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ALREADY OCCUPIED...GROUND FLOOR CENTRE NEW HEADQUARTERS FOR CENTRAL TRUST...SPECIALTY SHOP AND VAN'S READY TO WEAR OCCUPY OTHER TWO GROUND FLOOR STORES...GUY POND'S BUSINESS COLLEGE TO BE ON SECOND FLOOR...CITY CLUB WILL USE THIRD FLOOR AS NEW CLUB PREMISES.

WELCOME TO OUR NEW STORE IN THE

Central Trust Building

Be our Guest on Opening Day and You'll be Our Customer the Rest of the Year!



Our Buyers have just returned from a buying trip to Montreal and Toronto, bringing with them the last word in the most popular models and fabrics which are meeting popular favor in fashion centres.

AFTERNOON FROCKS

SNAPPY CREPES, NEW CHIFFONS... that will keep you smartly cool on hot summer days.

ONE GROUP OF COATS Regular \$15.95 **\$9.95**

ONE GROUP OF BETTER COATS Regular \$19.95 **\$14.95**

ONE GROUP OF SWAGGER SUITS Regular \$17.95 **\$12.95**

These Garments are all two years guaranteed linings.

CREPE DRESSES, reg. \$3.98—\$4.98, for Opening Special..... **\$2.98**

BETTER DRESSES in sheer Crepes with Slips attached and Newest CREPE DRESSES, reg. \$10.95 for **\$5.95 & \$7.95**

We have your Porch or Street Frock in P.K. and washable Linens and Broadcloth for **\$1.59 & \$1.98** Guaranteed Fast Color

We have the largest assortment of CHILDREN'S DRESSES in Fredericton, sizes from 1 yr. to 14, in newest materials and styles. Prices from \$1.00 up and guaranteed fast color.

Watson's Silk Underwear in Vests, Bloomers and Panties in all sizes at a special 49c. These are all first quality.

Ladies Blouses in American Prints, Sheers, Taffeta, Crepes and Satins. We have one of the largest assortments of BLOUSES ever displayed, prices **\$1.98 and \$2.98**

HOUSE DRESSES—hundreds to choose from. Sizes 14 to 52. Price **\$1.00 & \$1.59** (Guaranteed Washable).

Specialty Shop

"The Store of Friendly Service"
New Central Trust Building

LONDON FULLY GROOMED FOR DAY OF CORONATION

Thousands of Visitors Already on Scene; Most Careful Preparation Made for Handling of Huge Crowds; Rehearsals of Abbey Service Continue.

LONDON, May 4—From the imaginary realm of things to come, the Coronation crystallized into an immediate reality.

The turn of the month finds England—and, in the greater sense, the Empire, prepared mentally and physically to acclaim George VI. King and Emperor.

Refreshed by a quiet stay at Windsor Castle, the King and Queen have returned to Buckingham Palace, where they face a strenuous fortnight, which includes two Royal Courts and several State dinners before May 12. Yet Their Majesties are said to be taking a great personal interest in all the arrangements.

The bulk of the visitors have arrived. If ever the old cliché 'from all walks of life' was appropriate it is to describe the length and breadth of London's guest book. They range from kings to pickpockets, some representing their countries, other just along for the ride. Eastern rulers with their retinues and three-line-long titles have engaged whole floors of fashionable hotels, tourists from everywhere are huddled in boarding houses that never before took in boarders.

London is ready, gay with bunting, packed with people and throbbing with excitement. The choice of season has proved the most subtle of decisions, for the grey old city is colorful in its springtime array and the countryside lends a kindly reception to frayed nerves. And where the sun falls on barren ground the gilding has been done by man.

The most indifferent of Londoners look at the Coronation city with amazement. Its face has been lifted. Where one bridge crossed the pond in St. James Park he now finds two. Barracks and tents sprawl where once he walked his dog.

Even the inner sanctum of the London Club has been bared to the right type of visitor. And this is the greatest measure of John Bull's hospitality. But alas for the 'right type' should he become the 'wrong type' by sitting in a chair that has not been touched by anyone 'but me, sir, within 37 years, sir.'

That is not to say that the Coronation visitors are not being entertained. The social diary is jammed with luncheons, teas, receptions, dinners and balls; the sports clubs have made special concessions. Even the night clubs have made special arrangements. But in the face of such demands it is felt that profiteering has been fairly reasonable.

Against what will be the greatest test in traffic-control, civic discipline, public safety and crowd-planning, London Police, together with the War Office, the Office of Works and the Home Office, have laid out a comprehensive plan. Authorities are bending every effort to clear up today's bus strike quickly. Vehicles will move under virtually a martial law; subways and street cars will be highly organized to move the masses staggered barriers will restrain the procession route crowds through which will course yard-wide lanes for first aid and emergencies.

And even the Thames will relinquish some of its freedom and submit to traffic rules that must be laid down for the great flotilla of liners,

tugs, fast launches and luxurious yachts, moored and moving, that will seek her comparative quiet either as a means of access to Westminster or as a viewpoint for the procession along the embankment.

The Abbey service in particular will have been thoroughly rehearsed. Already it has been carefully practised section by section and on May 10 the edifice will be crowded with all the participants in the service save the King and Queen in a full dress rehearsal. The stands have been tested by troops.

Their Majesties, too, have practised their all-important roles repeatedly, although not in public. They visited the Abbey several times to acquaint themselves with the arrangements.

There has been no word of the lords and ladies rehearsing their starvation duties of May 12 although it might be a good idea. From six a.m. until nearly four p.m. is a fair stretch under such pressure, and it is likely that more than one guest will have trouble ignoring the gnawings of an empty stomach despite the splendors of the ceremony.

LONDON IS MASS OF COLOR AND LIGHTS

Elaborate Scheme Has Changed City Into Riot of Color

LONDON, May 4—Behind the scenes as London decks itself in coronation livery, a staff of experts under the direction of Grey Wornum, an architect, have been planning and designing color schemes and flood-lighting effects.

It's a part of an elaborate scheme of decoration which is transforming the city into a riot of color. Lamp posts have been freshly silvered, iron fences gleam with new paint, metal work has been refurbished. At 70-foot intervals along the coronation route are masts surmounted with crowns and lantern devices.

Sombre gray of buildings in many places is concealed by brightly-colored bunting. Flags and banners are everywhere in evidence, particularly along the coronation route. Stands for spectators have their woodwork hidden behind red, gold and blue cloth.

White plays an important part in the scheme. "I am trying to bring lightness into the streets by the use of white," explains Wornum. "This has been made possible by the use of a rubber-faced material—like white velvet—which maintains its brightness even under difficult conditions."

Parliament Square, which underwent transformation with the erection of stands at every vantage point, has undergone another one. The huge central stands have been draped with red, gold and blue cloth. The overhanging edges of the canopies have a pattern of red and gold.

Special decoration effects are planned for the quadrant in Regent Street, for Charing Cross and the entrance from Whitehall into Parliament Square. At the quadrant a series of long blue banners will be hung, surrounded by white and gold flags with scarlet borders.

In mediaeval days shopkeepers welcomed their king by hanging pieces of brocade out of their windows. This custom will be revived by hanging squares of scarlet material from windows in the Quadrant.

Charing Cross will boast what looks like a maypole. The statue of Charles I will be surrounded by masts carrying banners. At the foot of Whitehall there will be a huge archway, consisting of two 60-foot masts carrying a large streamer and with banners surmounted on cross-trees.

Flood-lighting will lend new beauty to famous buildings and to London parks. The House of Parliament and Big Ben, Buckingham Palace, the Nelson Column and other historic structures will be visible alike by day and night.

KING APPROVES CHANGES IN CORONATION SERVICES

LONDON, May 4—Even the most ancient of English constitutional usages may be modified to meet changed conditions, as instanced by the revisions effected in the Coronation Oath.

These changes have become necessary since the status of the Dominions has altered constitutionally since the Coronation of George V in 1911 at Westminster.

The oath has a history extending back to the eighth century, but in its modern form goes back to the settlement after the revolution of 1688. The latest alterations in the first section of the oath have been made after discussions with the governments of the Dominions.

The first part of the oath is originally administered referred only "to the people of this Kingdom of England and the Dominions thereto belonging." It had to be modified to meet the union with Scotland, and now has had to be modified again to meet the present composition of the Overseas Empire—the recognition of India and of the new status of the

self-governing Dominions since the Statute of Westminster was passed. The Dominions have now taken their place as co-equal members of the British Commonwealth, "the free association of which the crown is the symbol."

In the old form of the oath the Archbishop put the question to the King:

"Will you solemnly promise and swear to govern the people of this United Kingdom of Great Britain and Ireland, and the Dominions thereto belonging according to the Statutes in Parliament agreed on, and the respective laws and customs of the same?"

And the King made answer: "I solemnly promise so to do."

TRUST COMPANIES AND THE DEPRESSION

Experiences of the depression have made many people doubt their own ability to make sound investments, to manage property and to conserve wealth and has shown the disastrous results which often follow from inexperienced management in such matters. Individuals are hesitating more than ever to assume responsibility for the management of other people's money and people of property are realizing how unwise it is to leave estates unconditionally to inexperienced beneficiaries or to leave an estate to be managed by executors who are not thoroughly experienced in such duties.

The need for wisdom and experience in conservation of wealth has been very apparent. There has been great emphasis in the demand for protection. When the comparative comfort and freedom from loss and from financial worries which has been the experience of those whose financial affairs and estates have been under the supervision and control during the last few years of a properly managed and conservatively operated trust company is compared with the experience of those of even better than average knowledge in financial and investment matters who have managed their own affairs without such trained assistance, the value of conservative Trust Company services in good times and bad is clearly demonstrated.

As a result of these lessons learned during the depression a greater number of people are taking advantage of the experienced services offered by the conservatively managed trust company. This will no doubt result in a further substantial increase in trust company business during the next few years.

The Central Trust Company has had many unusual opportunities for rendering capable service to clients through these very difficult times, often to those who are recognized leaders in their own line of business or profession and at other times to clients entirely without experience in financial, investment and other business problems. Experienced management is everything in most matters and has proved of greater importance than ever during the last few years.

The Central Trust Company which opened its doors to the City of Fredericton a few years ago has a very sound directorate and under very capable management has been quite an influence during the past two years in the matter of building operations which has had quite an effect on employment. This company can point with pride to their record during the past 17 years. Regardless of general business conditions, in good times and bad, having enjoyed constructive growth year after year they have helped clients in building up their estates and provided comfort in old age, indeed a company that merits your patronage.

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... and the Fountain Bar of the Ross Drug United (Downtown Store) brings you the tastiest of Salads - - - the Crispest of Salad Greens and the most perfect of Fruits to give your Salad an Appetizing Flavor.

Get the Ross Drug Habit for your mid-day lunch and let us convince you that "THE BEST COSTS LESS"

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