



KING GEORGE V. SILVER JUBILEE



THE DAILY MAIL, FREDERICTON, N. B. WEDNESDAY, MAY 1, 1935

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The Retail Merchants of Fredericton

(UNDER THE SPONSORSHIP OF THE FREDERICTON BOARD OF TRADE) ANNOUNCE—

FOUR BIG SHOPPING DAYS - May 2, 3, 4, 7

THE CANADIAN NATIONAL AND CANADIAN PACIFIC RAILWAYS HAVE ANNOUNCED SPECIAL EXCURSION RATES FROM ALL POINTS IN NEW BRUNSWICK TO FREDERICTON FROM MAY 3rd to 7th inclusive, and ALL BUSINESS HOUSES IN NEW BRUNSWICK'S PROGRESSIVE CITY UNITE IN EXTENDING AN INVITATION TO YOU AND YOU AND YOU TO COMBINE BUSINESS WITH PLEASURE AND SPEND THESE DATES WITH US... YOU'LL FIND US WONDERFUL HOSTS, SMART UP-TO-DATE STORES... LARGE ASSORTED STOCKS OF MODERN MERCHANDISE... IN EVERY LINE OF BUSINESS... GOOD SERVICE... PRICES SECOND TO NONE ANYWHERE... LOTS OF INTERESTING SIGHTS TO SEE, INCLUDING KING'S SILVER JUBILEE CELEBRATION ON MONDAY, MAY 6th, SO BE WITH THE CROWDS—ON THESE DATES—ENJOY A VISIT TO ONE OF THE FINEST CITIES IN NEW BRUNSWICK.

While You Are Celebrating the
KING'S SILVER JUBILEE

TIP-TOP TAILORS

Are Also Celebrating Their
TWENTY-FIFTH ANNIVERSARY
BY OFFERING YOU THE FINEST LINE
OF CLOTHS EVER SHOWN IN CANADA
AT THE ONE PRICE
\$23.75

Leave Your Measure With Us and Have
Your Suit or Top Coat Delivered
To Your Address

LOOK FOR THE TIP - TOP SIGN
65 Carleton St., just off Queen

FREDERICTON CLOTHIERS
Tom Boyd, Manager

All Roads Lead to Fredericton

There is an old adage, "All roads lead to Rome," which was no doubt true for a time. But now the scene shifts, and on May 2nd, 3rd, 4th, 5th, 6th and 7th, ALL ROADS LEAD TO FREDERICTON.

Fredericton, the capital of New Brunswick, is holding the official provincial celebration of the King's Silver Jubilee on Monday, May 6th. On that day bands will play, parades will wind through the city, flags, streamers and colorful decorations will flow from every building in the city and thousands will join in the fun and frolic of the celebration. The children will be given special attention by those in charge of the proceedings, and it promises to be a day that will impress upon the minds of both young and old a happy memory of our Lord and Sovereign, King George and the city of Fredericton.

The tentative program for the celebration is as follows:

10.00 A. M.—Opening of activities, signalled by blowing of whistles, ringing of bells, etc.
10.00 A. M.—Parade of children to Gaiety Theatre.
10.30 A. M.—Parade of children to Capitol Theatre.
11.00 A. M.—Royal Salute of 21 Guns by 90th Field Howitzer Battery.
2.00 P. M.—Parade moves off from Smythe street, via Brunswick, Westmorland and Queen streets to Parliament Square.
Judging of Floats from Post Office.

CEREMONIES AT PARLIAMENT BUILDINGS

Broadcast by Station CFNB.
Dr. A. S. McFarlane, Chief Superintendent of Education, chairman.
2.30 P. M.—Arrival of Parade at Parliament Square.
3.00 P. M.—Arrival of Colonel the Honourable Murray MacLaren, C.M.G., P.C., M.D.C.M., Lieutenant-Governor of New Brunswick.
Inspection of Units.
"Land of Our Birth"—The Jubilee Chorus.
Address—The Lieutenant-Governor of New Brunswick.
Address—The Premier of New Brunswick.
Address—The Leader of the Opposition.
"Jerusalem"—The Jubilee Chorus.
Address—The Archbishop of Fredericton.
Address—The Mayor of Fredericton.
Presentation of Medals by His Honour The Lieutenant-Governor.
"Land of Hope and Glory"—The Jubilee Chorus.
"God Save The King."
8.30 P. M.—Illumination of Beacon at South Devon by Boy Scouts.
9.00 P. M.—Display of Fireworks.
9.30 P. M.—Ball at Parliament Buildings in aid of The King George Fifth Silver Jubilee Cancer Fund in Canada.

(continued on page eleven)

BUILD WITH RYAN BRICK

WHY PAY RENT?

Do You Realize that in 10 Years at \$40 Per Month You Have Paid Enough to Own Your Home. A BRICK HOME will cost \$3,500, and with more room \$4,000. So Why Not Build Now? Remember, that by building with BRICK Your Troubles Are Over, and by building with wood your troubles come afterwards.

M. RYAN & SON
Fredericton - - - N. B.

KING SINCE 1785

One hundred and fifty years ago BEEHIVE YARNS were first made in Halifax, Eng. The name of BEEHIVE has spun on down the years to become the most trusted name for knitting wools the world over.

As in great grandmother's day, so it is today. You use BEEHIVE Wools safe in the knowledge that you are using wools that have come down the years and stood the test of time.

BELMORE'S YARN STORE
408 QUEEN STREET FREDERICTON, N. B.

Silver Jubilee SPECIALS

To commemorate the Silver Jubilee of His Majesty's Twenty-fifth Anniversary to the Throne of England, we offer some Outstanding Specials:

Fine Silver from England and Canada.

One chest of Rogers Silver Flatware,
26 pieces \$9.95
Silver Bread Trays, extra special, ea. \$1.50
Beautiful Silver Flower Baskets (Rog-
ers), only ea. \$3.85
Centre Handle Sandwich Plates (Rog-
ers), only ea. \$2.85
Silver Salt - Pepper Shakers, only 95c pr.
Silver Gravy Boats with Tray ea. \$4.95
Butter Dishes, Silver on Copper, only \$1.30
Silver (Sheffield) Candlesticks, pair \$3.00
Silver Tea Services from \$10.00 and up.
Silver Entree Dishes (Double) \$7.00
and up to \$18.00 ea.

Many unusual Bargains are on display
and You Are Cordially Invited to Come to
Our Store and Look Around—you will not
be urged to buy.

Spend your money in Fredericton and
help yourself.

MAVOR BROS., LTD.

Jewellers

LOYALIST BUILDING OPP. NORMAL SCHOOL

WHEN IN FREDERICTON FOR THE JUBILEE CELEBRATION DINE AT THE IMPERIAL RESTAURANT

We Serve the Most Appetizing Homelike Meals in the City

SPECIAL DINNERS and SUPPERS 40c

Hot and Cold Lunches, Fancy Sundaes
Ice Cream, Cold Drinks

PRICES MODERATE

73 CARLETON STREET G. FRED CROWLEY
Phone 279-21.

1910

1935

We join in this great Empire celebration to congratulate our Sovereign on his Twenty-fifth Anniversary of his accession to the throne and extend to His Majesty the wish of many years of health and happiness.

On May 1st we, too, celebrate our Twenty-fifth Anniversary and extend to our many customers and friends who made it possible for us to continue to serve them during these years our sincere thanks for the generous patronage of the past and trust we may still continue to merit their support in the years to follow.

QUALITY HARDWARE

for the home at reasonable prices has been and will continue to be our motto.

Our Complete Line of Paints, Enamels, Polishes, Kitchen and Home Furnishing Hardware, Sport Goods—Everything found in an Up-to-date Hardware Store

LAWLOR & CAIN LTD.