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 With Home On Fire, J. H. Ethal Sends Bullet Inta His Brain;





Chlldren Cry for Fletcher's CASTORIA

 - What is CASTORIA


 genuine CASTORIA always


The Kind Yon Have Always Bought Im Uso For Over 30 Yoars

IMPERIAL BANK OF CANADA

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Cement Specialists
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## PRYCE JONES-Store News

Special Ofier From the SHOE DEPARTIIENT


Big Reductions--Pillow Cases
Hemstitched Pillow Cases on sale, our best grade. Very fine quality, pure white cotton, neatly hemstitched and finished with deep hem, stock. Regular 65c pair 46 Tuesday special, per pair 46 C

## Little Coats and Suits, Big Values in Every One



Boys Paramatta Raincoats with high collar and storm cuffs and and greenish fawn, to fit boys of all ages $5.75 \& 6.75$ Boys' Cloth Rainproof Coats in gray and fawn shades, 5.75 3) Boys' School Suits, to fit boys of all ages. Very special offer 3.50 Boys' White Twill Imported English Sailor Suits with long reg. ulation pants or short knee pants, to fit 3.25 \& 4.50
boys age 3 to 10 years ......... Boys' new model Wash Suits in large assortment of col- 95 C
ors. Can be had in blouse style to fit boys age 5 to 9 Boys' K. \& E. Blouses 65c Boys' Straw Hats 50c Linen Wash Hats 25c
Flannels and Other Fabrics if muses mix -Advertised Before

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Phone Exchange M1191 PRYCE JONES (Canada) Himited Grocery Phone m1492


ONE HUNDRED VISITORS
FROM SASKATOON WILL ARRIVE IN CITY TODAY צwatemex mix Widwaw wix Wividut £uw wixw Northem Metropolis and They are Comin to See if All They have Heard About Calgary / is Tu:


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## BOUS GAIM DPEI FOR RMENTII

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## NOTICE to HOUSEWIVES

On page 62 of the Exhibition Catalogue Class 1602 the prizes are offered by
The Brackman-Ker Milling Co., Limited For two loaves of bread beked from the B. \& K. flour by non-professionals.
The prizes should read as follows:
1st \$15
2nd \$10
3rd $\$ 5$

Feminine Interest Will be Created by this Sale of Dress Silks Planned for Today

The Silk Counter will be the busiest spot in the store forthe next twa
days. The values offered in this June Clearing represent the opportunity of
the days. The values offered in this June Clearing represent the opportunity of
the seasion to buy tre richest of dress material at frational prics
 Here are a few of the Values You May Expect --- the Qualities
Will Speak for Themselves Duchesse Silks and Satins In Plain and Fancy Effects
$\$ 1.65$

 Wiuc and white navy and whire, gray and biad

SHOT MESSALINES AND TAFFETAS-Smart effects in two-tpene
colorings, black and cerise, black and purpele, black and Balkan blue, blach
nd p paeocke, black and brown 36 inches wide. 2nd peacock, black and brown; 36 inches wide.
CHARMESE The quen of dress fabrics, rich finish; shades of Balkan
and Dutch blue, reseda and brown; 40 inches wide.


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\$5.00 Will Buy Any Trimmed Hat in Our Millinery Show


C-B a la Spirite Corsets THE STANDARD EVERYYHERE FFR THB
WOMAN OF FASHION

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 CORN FLAKES


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& \text { Exclusive Dress Lengths } \$ 11.75
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Western Canada League Baseball TVMESNEERS SeORE LOME Race Starts All Over Again GOIII Of THE MITCH


## Money Is Tight Just Now

## We hear the above expression every day. It may be so, but people are find- ing enough money to buy goods at our Money-Raising Sale of Dian

People Can and Always Will Find Money for Real Bargains
There is a lot of money in Calgary and Alberta at the present. time, and
 and Silverware bring hundreds of purch hasers to our store Peery day. Thewe ary
people who understand what it means to sate money. They understand and apppeople who understand what it meaa
preciate the ralue of a dollar saved.
We have a beautiful line of Clocks, ranging in price from the neat and
dainty bedroom clock at 81.00 to the expensive onyx and marthe clooks with
Fren

 plete, and at prices that prove very temp ting to the prospective purchaser. Remember, like all good things, this sale eannot last forever. So make your
selections while you have the opportunity to buy at practically your own price.

Sale Opens Daily at 9.30

## Next door

Lyric
Theatre

CRACK AUSTRALIAN BATSMEN


It Was Ladies' Day and Frink Was On His Very Best Behavio
W. J. Pitched His Best Game Since Coming to Westenn


TETHEMFWORS THE LIWN
TENHS TOURMMENT

Jogging Laziness into Activity

The merchant whose business lags in the symmerf has himself to thankly
To slacken the selling pace in tho hot season-to lessen Advertising activity-indicates a resignation hich has no place in modern buainess.
If we think we cannot keep our business booming in summer time; we surely will not.
What a jolt it must have been to the furt trade, when he frst mid-summer fur advertis daily paper. Now many fur stores are eolowing
the example of that progressive fur man who dared to beieieve that fur sales need not go down as the mercury goes up.
Energy, linked with Advertising, has turned the nonth of January into the biggest selling season or white goods. Advertisements of a high stimulave power, combined with a disregard of "seasons," have opened up automobile selling two months
earlier than was once thought possible. Advertising has started Christmas shopping early in October instead of the middle of December.
Advertising rises superior to seasons and thermometers. The right kind of Advertising strikes a
responsive cord in human nature-and human nature is the same in August as in December.

NEWS AND GOSSIIP

JOHNSON TRICKED INTO BURNS MATCH Prom. Mclntosh played on Negro's Superstition Behavio

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## The LEADING EVENT OF THE EXHBBTITON Horse Show Building

Moming of July 5
Pure Bred Hackney Horses Pure Bred Holstein Frisian Cattle Pure Bred Jersey Cattie


How You Can Be

## Strong

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BASEBALL


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ENJOY GOOD HEALTH AND SPIRITS
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## Auction Sale

 100 Head of Horses 100ALBERTA STOCK YARDS THURSDAY, JUNE 26TH
60 head of heavy draft horses consisting of well matehed teams of gray Percherons, 'blacks, and'some heavy teams of Clydes; 40 head of saddle horses, drivers, etc.


## S. G. BAIRD

Phone W4474.
AUCTIONEER. Address: 1323 15th ave. W.

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## Apollinaris

"SPLITS" OF
Enoourase soy to Play Golf
BUY A "SFLIT
instead of ordering by the Glass.


## If You Could Picture LAKE VIEW PARK

Five years from now, Nothing could stop you from securing one or more pair of lots in

## LAKE VIEW HEIGHTS

You would not wait a minute, but you would make a bee-line for our office and get that pair of lots Now. You have only to see it to like it. Let us take you out.

## Lake View Heights

THE BEAUTY SPOT OF CALGARY

## A. O. JENNINGS

813 First East
Phone M6949


