

Western Standard

An Independent Weekly Newspaper Illustrating Current Events and Devoted to the Advancement of Western Canada. Published Every Saturday.

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SUBSCRIPTION RATES:
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Twenty-five Cents per month by carrier.

The date on your wrapper indicates when your subscription will terminate. Your paper will stop unless you renew promptly. It is always best to renew at least two weeks before expiration to insure uninterrupted service.

Subscribers failing to receive copies regularly will confer a favor by notifying the Circulation Department by post or phone. No agent or newsboy is authorized to sell the Western Standard on Sunday. Any person doing so is acting without permission or authority of this company.

ADVERTISING
Advertising rates upon application.
All advertising copy must reach this Standard Office not later than Thursday afternoon to insure insertion in Mail and Local Editions.

All correspondence and editorial communications should be addressed to THE WESTERN STANDARD, Calgary, Alberta.
Out of town readers will find the Western Standard on sale at the news stands of the principal hotels as well as the following places:

Central News Co., James St., Montreal.
British Columbia News Agency, Vancouver, B. C.
Freeman's, New York and Paris.
Coronado Beach Hotel, California.
Yves Saint Laurent, Montreal, Quebec.
Datta Chandhuri & Co., 47, Dharamtala St., Calcutta, India.
Lamp & De Pass, Camden, S. C.
Hewitt & Brown, 4, Trafalgar Square, London.
L. Paine, 1 Piazza di Spagna, Roma.
Barbache, 1, Clara Square, Milan.



SEE OF GOOD CHEER! VICTORY FOLLOWS THE FLAG

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.

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 fiancée is but 15 years old, having celebrated her natal day June 1. 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

worker should come out of his shell and try and look at the subject from the other fellow's point of view.

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.

Real duties have weighed during the past winter season perhaps on members of society, and its dull routine makes a vacation in the office 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 allotted 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 shall 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 within 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?

COMMENTS OF A CYNIC

Could anything be more beautiful than Calgary is these days.

We know folks who actually think their troubles interest others.

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 preserved 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.

ANNOUNCEMENT

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 week-end 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 same.

GET A COPY OF THE LAST EDITION

TOPICS OF THE DAY

A GOLDEN OPPORTUNITY BEFORE CANADA

Within the last ten years, cattle and swine have increased in Canada in numbers, but not in anything like equal proportion to the increase in population. The Commission into the Cost of Living tersely describes the situation: "The increased cost of livestock is due to under-production. The

IN THE PUBLIC EYE

more emphatic way, as regards sheep, and even as regards swine, the depletion last year being of such extent to produce a certain measure of scarcity this year. At the present time, there are great difficulties in shipment of meat products across the Atlantic, owing to the commandeering of ships for the transportation of munitions of war; yet the market remains buoyant, and all live stock are fetching higher prices on the hoof in Canada than they have ever done before. If such can be the case, it is surely reasonable to expect that when 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 industry in Canada will be greatly accelerated. When peace comes, not only the twenty million men under arms but a large part of the general population of Europe will hail with eager anticipation the chance to once more enjoy fresh-killed beef, mutton and pork. Breeders, too, will hasten to restore their vanished or decimated stocks.

A dozen countries will then clamor for cattle, sheep and pigs. Canada, with her channels of supply open, with her nearness to the sources of demand, will then be in a most favored position to avail herself of the situation to the full and to obtain an export reputation that will last.

Western Canadian farmers must benefit because land is cheap in Western Canada, the opportunities for raising feed cheaply unequalled, and conditions for the livestock industry ideal.

ROAD ALLOWANCE NOT DEDUCTED

There is one thing you want to remember if you contemplate buying land in Western Canada, and that is that you get full measure. Road allowances are not deducted after the purchaser has bought—they are allowed for before he buys, outside his future fence line. In Alberta and Saskatchewan roads are allowed for every mile north and

west; in Manitoba at every mile east and west; in Ontario at every mile east and west. In the former case there is a reservation of about twelve acres for roads to every section, in the latter about sixteen. The important thing is that in Western Canada you get the full section, viz., 640 acres, whereas in some other localities you lose the road allowances when roads are constructed.

We understand that several real estate firms in this town have combined to get up a boom and make things jump, declares an American newspaper editor. In fact, they offered us a half-page advertisement for this week, but we did not take it. As an individual we might cheat a man from Omaha at poker, but as an editor we can't be hired to help swindle our subscribers. In order to offset the machinations of this syndicate we wish to say:

We have got the fog end of one railroad line, and neither want nor will get anything more.

Society is not cultivated. Such a thing as a toothbrush or a volume of poems found on a man here would hang him.

The land around the town is so poor that it takes nine feet of it over a seed mile to hold the carcass down.

It is not a trade center. We have the Digger Indian on three sides of us, and a large family of coyotes on the fourth. The climate wobbles all over creation, making the demand for button shirts overcoats and linen dusters about equal and mighty steady.

It is not a sanatorium for invalids. If the climate didn't kill 'em, our doctors would.

This is about all, but enough to put our subscribers on their guard and to clear our conscience if our advice is not taken. Now, gentlemen of the combination, go ahead with your boomlet.

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DON'T FAIL TO READ PAGES 12 AND 13

The House of Quality. Phone M6398.

SNELL'S

Wednesday Half Holiday will not be observed this week owing to Dominion Day falling on Saturday.

Attractive Holiday Specials

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 accordion pleated frilling at neck and cuffs. Special value. **\$7.50**

PRETTY VOILE DRESSES—in all dainty colors; the new coat-cuffs of the new stripe goods. Special value at **\$7.50**

DAINTY STYLES IN VOILE & MUSLIN DRESSES—trimmed with self and contrast colors, in dainty floral effects and silk trimmings, in a beautiful assorted range of colors. Special from **\$12.50 to \$18.00**

A LARGE RANGE OF WHITE VELVETEEN CORDUROY SKIRTS—Special **\$5.90, \$6.90, \$8.50**

Specials in Millinery Section

PALM BEACH AND LINEN OUTING HATS—in various styles. **\$1.00** Special, each

20% DISCOUNT OFF ALL TRIMMED HATS DURING THIS WEEK.

Corset Special \$1.39

Splendid Fitting D. and A. Corsets in the latest models; high, low or medium busts; also new Batiste summer corset, Parisian model. One price, only **\$1.39**

La Diva Corset with the new unbreakable boning. One model suitable for medium figures; sizes 20 to 28. Special **\$3.50**

Another La Diva Corset Model is for stout figures; double strength in front; elastic inserts. Sizes 25 to 30. Special **\$5.50**

Goods To Embroider

PILLOW SLIPS—Stamped on good quality cotton, with hemstitched edge. Special at **69¢**

NEW CROCHET BOOKS, showing the new crochet yokes in corset covers, night-gowns. Special at **15¢**

LINEN ROLLS—24 inches long, stamped on white damask or tan linen. Special at **95¢**

Sale of Dainty Muslins, 15c

2,000 YARDS DAINTY CREPE CLOTHS, MUSLINS AND GINGHAMS—All wash well goods, in great variety of floral, stripe and spot designs. This is an exceptionally good bargain. Don't overlook them. Now on sale, per yard **15c**

Palm Beach Tussore Silk

An excellent washing fabric and unsurpassed for durability; 34-inch; per yard **\$1.50**

STRIPED HABUTAI WASH SILK
In all the leading colors; 36-inch. Regular **\$1.25**. Special at **98¢**

Silk Remnants at Greatly Reduced Prices.

Special New Delivery Summer Dress Goods

A Collection of Voiles and Crepes has just come to hand in all dainty and exclusive designs, in spots, floral, striped and all the newest styles. Special, per yard **25¢**

Lovely designs in Voiles, the new and most up-to-date styles in floral and stripe effects, which have the makings of a charming gown. Special, per yard **50¢**

For children's hard wear in wash dresses is the new Floral Plique; an elegant style of goods for children's wear. Special, per yard **35¢**

Specials in Fancy Goods

40-inch Georgette Crepes, in tan, black and white. Reg. **\$1.00**. Special, yard **79¢**

Norway Lace, 4 to 6 inches wide, in white and ecru. Special, per yard **25¢ to 50¢**

Cambric Embroidery Edging, splendid range of patterns, Special, per yard **8¢ to 12¢**

Specials in Whitewear

CORSET COVERS in good quality muslin, trimmed lace and embroidery. **25¢, 35¢ to \$2.25**

SKIRTS, this season's styles, trimmed lace and embroidery, with a good wide dust frill. Special **\$1.00, \$1.25 to \$10.00**

PRINCESS SLIPS, in a variety of beautiful trimmings, and made of the finest cotton. Special **\$1.25 to \$6.00**

GOWNS, in good quality cotton, in both styles. **75¢ to \$1.25**

GOWNS, in a lovely variety of styles and trimmings of lace and embroidery. Special **\$2.25 to \$6.00**

LADIES' THREE-PIECE SETS, beautifully trimmed and well cut and finished. Special **\$9.00 to \$10.50**

SWISS EMBROIDERED GOWNS, beautifully finished goods, in excellent quality **\$2.50 to \$3.25**

LADIES' SWISS EMBROIDERED CORSET COVERS in a variety of patterns. Special **\$2.25, \$2.50**

CHILDREN'S SWISS EMBROIDERED DRESSES. Special **\$2.25, \$3.25, \$3.50**

BUGGY EMBROIDERED COVERS, made of good quality pique. Special **75¢, \$1.25, \$1.50**

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which occur July bargains goods

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And

\$6.50 AND
An assortment of wearing Corsets for only. Reg. July Clearing

Season's
We mention in our Waist

Lovely and white—styles, too. Coming down the tons. Another new bell cut striped Jap style Regular value

JAP SILK
Regular to
Excellent mer wear, quality wash plain white, collar effects tucks, pearl regular to \$5
July Clearing

SAM
Hundreds of
hosiery all
HALF