

More time



for pleasure

Kellogg's Corn Flakes save time, work and money. Because they come to you crisp and ready-to-serve, there are no fires to light—no pots and pans to scrub.

These crunchy golden flakes are nourishing and easy to digest. You can serve Kellogg's Corn Flakes with milk or cream at any time of the day. Many servings for only a few cents. At grocers everywhere. Quality guaranteed. Made by Kellogg in London, Ont.

Kellogg's for CONVENIENCE



OVEN-FRESH FLAVOR PERFECT



SNAP
SUPERFINE
POWDER

CLEANS and POLISHES
WINDOWS, MIRRORS, BATH
TUBS and WASH BASINS.
CANNOT SCRATCH

Taxi 99

The latest in motor transportation
3 CAR SERVICE
Stan Moran, Proprietor

GROTTO TAXI 456

Three Cars at your service.
Bert Morgan PROP.
Bud Barrie

'SPORT'

CARDINALS MOVING UP

Take Series Opener to End Cincinnati Winning Streak—Yankees Go to Top in American

ST. LOUIS, May 30: (CP)—The world champion St. Louis Cardinals, in the opening game of a series here yesterday, ended the winning streak of the Cincinnati Reds and, as a result of their victory, moved into a tie for third place with the idle Brooklyn Dodgers.

The New York Yankees won over the Washington Senators at Washington and the Chicago White Sox now have but a mathematical lead in the American League. The Boston Red Sox defeated the Philadelphia Athletics at Boston and are now tied with Washington for leadership of the second division. Yesterday's Big League scores:

American League	
New York 7, Washington 4.	Philadelphia 9, Boston 10.
National League	
Boston 8, Philadelphia 6.	Cincinnati 3, St. Louis 6.
Chicago-Pittsburgh postponed.	

Baseball Standings

National League			
	W.	L.	Pct.
New York	22	9	.710
Chicago	17	13	.567
Brooklyn	19	15	.556
St. Louis	19	15	.556
Pittsburgh	21	18	.538
Cincinnati	16	17	.485
Philadelphia	9	22	.290
Boston	9	23	.281

American League			
	W.	L.	Pct.
Chicago	20	12	.625
New York	22	14	.611
Cleveland	18	14	.562
Detroit	18	16	.529
Washington	17	17	.500
Boston	17	17	.500
Philadelphia	11	21	.344
St. Louis	9	21	.300

SOFTBALL SCHEDULE

May 30—C. N. R. A. vs. Junior Elks.
June 3—Canadian Legion vs. Grotto.
June 6—C. N. R. A. vs. Canadian Legion.
June 10—Grotto vs. Junior Elks.
June 13—Junior Elks vs. Canadian Legion.
June 17—Grotto vs. C. N. R. A.
June 20—Junior Elks vs. C. N. R. A.

FOOTBALL SCHEDULE

May 30—Canadian Legion vs. Young Liberals.
June 3—Young Liberals vs. Regiment.
June 6—Canadian Legion vs. Regiment.
June 10—Young Liberals vs. Canadian Legion.

FOOTBALL

Thursday, May 30
Young Liberals vs. Legion

BASEBALL

Friday, May 31
Legion vs. Sons of Canada

BORDEN ST. WINS AGAIN

Defeated Booth 4 to 1 in Junior Football Game

Borden Street School scored its third straight victory in the Junior Football League last evening by winning from Booth Memorial School four goals to one. The game was much more evenly fought out than the score would indicate.

Booth had the hill and wind in its favor and attacked but Brown and Perpich were safe. Play went from end to end and Barton shot splendidly but Krause was equal to the occasion. Percy Knutson and Ritchie made headway but the former drove over. Shortly after, Holkestad crossed a good centre but Mah cleared. Currie worked his way through and, from his cross, Ralph Smith drove a fine shot past Krause.

The second half found Booth attacking but Fitch cleared and Houston soon put Borden another goal up. Then, from McKay's well taken free kick, Holkestad headed a good goal for Booth. Play promised to be closer and Cameron had two tries but Brown cleared. R. Smith added a third for Borden whose players continued to press for a time. McLean cleared but Holkestad hung on to the ball too long and a good chance was lost. Davie and Ritchie made progress until Roma cleared. R. Smith finished a good run with his third goal to make his team's total four. Booth were pressing at the end but were unable to score.

Borden—Mah; Perpich, Brown; A. Smith, Fitch, Roma; Barton, R. Smith, Currie, Houston, Williscroft.

Booth—Krause; Finley, L. Knutson; Scherk; McKay, McLean; P. Knutson, D. Cameron, Ritchie, Davie, Holkestad.

Referee—J. Carroll.
Linesmen—F. Williscroft and Bremner.
Borden was value for its win. The defence was strong and sure and R. Smith was always a dangerous forward.

Booth was handicapped by Finley's injury and, while the team played pretty football at times, it was usually checked.

League Standing

The league standing to date is as follows:

	W.	D.	L.	P.
Borden	3	0	0	6
High	0	1	1	1
Booth	0	1	2	1

SOCCER IN JR. LEAGUE

The schedule drawn up for the spring season is as follows:
May 29—Borden vs. Booth.
June 1—Borden vs. High.
June 5—Booth vs. High.
June 8—Booth vs. Borden.
June 12—High vs. Borden.
June 15—High vs. Booth.
June 19—Borden vs. Booth.
June 22—High vs. Borden.

LADIES' BOWLING LEAGUE

May 30—Grotto vs. C. N. R. A.; Strikers vs. Doodads.

DRIVE NEAR OBJECTIVE

Pledges in the employment service plan drive since last reported have amounted to \$10,000, bringing the total to date to \$48,137 or almost in reach of the \$50,000 objective.

BOWLING SCHEDULE

June 10—No. 1 vs. No. 2.
No. 3 vs. No. 4.
June 12—No. 5 vs. No. 6.
No. 7 vs. No. 8.
June 14—No. 9 vs. No. 10.
No. 1 vs. No. 11.
June 17—No. 2 vs. No. 3.
No. 4 vs. No. 5.
June 19—No. 6 vs. No. 7.
No. 8 vs. No. 9.
June 21—No. 10 vs. No. 11.
No. 1 vs. No. 3.
June 24—No. 2 vs. No. 4.
No. 5 vs. No. 7.
June 26—No. 6 vs. No. 8.
No. 9 vs. No. 11.
June 28—No. 1 vs. No. 10.
No. 2 vs. No. 5.

July 1—No. 3 vs. No. 6.
No. 4 vs. No. 7.
July 3—No. 8 vs. No. 11.
No. 1 vs. No. 9.
July 5—No. 2 vs. No. 6.
No. 3 vs. No. 7.
July 8—No. 4 vs. No. 8.
No. 5 vs. No. 9.
July 10—No. 6 vs. No. 10.
No. 2 vs. No. 11.
July 12—No. 1 vs. No. 4.
No. 3 vs. No. 5.
July 15—No. 6 vs. No. 9.
No. 7 vs. No. 10.
July 17—No. 1 vs. No. 8.
No. 4 vs. No. 11.
July 19—No. 2 vs. No. 9.
No. 3 vs. No. 10.
July 22—No. 1 vs. No. 6.
No. 5 vs. No. 8.
July 24—No. 4 vs. No. 10.
No. 2 vs. No. 7.
July 26—No. 3 vs. No. 11.
No. 7 vs. No. 9.
July 29—No. 1 vs. No. 5.
No. 4 vs. No. 6.
July 31—No. 2 vs. No. 10.
No. 3 vs. No. 8.

Aug. 2—No. 7 vs. No. 11.
No. 4 vs. No. 9.
Aug. 5—No. 6 vs. No. 11.
No. 5 vs. No. 10.
Aug. 7—No. 2 vs. No. 8.
No. 3 vs. No. 9.
Aug. 9—No. 5 vs. No. 11.
No. 1 vs. No. 7.
Aug. 12—No. 8 vs. No. 10.

Personnel of Rinks

The personnel of rinks is as follows, last named in each case being skip:

- No. 1—F. Vickers, J. H. McLeod, A. R. Nichols, D. Borland.
- No. 2—A. J. Webber, R. E. James, P. Lakie, J. J. Little.
- No. 3—R. Gammon, A. T. Parkin, W. H. Tobey, G. Woodland.
- No. 4—J. S. Irvine, S. D. Macdonald, W. H. Wilson-Murray, L. Arroll.
- No. 5—F. A. MacCullum, T. McMeekin, H. W. Birch, J. Watson.
- No. 6—F. A. Rogers, E. Diekmann, F. S. Walton, J. Frew.
- No. 7—D. Crerar, W. Coates, R. M. Winslow, D. MacPhee.
- No. 8—H. T. Cross, W. Millar, F. Dibb, P. Tinker.
- No. 9—W. D. Vance, Steve King, R. E. Benson, J. Preece.
- No. 10—J. M. Campbell, T. McClymont, J. W. McAuley, A. McDonald.
- No. 11—A. O. Aves, S. Painter, J. Boyd, G. Hill.

C. N. R. TRAINS

For the East—
Mondays, Wednesdays and Fridays 5:30 p.m.
From the East—
Tuesdays, Thursdays and Saturdays 10:15 p.m.

We Buy for Less.

THE PEOPLES STORE LTD.

We Sell for Less.

CATALOGUE BUYERS

Compare our prices and qualities. You can do as well and in many instances better. Come in, look around and see for yourselves. Everything for men and women.

THE PEOPLES STORE LTD., THIRD AVE.

THE MARKET

Retail prices current here are as follows:

Eggs	
B.C. Fresh Extras, Grade A	
Large, cartoned, doz.	27
Local, new laid, doz.	35
Grade A, Mediums, doz.	23
Fresh Pullets, doz.	22
Apples	
Winesaps, fancy wrapped, 3 lbs.	25
Box	2.75
Yellow Newtons, fancy wrapped 3 lbs.	25
Box	2.75
Fruits	
Outdoor Knudarb, lb.	04
Lemons, doz 15c to	25
Oranges, doz 20c to	60
Grapefruit, Cal., each, 5c to	10
Grapefruit, Florida, each 10c to	15
Bananas, lb.	12 1/2
Australian Pears, 40c to	75

Australian Grapes, lb.	25	Hothouse Tomatoes, lb.	25
Butter		Lettuce, Cal., head 10c to	25
Fancy cartoned, lb.	35	B. C. Spinach, lb.	25
No. 1 Creamery, 3 lbs.	92	Asparagus, Cal., lb.	25
Lard		Green Peppers, lb.	25
Pure, lb.	18	Radishes, bunch	25
Vegetables		Cucumbers, hothouse, each	25
Sweet Potatoes, lb.	10	Feed	
Potatoes, No. 1 Terrace, 12 lbs.	25	Hay, Bulkley Valley Timothy	16
Sack	1.65	100 lbs.	16
Ashcroft, 12 lbs.	25	Wheat, Alberta	14
Sack	1.75	Bran	18
New Potatoes, Cal., 2 lbs.	25	Middlings	16
Green Onions, 2 bunches	05	Shorts	18
Onions, Aust., lb.	05	Oats	16
Garlic, imported, per lb.	35	Fine Oat Chops	18
Cabbage, Calif., per lb. 8c to	10	Crushed Oats	18
Cauliflower, Cal., 20c to	35	Barley	18
Paraleys, bunch	06	Laying Mash	18
Carrots, 10 lbs.	25	Oyster Shell	16
Carrots, Calif., bunch	08	Meats	
Turnips, upriver, 10 lbs.	25	Fowl, No. 1, lb.	2
Beets, bulk, 8 lbs.	25	Roasting Chicken, lb.	3
Celery, Cal., head 15c to	35	Ham, sliced, first grade	6
Leeks, bunch	06	Ham, picnic, first grade, lb.	3
Mexican Tomatoes, lb.	20	Bacon, side, sliced, best grade	8

What price
SPACE
MR. ADVERTISER?

Space in a daily newspaper possesses a power that is lacking in the lineage of other advertising media.

It is not only more economical... which is a matter of easy computation... it is not only more flexible, it is not only more timely and rapid, but also it is the advertiser's unfailing point of contact with the mass market and every spot market of the Dominion of Canada.

The Daily Newspaper possesses a power by means of which an advertiser, who knows how to use it, can reach and move to action all or any part of the Canadian consuming public.

In this North American continent there was spent during 1934 in the columns of the daily newspapers more than \$500,000,000. The strongest of all supplementary media was used to the extent of \$114,000,000. Why?

Because for prompt action on sales plans... for quick consumer influence at minimum cost... for willing co-operation from the retail trade, the daily newspaper is today, as it always has been, the outstanding and most economical basic advertising medium.



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Get Your Oil Burner Wicks at GORDON'S HARDWARE

We are now carrying a large stock of ready made wicks and wicking for the Imperial Oil Burner as well as cut wicking for other wick-using oil burners, both for fuel oil and distillate.