## JULY



 Noll plowed with the apormano
 Ever Seen Here.

This fact has been demonstrated beyond the question of
doubt. After a thorough investigation read what the newspapers of Calgary say:-




## 




THE
CENTRAL PRESS CO.
High Class
PRINTERS BOOKANDDERS

MAIL ORDERS RECEIVE PROMPT
ATTENTION


ICTORY FOLLOWS THE FLLG plant more trees in calgary ple regarding the necessity of polating of trees in
Calgary it will surely be dispelled after a casual
 anything be more beautiful than the general at-
tractiveness 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 mai
and beast talike.

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 whe Marquis of Lansdowne, who told the House
Lords that the late war secretary was a in the voluntary system, but abandoned it when needs.
It takes a big man to give up his own theory
when he finds it doessn't work and go upon the be the best system everywhery system woul the results. When it fails to produce them men
tike Kitchener do not hesitate to accept the al ternative of compulision, no mafter at what sacri PRINCE OF WALES MAY MARRY ITALTAN PRINCESS
Bonds of friendship between Great Britain
and Italy may be cemented by marriage of Princ of Wales to Princess Jolanda. Prince Edward $g$ g Wales, the heir apparent to the British thron
and Princess Jolanda of Italy, to whom he is ported engaged. The prince is 22 years oid and his reported fancee is but 15 years old, having celebrated her natal day June I. A few weeks
ago the errince visited Rome and then made a trip
at to the Italian front, where he was the guest or
King Victor Emmanuel. After his return th king is said to have summoned the princess with
the queen to army headquarters to extend his congratulations. Should the report of the im
pending wedding of the young roal pending wed
it will be necessary to obte tion from Rome, as the young princess is
Catholic.

> SHOULD HELP WORKINGMAN Now that prohibition has gone into force and
the prohibition worker will have nothing to do along this line
exert themes in behalf of providing suitable amusements for the poor workingman for his one
day of rest-Sunday. The Lord's. Day Ailiance

##  <br> 



 SEE CANADA first As early summer breezes are watiting the trag
rant sent of towers through the open windows of home, office, store and shop they bear to the
occupants therein glad tidingsof of great ioy; invis-



 spare from the offece, how wuch money ye can
aford ond where he will take his hamily for a
vacation. winter sial daties have weight during the past winter season perraps on members of society,
and its dult routine makesa vacation in the offing
 rofessional man, the bookkeeper and the laborer,
Hi of those who are tortunate enough to be allot ed time of r a vaction, are anxiously waiting for te day when they cand diop their daily tasks and Hey have hoarded for the last few months for this particuat oracasion. "Where shall I gol" "How much shail I
In spend") are the questions uppermostin the mind
fall those who are planning vacations. "s. Canad First" is the answer of the agencies and

 own country bef
a forecign land.
Then add that tor less money the torist of Canatat ara see just as muxh magniscent senery,
encounter as interesting historic associations and
nid ejion all the charm of quatint oldo world travel Within the confines of the Dominion, Canad has an the atributes to make up an

 and atractive the pieture becomes,
The Dominion with its rairrass, broad hiigh The Dominion with its raircads, rorad high
ways and other facilites make is most pictur-
 and tood is met with litto or no ineonvenience
to the traveleft Why shouldnt Canada be seen

COMILENTS OF A CYNIC
Could anything be more beautiful than Cal
gary is these days bes interenot tolks who actually think theit trouJune alibeit thougb bhe was somembat tards
rightuly
expied came into her own before the monih Speaking of well presevived womee there are

zis SNELL'S
minion Day falling on Saturday

## Attractive Holiday Specials

## A Sale of Charming Summer Frocks



with one-inch tucke finished with
 -in all dainty colors; the new coat DAINTY STYLES $\operatorname{lin}$ VoILE $f$

-trimmed with self | ribbon velvet, in shades of white, pink |
| :--- |
| p. |
| 1.50 | trimmed with dlue at MiW................. $\$ 7.50$ trimmed with self and contrasti, colors, in dainty floral effects and silk trim-

mings, in a beautiful assorted range of colors. Special from. $\$ 12.50$ to $\$ 18.00$
A LARGE RANGE OF WHITE VELVETEEN CORDUROY SKIRTS

Specials in Willinery Section



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
$\mathbf{\$ 1 . 3 9}$ or medium busts; also new Batiste summer corset, Rarisian
price, only .........................................................
La Diva Corset with the new unbreakable boning. One model suit-
able for medium figures ; sizes 20 to 28 . Special. .............. $\$ \mathbf{3 . 5 0}$


## Goods To Embroider

 PILLOW SLIPS - Stamped on good NEW CROCHET BOOKS, sh...69 6 NEW CROCHET BOOKS, showing the gowns. Special atLINEN
LINEN ROLLS- 24 inches long, stamped on white damask or tan linen. Special
Sale of Dainty Muslins, 15c

Palm Beach Tussore Silk An excellent washing fabric and unsurpassed for dura-
bility; 34 inch. per yard
STRPED HABUTAI WASH $\ldots \ldots .$.
In all the leading In ant the $\qquad$
Special New Delivery Summer Dress Goods

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| Specials in Fancy Goods <br>  <br>  $2 x^{2}-$ m- |
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## Specials in Whitewear

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PPANTAGES K STARTING MONDAY, JULY 3 THE DIVORCE QUESTION? dRAMATIC PLAYLET Freeman \& Dunham "A Day AA Bridifition"

| Black \& White acrobatic novelty | The Iron Claw 14TH EPISODE |
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| SIX |  |
| KIRKSMITH |  |
| SISTERS <br> MUSICAL INTERLUDE | BOWEN ${ }^{\text {a DAY AT BRICHTOM }}$ |





## HARDWARE

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to calgary industrial exhibition ordially invited to inspect our stock of used Piano

## All Pianos Guaranteed.

 Heintzman \& Con Empire Design, nearly ne used ......... +

 | Everson, Colonial Design, Matogary Case.... | 375 | 235 |
| :--- | :--- | :--- | :--- | :--- |
| Knabe, |  |  |

Hardy \& Hunt Piano Co. Ltd.
Agents for Steiny

216 EIGHTH AVENUE WEST
BOUGHT FROM US COSTS NO MORE THAN "SHODDY"
BOUGHT MANY OTHER PLACES BUY FORM "ASHD MANY" Ohere Pou get the maximum of
value for the minimum of outlay.
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Champion Rider Will Perform

at Moose Jaw Stampede







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Fishing Tackle


## PRACTICALLY

 FREE We have cut our prices in half alread, that means yout CAN YOU BEAT IT ?
 dollar's worth of goods regardess of cost-hence the sacri
fece
We still have a good supply of Brandy, reg. s.1.50 for ....75c V. O. H. quarts, ret. st.2. for for ....
 Dewar's Blue Label, reg. $\$ 8.00$ for

Shop Early and Avoid the Rush.
Phone your orders---Free. and prompt delivery. Phone MI885.
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Owing to this being our LAST FRIDAY in business we are Offering our entire stock at prices much lower than ever quoted before.

We advise you to avail yourself of THIS FRIDAY'S INDUCE. MENTS

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At $\$ 20.00$




At $\$ 18.00$

At $\$ 16.50$

At $\$ 24.75$

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This Pattern

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STA
Phone M3661.

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Of Every Description

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WHEN PLACING YOUR NEXT ORDER. ASK ME FOR PRICES.
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Repairs and Accessories at reasonable prices

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mis bercie stor

Gramophones Repaired

BULL TERRIERS

THE WESTERN STARDARD


Exhibition Visitors





> F. W. WILDS

## MARSHALL HARDWARE LMMTED

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& \text { Wholesale and Retail }
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> MARSHALL HARDWARE Pbone neso

## TO KEEP OLD FRIENDS

And make new ones, McCoubrey \& Petersons Limited, Calgary, offer
their Magnificent Stock, $\$ 50,000.00$, Men's Goods at Prices Stripped


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| AN AWFUL SMASH AT HIGH PRICES |  |  |  |
| $\$ 1.45$ | Hare Are. The Values Promied_Mens' Rain Coats <br> Regular $\$ \mathrm{ro000}$ Men's Raincoats. Sale price ...... 07.01 |  |  |
| $35 \mathrm{c}$ |  |  |  |
| $25$ |  |  |  |
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Richardson's Limited Welcome You With Both Hands


Men!
 $\$ 5.50$ a Pair

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The Beauty Spot of Calgary
Thousands of citizens visit this Park every summ

The only ideal resort aroond Calgary All Refreshments At City Prices Teas a Spocialty

| Revelstoke Wine \& Spirit <br> Co. Limited <br> Revelstoke <br> B. C. <br> T His Resposiniz Company mid has ben in <br>  <br>  <br>  this Prorince. <br>  <br>  $\qquad$ Your trade is respectfully solicited. REVELSTOKE WINE AND SPIRIT COMPANY, LTD. REVELSTOKE, B.C. |  |
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GUARANTEED AMERICN EXPERT DENTISTRY


## Calgary Fair

Thur. June 29th. to Wed. July 5th.

## FEATURES

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WHERE TO DO YOUR TRADING IN CALGAR business and PROFESSIONAL DIRECTOAY

THE WESTERN STANDARD
Classified Telephone and Business Directory of $\mathrm{C}_{2}^{*}$ KEEP THIS PAGE FOR FUTURE REFERENCE

SHOPPERS' GUIDE
For The
PARMER, RANCHER AND HOUSEHOLDER

## ACCIDENT INSURANCE

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| adLAM COLLEGE MUSIC |
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| ARTISTS |
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| ARTIFICIAL LIN FACTORY |












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entre Street and 4 tit Ave

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VULCANIZED DOUBLE TONE M6755. Ko sitiozz wanted
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 WESTERN TAILORS AND
 WHY BE SICK?

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HE WESTERN STANDARD

## What the Great War is Costing

Coldstream Guards Making History

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SPRING WEATHER AT SALONIKA


 swift sale that will save thousands of dollars for the people of Calgary and those who ive a hunded more the beneft of out-of-town buyers. The dozens and dozens of under-priced ftems listed on this page and the next will not be advertised elsewhere and will not be offered for sale to the general pubilc until atter Friday, July 7th. The goods until that date, and you don't need to wait until July 4 th to begin your shopping. It you live at a distance, you may have any of these advertised terems
or better still, by coming in person and presenting your railroad ticket.-Read our great "FREE RAILROAD FARE" offer on the next page and come tomorrow, come any day-come to the or better still, by coming in person and presenting your railroad ticket.-Read our great "FRE
Exhibition if you can, but COME TO CALGARY BEFORE JULY 15th AT OUR EXPESTSE.

Ladies' \$1.45 Night Dresses 98c




smart waists sis




 Tot
wow is dul woin swatres 53.8




WOMEN'S VESTS OR DRAWERS, 33
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Dress Goods, Silks and Linens

 UNBLEACHED TABLE AND D amask 8gc Yard



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## Women's Skirts and Coats Reduced



 Another pood barrain comprises S.0.4 Linen coats s.as


## $\$ 10.00$ Raincoats $\$ 5.00$ <br> Girils' Raincoats, $\$ 3.95$

 One is a Lady's Raincoat in full length rubberized parametta in a useful shade of fawn, well taibece, set in steves, large poach poaketst, high h sorm coltar. Sizes $32,34,36$,



 DRESS SKIRT VALUES
DRESS SKIRTŚS $\$ 2.95$, REGULAR $\$ 4.50$ \$4.45 SKIRTS-WORTH $\$ 6.95$
DRESS SKIRTS 52.95 , REGULAR
 (23) only skirts of good quality gel




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An Important List of Hardware Items



 WIRE POULTRY NETTNG 8 sprs




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Popular Fiction RECULAR Doc. For soc voumm The craito f Fition is tobe forme manh Way of an Eave" ..Etere Dell
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First Aid to the Home Beautiful





 They are ligeteressint
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paint brushes-



## VARNISH BRUSHES-

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July Clearance Sale Offers Unusual Furniture Values extra special dining room sutre











$\$ 63.70$

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2.5S HANDY KITCHEN SETS 98



r bargain event of with the opening of
July 15 th. A short, have a wonderful
iced items listed on riced items listed on
out-of-town buyers mailing your order y day-come to the

## Reduced

They come in different
collar of of black velvet,
with wide ithwide sailor collar an
ockets and buttons. An 1.
 $\$ 3.95$
incoats, \$3.95 Values, $\$ 5.50$
 Ages from 6 to 12 years.
to out of town

## -WORTH 56.95

 of goord quality golfine in tons down the front and onrts may yb wash- $\$ 4.45$
m 5695 tor
Patriotic Songs




Hardware Items FULL SIZED TRUNKS

 ar 26-INCH HAND SAWS
 ,endes Each .... $\mathbf{4}$. 69 c Si.00 and s.r.25 E.Emel Tea

 45 c Clobe Wash Boarde 35 c






\% KITCHEN SETS 98

 COME TO CALGARY AT OUR EXPENSEGroceries, in Furniture, in Hardware etc, at July clearance Prices-prices that mean very liberal savings on hundreds of varions items your immeeciate and future needs in Dry cooods, in savings- TAKE A HOLIDAY AT OUR EXPRNSE. We want to get better acquainted with our out-of-town customers-we want to know each one personally - We want you to know us
to feel at home here-to use the many conveniences of this institution-the Women's Rest Room, the Men's Smoking Room, the Children's Play Ground on the rool-the Nursery-the Writing Desks-the telephone accommodation, etc. But most of all, we want you to realize how we back up our Motto- "ECONOMISTS FOR THE PEOPLE." This July Clearance Sale will prove to you better than anything else the ECONOMY advantages obtainabie by the buying power of a great chain of stores such as that of The Hudson's Bay Company. To get buy. The amount you will need to purchase will depend on the distance you live from Calgary. The Scheduile below briefly outlines the details. Read it carefully and COME TO cAL GARY BEFORE JULY 15th AT OUR EXPEESEE

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## FARM AND COUNTRY HOME

The Largest Wheat Crop in the Whole World
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## THE CARE OF THE TEETH

## Of First Importance in Keeping Health

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 Moderate Charges -Individual Attention by Experts in Every Department.

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Calgary,



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Canadian Pacific Gives You Iwenty Years To Pay--
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surance
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## AUCTION SALE <br> AT ALBERTA STOCK YARDS, CALGARY 500 Head Horses

400 Heàa will be sold in Car Load Lots. THESE HORSES COMPRISE 175 Head of Two-Year Olds, 175 Head ot Three Year Olds, 150 Head of Four Year Olds 75 per cent. mares. 75 per cent mares.

75 per cent. mares.
These horses are all by Imported Registered Stallions-Clydes, Shires, Percherons, and Suffolk Punches. Dams. weigh 1200 to 1500 , are an extra choice lot and will be sold absolutely without reserve.
oad lot at right prices. NoTE-Extract from "Farm and Ranch Review." Dr. Rutherford's speech at Horse Breeders' Association, Cal-
gary, recognized as the best authority in Canada, said: "When the war is over I expect the horse market to take on an gary, recogne-Exed as the best authority in Canada, said: "When the war ind over I I expect the horse market the take on am
entirely new aspect. Britain, France, Belgium, and Italy will be coming here for all kinds of horses, not only for general entirely new aspect. Britain, France, Belgium, and thal wave be coming here for all kinds of horses, not only for general
purposes, but also or animals to replete the suds that have ben almost decimated by the war." The "Morning Albertan"
of May 22 nd states that 20,000 horses will be needed very shortly by the British Government.

Buyers from Outside Points must have Bank References.
TERMS CASH
ABSOLUTELY NO RESERVE
Shipping facilities for purchasers can readily be arranged over all three Railways.

## Wednesday,

at $120^{\prime}$ Clock



He Made a Hit With Lulu



## Westenncstandard

Gut CALGARY, ALBERTA, JULY 9, 1916

$\qquad$ sir






## HOUSEKEEPERS OF CALGARY

WAR TIME PRICES necessitate strict economy, and this can best be obtained by VISITING
-THE NEW
Calgary Market
The Most Modern and Sanitary Market in the West BEST QUALITY GOODS are always obtainable at LOWEST PRICES at all times
Special Saturday Bargains
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Races at This Year's Fair
Best Ever Seen in Calgary; Great Many Close Finishes

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Sir Rider Haggard BUI I FTINS Board of Trade Will Visit Calgary BULLETINS Board of rade




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THE DUKE OF CONAUGGTT
When H. R. H. the Duke of Connaught
 people, is is statement buection of the Canacian
that will be entrusuisticiacty tire population of the the Premier Domsed binion of the en
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It has bee

 general during the erritical period througg
which Canada has passed. If the United King
 in hee history it would have been impossibe
fnd a man more ideally fitted for the than His Royal Highness.
At the time of his appointment there were
some who doubted whethera a royal governor general would be a success in democratic Canada
Those doubts were soon dissipated. The Duk of Connaught is a diplomat as well as a member
of royalty. He is also a man of great personal ly been deeply interested in promoting the best
interests of the Canadian people. His advice and help have been of the greatest assistance to Can-
ada in connection with the important military PUBLICITY MAKES EXHIBITION SUCCESS nesday night in a blaze of glory and a comed The Standard congratulates the exposition com-
pany, and particularly Mr. E. L. Richardson, the indefatigable manager, through whose efforts
the exhibition was made a success. The success of the exposition was due to t
things--judicious advertising and delivering t
goods goods. paper space and he is always willing to pay for
what he gets. In consequence, the newspapers devote as much space.as possible to advertising projects.
son announces a fact, this fact is true. If he says
it will be the greatest show have no hesitancy in to beat. Therefore they have no hesitancy in accepting copy and publish-
ing the fact. Mr. Richardson has established a reputation for truthfulhess that is second to none
in the show business. The public have learned this fact and the success of the shows he manages
are practically guaranteed each year. Nothing short of unforseen weather conditions or un-
looked for accidents can mar a big attendance at
lo looked for acciven
his extibtions.
 vertise. The management of the exposition know
this and therefore they are generous buyers of newspaper space.
The success that The suocess that Mr. Richardson has attained many merchants might tikewise attain if they had
the initiative and backbone. Lay a plan of campaign out then follow it religiously. Don't deviate because you have success or failure today.
Keep up the campaign. Hammer it into the public every day, week in and week out, and like the exhibition company, the money will slowly but
surely roll in. Advertising pays and pays well.

COMMIENTS OF A CNNIC
One of the world's greatest mysteries-when
will Germany quit?




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 some or ine the limelight but who were most in-
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ning of the aftair. Among these is E . B. Marshall the publicity agent and chief dispenser of "hot
air for the Calagry Industrial exhibition, Mr.
Marshall is one of the the Marshall is one of the best tenown newspaper men
of the city H thas served his time on the Her-
ald and other ald and ther newspapers of the city, where he
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Paper at reading matter that were printed by the news-
paper at Mr Masthals request shows the clever-
ness of Mr. Marshall as a writer as well as a space ge
The
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HE WESTERN STANDARD
JULY 9, 1916

LORD, our Lord, how excellent is Thy
name in alt the earthl who hast set Thy
glory above the heavens. Otory the mouths of babes and sucklings
hast Tho the ordained strength because of TTine
enemies, that Thou mightest still the enemy Enemies, teenger.
and then Inossider Thy heavens, the work of
Thy fingers, the theon and the stars, which. Thou hast ordained, Thou art mindful of him?
What is man that Thim
and the Son of Man, that visitest him? For Thou hast made him a little lower than
the angels, and has crowned him with glory and hoor,
Thou madest him to have dominion over
the works of hiy hands; Thou hast put all
things under his feet: things under his feet:
Al shee,
the field: The fowl of the air, and the fish of the sea,
and whatsoever passeth through the paths of the seas. $\begin{aligned} & \text { ord, our Lord, trow excellent is Thy } \\ & \text { name in all the earth. }\end{aligned}$

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JULY 9, 1916
TWO GREAT LEADERS WILLIS AND KNABE PIANOS


WILLIS ART PIANO First of All, Musically C Crrect, Perfect in Tone, Touch and
Finish; Built Regardless of Cost, and found in tomes of culture and refinement from coast to Coast. Peerless in Ton Touch and Finish Another carlow of these superb instruments just receiv-
ed from our factory, which weare selling at remarkably
reasonableprices and on easy terms. Visit our New Showrooms and hear these
Stricty High Grade Instruments.

## NO REGRETS AFTERWARDS IF YOU PURCHASE A WILLIS

SS to this instrument
WILLIS PIANO SHOW ROOMS - 325 8th Ave. West
W. M. HOWE, Manager, Alberta Branch.




Wednesday July 12th. Band Concert BOWNESS PARK

8 p.m.
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【I HE HATH NO POWER WHO HATH NOT POWER TO USE IT.--Bailey.

TWO SECTIONS-SEOtion Two CALGARY, ALBERTA, JULY 9, 1916, SECOND SECTION-Pages 9 to 16

SOMETHING AnBOUT TURBULENT BUT INTERESTING MEXICO

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## WHO, WHAT AND WHERE IN THE WORLD WAR











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THE IRON CLAW
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## By ARTHUR STRINGER

（The Marvelous Story，Hitherto Unpublished From Which the Pathe Photoplay of the Same Name Was Made）
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