinity of its mountains, the more impressive and attractive the picture becomes.

The Dominion with its railroads, broad highways and other facilities make its most picturesque regions easily accessible. Clear skies and pure air are wonderful, and the problem of sleep and food is met with little or no inconvenience to the traveler. Why shouldn't Canada be seen first?



June, albeit though she was somewhat tardy, rightfully came into her own before the month expired.

\* \* \* Speaking of well preserved women there are some we know that we should like to see pre-served or ossified, we wouldn't care which. \* \* \*

Illusions are the grand ideas we have about ourselves; delusions are the silly ideas other people have about us.



