



For Mother Dear!

Mothers don't measure gifts by their price tickets. Their hearts go out, first to your thoughtfulness and your understanding of their desires. The little gift chosen with infinite care is just right for her—is the gift that will make Mother happy on Her day. And, since the best is none too good for her—choose

KAYSER

Several weights in Hosiery

If she's a dressy young mother, give her 3-thread chiffon in the glorious new shade FRESCO. If she's just beginning to count the grey hairs, give dull misty crepe in that harmonizing shade Vision. And, if she's frankly a grandmother a heavy service weight in TINGE ————— **\$1.00**

Fabric Gloves in Colours

Match the flowers you send her with fabric gloves. They fit like a charm, launder like a hanky and they're so ultra-feminine. A host of styles—a bouquet of spring flower colours ————— **\$1.00**

A Tailored Satin Slip

Quality material—quality cut (no skimping)—quality wear, for the seams are guaranteed. Tearose and white. Sizes 32 to 44 ————— **\$2.00**

MOORE & McLEOD limited

Another New Marigold Wins Contest Award

The ambitious marigold family likes to surprise the plant lover by its ability to improve. The latest member to be decorated with merit is called Marigold Early Sunshine, which won a bronze medal in the All America trials of new types for 1939. It is not many years since giant flowered marigolds resembled rubber sponges, so regular and colorous were their petals. The new types developed in recent years have followed two general lines—one resembling the carnation, the other the chrysanthemum. Early Sunshine is a double chrysanthemum flowered variety, bearing flowers of pale yellow on stems two feet tall. It is an early bloomer, a variety which has been in existence for several years ago which seemed so late it was useless in their gardens. Early Sunshine blooms much earlier. Marigolds are not the "mary-mo" of Shakespeare; they are native to the Americas. It is not until later than Shakespeare's time that they were introduced to Europe, but are among the very best flowers in American summer gardens. Seeds are rather large



Marigold Early Sunshine, All-America Bronze Medal Winner, 1939

and soft and likely to rot in cold soil, so it is best to start them outdoors only after the soil is fairly

warm and danger of frost over. They have the greatest vigor and continue to bear flowers throughout the summer, until killing frosts cut them down.

There are so many marigolds, it is possible to find varieties to fit almost any garden role, where yellow, orange, or a maroon color is wanted. One of the most useful for border massing is one of the oldest varieties, *Tagetes signata pumila*, sometimes called the Mexican marigold. This is a variety of compact growth, bearing single flowers of bright yellow, so profusely it makes a veritable shower of gold.

Many of the new marigolds have a faint fragrance in their flowers; others have discarded the typical marigold odor which comes from the leaves and is objectionable to some. The largest variety now obtainable sometimes bears flowers seven inches across. And this year hybrids are available which bear large flowers having the maroon coloring that was formerly found only in the smaller flowering French type.

The marigold may be considered a must for the garden program, whether one wishes cut flowers or landscape effect. It is one of the most dependable of all flowers for almost any kind of weather or description of soil.

Edmonton Plans Royal Welcome To Sovereign

EDMONTON, May 2 — (CP) — Gateway to the northwest and capital of 34-year-old Alberta, Edmonton plans a rousing welcome to King George and Queen Elizabeth when they visit the city June 2 on their tour of Canada.

Turning east after the visit to the Pacific coast and a full-day stop at Jasper in the Rocky Mountains, their Majesties' train will head through foothills and woodlands into Edmonton where they will spend seven hours.

Founded by a fur trader in 1794 and named after a suburb of London, Alberta's capital plans a parade extended over 12 miles. The province itself was named after the second daughter of Queen Victoria when it entered Confederation in 1905.

The day will be a holiday and thousands are expected from surrounding points and even distant outposts of the North West Territories. Greatest attention is being paid to accommodation for the school children of Edmonton and surrounding districts. Bleachers are being built specially for the children to view the procession.

Arriving at the station, their Majesties will be greeted by Lieutenant-Governor John C. Bowen and Mrs. Bowen, Premier William Aberhart and Mrs. Aberhart, and Mayor J. W. Fry and Mrs. Fry. The procession will start shortly after the arrival of the royal party in the city.

Airport for North

The parade route will take their Majesties to the municipal airport, one of the best known in the Dominion, the airport is base of northern flying. Its volume of business last year included 11,916 passengers, 3,097,818 pounds of express and freight and 115,518 pounds of mail. It has been the stopping point on world-girdling flights and starting point for scores of mercy flights into Arctic regions.

Moving southward along 100-foot wide 106th street, the motorcade will halt at the legislative buildings where new portraits of their Majesties have been hung in honor of their visit. After the halt at the legislative buildings, the party will continue the tour of the city and view the University of Alberta buildings.

Across the new high level bridge over the North Saskatchewan River, the King and Queen will enter the former city of Strathcona, amalgamated with Edmonton in 1912, reached city status 30 years ago.

Your Toothbrush Might Tell You An Important Tale



(Copyright, 1939, NEA Service, Inc.)

Yvonne is very proud of being a good Tooth Brusher. If you are one, your teeth will always be pretty.

BY OLIVE ROBERTS BARTON

Is your little toothbrush blue, or yellow or red? There it hangs in place in the bathroom, and it is trying to talk you — did you know it?

It says, "Now, your teeth LOOK all right, but they need a good scrubbing, anyway. I would like to have you use me three or four times a day."

"Teeth are very, very precious. Your next teeth will be better if you take care of the ones you have now. The only way to keep teeth good and strong and white is to use your toothbrush often."

"Toothbrushes get all the little bits of food out, after you eat. Clean white teeth are much the prettiest. If you brush them every morning when you get up, and after you eat, maybe the dentist will say, "This good child has been keeping his teeth very clean. I can't find any bad holes to fill at all."

STEVENS SAYS GOV'T POLICIES HAVE FAILED

Claims Canada's Taxation System Outmoded and Obsolete

(By The Canadian Press)

OTTAWA, May 2—Canada's taxation system is outmoded and obsolete, Hon. H. H. Stevens (Con. Kootenay East) said in the House of Commons today. Speaking in the budget debate he urged the Government to undertake a complete survey with a view to lifting some of the taxation which he said is burdening industry and retarding recovery. A lowering of the corporation income tax by one or two per cent was one of the suggestions advanced by the former leader of the Reconstruction Party. He thought this would be preferable to the Government's proposal of granting credit on income tax payments to persons and corporations undertaking new construction and expansion this year.

Unemployment

Assumption by the Dominion Government of responsibility of unemployment, but not indigency, would also encourage business activity as it would permit a lowering of municipal taxes on real estate. Unemployment was not due to local or municipal but to national and international causes. Neither Canada nor the United States had yet come to grips with the modern problem of unemployment.

"We are faced with the fact that much loss of employment is due to definite causes that are here and here to stay and we are not even looking those causes in the eye and seeking to remove them," he said.

A protest against the high cost of Government financing and the pyramiding of interest charges in the public debt was registered by Joseph Needham (S.C. The Battlefords).

On a \$40,000,000 loan flotation last November the Government had received \$39,900,000 net, he said. For this it had to pay back \$40,000,000 principal and \$36,000,000 interest over a period of 30 years, \$78,000,000 in all and \$37,100,000 more than was received on the loan.

"Will someone tell me just where that \$37,100,000 is to come from?" he asked. "It was not created. It was not put into circulation and yet the loan companies demand it."

"Doleful Presentation"

Mr. Stevens described the budget as a "doleful presentation." He congratulated Finance Minister Dunning on his achievements despite his illness and said Mr. Dunning was regarded as the "brains of the cabinet." The Minister, however, was handicapped by

an inconsistent policy. While the Government retained the protectionist system in the main it placed reliance on foreign trade and interfered to some extent with the fair working of the system.

Mr. Dunning had blamed conditions in Canada on barbarous aggression and uncertainty in Europe. But that very condition gave Canada increased exports of zinc, nickel, lead and copper; and the Liberals regarded exports as a key to prosperity in Canada. A year ago Mr. Dunning had predicted a "vigorous revival" as a result of the housing and municipal improvements bills. Mr. Stevens asked where the revival had gone. The Minister spoke of cheap money and money had become cheaper for public borrowing.

One of the major factors, retarding recovery in Canada was the investment of funds in Government securities instead of private enterprise. The "repatriation" of \$500,000,000 or \$600,000,000 of Canadian debt formerly held abroad meant Canadian funds went into Government bonds instead of other investments and it was not an unmixed blessing.

"The Government has failed and its policy have failed," said Mr. Stevens. "We have more than 1,000,000 people on relief in spite of increased trade. We have cheap money but the debt has increased \$120,000,000 and we still have high taxation."

Mr. Stevens said G. G. McGeer (Lib. Vancouver-Burrard) had touched the root of the trouble—the proper application of credit machinery to the needs of the country.

"I don't believe the Canadian banks are deliberately withholding credit but that they are as much puzzled by the situation as those criticizing the banks," he said. That, however, did not get away from the fact there was insufficient credit available for expansion. The trouble was thousands who usually had ample security for credit no longer had it.

A basic trouble was that the whole tax structure had "just grown." It needed complete review and reorganization on a scientific foundation.

The humming bird is the swiftest of all birds for short flights.

END LUMBAGO Quick Relief Assured

For the piercing pain of lumbago, and the tormenting aches of rheumatism, what liniment is so quick to bring relief as NERVILINE? This powerful liniment penetrates through the tissues quickly; it sinks at once to the core of the pain and draws the blood from the congested area. Those who suffer from stiff joints, swellings and rheumatic conditions should use NERVILINE. Where ordinary remedies fail, NERVILINE will show its power. Safe—quick to act—powerful and penetrating, NERVILINE is a remarkable treatment for lumbago, lame back, sore muscles, rheumatism. Get NERVILINE from your chemist today, and start yourself on the road to better health.

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ONLY A FEW DAYS LEFT

CONTEST ENDS NOON SATURDAY

The rug illustrated is GRIMSBY, Congoleum Gold Seal Rug No. 507.

Hurry! Hurry! Hurry! If you haven't entered your guess in the Congoleum Gold Seal Lucky Number Contest, don't delay! By Saturday you may be the proud possessor of this gorgeous rug—at absolutely no cost! Over 2000 rugs are being given away by Congoleum dealers across Canada!

There's no red tape—nothing to buy or sell. Here's all you have to do: Visit your dealer's where the prize rug is on display. Beneath the Gold Seal which identifies it as genuine Congoleum, a number has been hidden. If you guess the correct number, or if your guess comes nearest, this 6 x 9 foot rug, or your choice of any of this year's other smart patterns in the same size is YOURS — absolutely FREE.

Look over your dealer's showing and see what winning will mean to you. Remember . . . the contest closes noon Saturday and the winning number will be posted in your dealer's windows at 4 p.m. the same afternoon. Don't delay! Enter . . . now!

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THE GOLD SEAL

The Gold Seal is affixed to the surface of all genuine Gold Seal Congoleum whether in rug form or by-the-yard. It is your guarantee of complete satisfaction. Look for it!

SPECIAL OFFER

If you purchase a genuine Congoleum Gold Seal Rug during the period of this contest and then prove to be the winner of the prize rug, you have the option of taking the prize rug or of having the full purchase price of the rug you have already bought refunded. This is your opportunity of getting a rug of larger size FREE. Don't miss this chance!

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Voted BEST

3 out of 4 WOMEN Prefer CONCENTRATED SUPER SUDS

in Sensational "Masked Soap" Test

1,000 Canadian housewives were given different granulated soaps packed in PLAIN boxes, identified only by number. These women were asked to do their washing with these granulated soaps and then to write which soap they liked best—and why! 3 out of every 4 women expressed an overwhelming preference for "Soap No. 1", CONCENTRATED SUPER SUDS. These letters tell the story. We quote from a few of hundreds.

"No. 1 GAVE BETTER SUDS WITH LESS SOAP and held the suds longer. It certainly washed the dirt out of my clothes."

"NO BOILING OR SCRUBBING WAS NECESSARY when I used No. 1 soap, just the least rub of the fingers to the most soiled spots, and a thorough rinse."

"MY WOOLLENS WERE SOFT AND FLUFFY after a washing in No. 1 soap. It softens water best and dissolves most quickly, and goes FARTHEST."

"WASHABLE COLORS STAY BRIGHT AND GAY when washed with No. 1 soap. It rinses out easily. Very EASY on your hands."

"No. 1 SOAP IS GRAND FOR DISHES. It leaves them sparkling."

You owe it to yourself to try Concentrated Super Suds, next washday. This superior granulated soap contains MORE SOAP, that's why it gives you MORE SUDS. Safe for your clothes and gentle to your hands. Washes your clothes Hospital-clean. Most germs dangerous to health are killed or removed in the washing process. Very economical! Being concentrated a little goes a long way!

FAMILY SIZE BLUE BOX 20c AT YOUR GROCER'S

Concentrated SUPER SUDS will give YOU:

- 1. SUPER Action More Soap MORE SUDS!
- 2. SUPER Speed Soaks out dirt 10 Minutes!
- 3. SUPER Whiteness Much CLEANER wash!
- 4. SUPER Savings Lasts longer! So do your clothes!