

Player's Please
THEY'RE **D**ouble-
Fresh!

MILD OR MEDIUM-CORK TIP OR PLAIN



YOU'LL
ENJOY
SHOPPING
AT

- Beautiful new street level Fashion Floor
- All departments increased in size and stock
- Complete selections of fine quality merchandise
- Greatly enlarged free parking area

Simpson's

THE ROBERT SIMPSON EASTERN LIMITED

You Can be sure

Your Advertising Message
Reaches Practically Everyone

Who might be interested, when it goes in the medium which covers Nova Scotia, and blankets the big Halifax metropolitan area . . .

THE HALIFAX CHRONICLE - HERALD
and **THE HALIFAX MAIL - STAR**

Circulation Now Exceeds 100,000 Daily

CANADA'S FIRST BANK

"MY BANK"

TO A MILLION CANADIANS



BANK OF MONTREAL

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

AD102

It has always seemed to us that the first function of any advertisement is to get itself read. People do not have to read advertisements. Therefore any art or device, even as simple and inexpensive as this advertisement was to prepare, commands more attention than just cold type.

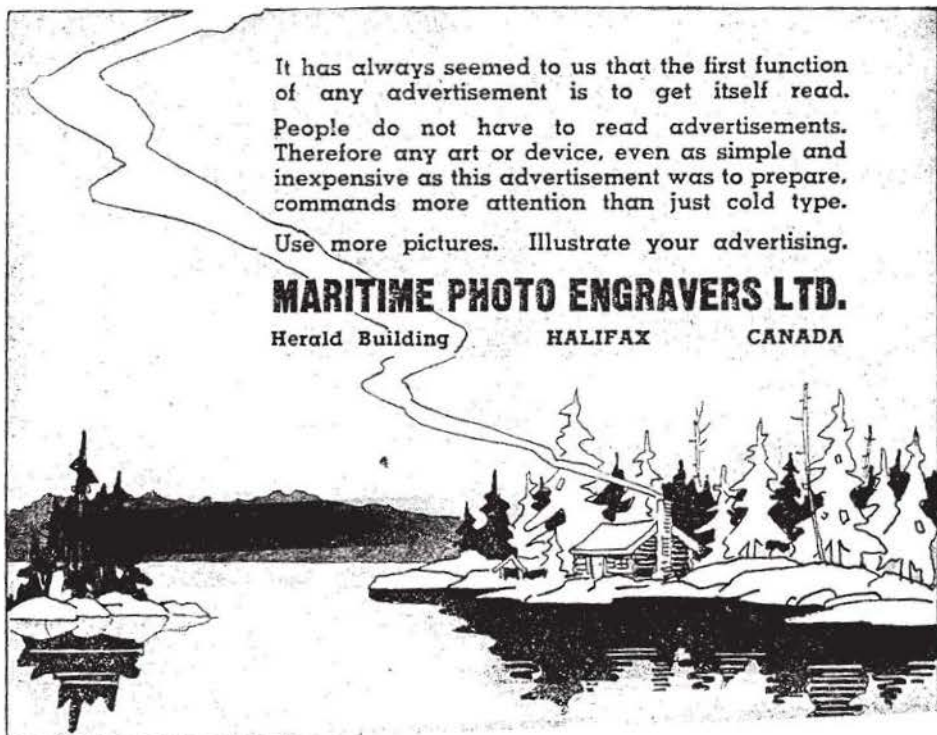
Use more pictures. Illustrate your advertising.

MARITIME PHOTO ENGRAVERS LTD.

Herald Building

HALIFAX

CANADA



A Standing Invitation

Many of to-day's top executives were on their way up when they first sought advice from their Royal Bank manager. Through the years they have learned to value his counsel. This is a standing invitation to to-day's young executives to talk over their business problems with our local branch manager. He will be glad to discuss your affairs in strictest confidence.

THE ROYAL BANK OF CANADA

YOU CAN BANK ON THE "ROYAL"

Compliments of

S. CUNARD & COMPANY, LIMITED

Heat Merchants Since 1827

COAL

COKE

FUEL OIL

Domestic and Industrial
Oil Burners Installed and Serviced

Wholesale

Retail

BOUTILIER'S LTD.
SEAFOODS, MEATS and POULTRY

9 Phones

3-6361

30 Bedford Row,
 HALIFAX, N. S.

RAINNIE & COMPANY, LIMITED

GENERAL INSURANCE AGENTS

178 HOLLIS STREET

HALIFAX. N. S.

PROGRESS!

FOR 140 years the Story of Stairs has been synonymous with the Story of Progress.

Starting as a small general store in 1810, the firm has kept pace with the advance of time and has contributed much to the progress and growth of the city and province in which it was established.

To-day, Stairs has become known as the supply house for much of the Hardware and Plumbing and Heating business conducted in the Maritimes. In addition, the firm is representative for the leading Canadian and American manufacturers of heavy construction machinery and equipment.

Stairs, to-day, embraces the four Maritime Provinces with branch offices located in Saint John, N. B., Sydney, N. S. and St. John's, Newfoundland.

STAIRS
 WM STAIRS, SON & MORROW, LTD.

Wholesale Shelf and Heavy Hardware
 PLUMBING • HEATING SUPPLIES • MACHINERY
 HALIFAX • SYDNEY • SAINT JOHN

EATON'S



Made-to-Measure Clothes

Fine garments tailored to your own individual measurements — with details that you want in YOUR suit.

A choice of quality fabrics in patterns and shades to suit practically all tastes. Suits of distinction for men of discrimination — EATON MADE-TO-MEASURE!

3 Piece Suits

41.50 52.50 57.50

and 62.50

T. EATON CO.
MARITIMES LIMITED

HALIFAX

CANADA

Never have property owners been so underinsured against the risk of fire as at the present time.

For example most dwellings in Nova Scotia before the last war were insured for \$5,000 to \$10,000.00 To-day such dwellings should be insured for \$10,000.00 to \$20,000.00.

The cost of additional insurance for dwellings is small, in most cases from \$8.00 to \$9.00 per thousand for 3 years.

The above remarks also apply to household furniture and personal effects.

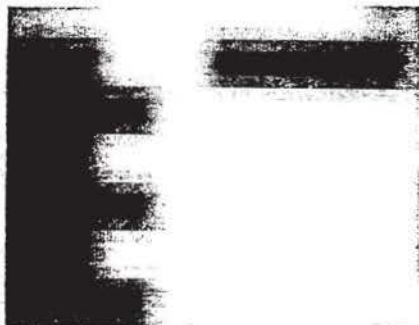
Don't take a chance, telephone us to-day.

MCDERMAID AGENCIES LTD.

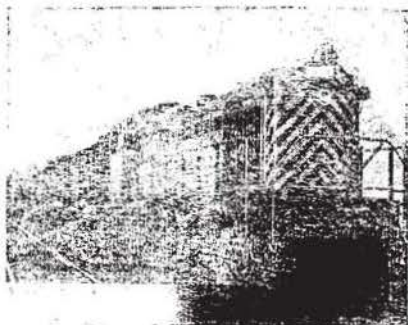
Insurance Agents and Brokers
156 Hollis Street Halifax, N. S.
Telephone 3-7271

D. K. McDermaid, Managing Director
W. A. Camp, Secretary

Progress . . .



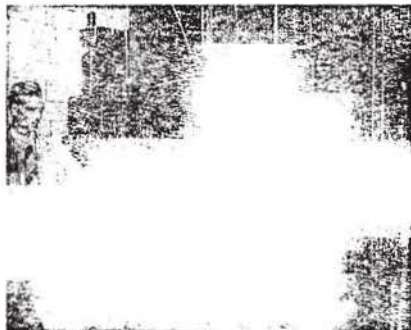
This powerful, diesel-electric, ice-breaking train ferry keeps communications open between New Brunswick and Prince Edward Island. All the electric propulsion equipment was designed and manufactured by Canadian General Electric.



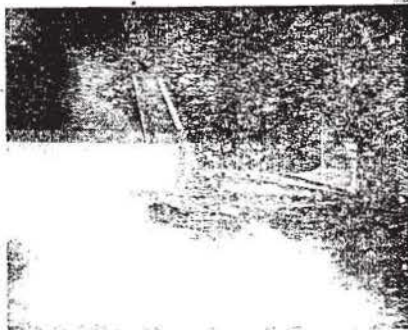
Many Canadian-built diesel-electric locomotives, for which this Company manufactures the electrical equipment are in service on Canadian railroads and are proving their efficiency and economy in both switching and main line haulage.

GENERAL ELECTRIC EQUIPMENT

is making life easier for every Canadian today



Here is the magnet of the 70,000,000 electron-volt-synchrotron installed at Queen's University for the purpose of X-ray and nuclear research. It was built and erected under the supervision of General Electric's nucleonics engineers.



The great airliners and jet planes of today and tomorrow rely more and more on G-E aviation equipment. Canadian General Electric supplies electrical systems, instruments and radio equipment to leading aircraft manufacturers.

CANADIAN GENERAL ELECTRIC COMPANY

ASK ANY SUCCESSFUL MAN . . .

Ask him what part his bank played in his present success. He's almost sure to urge you to establish a good banking connection as early as possible. Regular savings habits now make for sound business practice later on.

THE BANK OF NOVA SCOTIA

DALEY, PHINNEY & RITCHIE

Barristers, Solicitors, Etc.

TRAMWAY BUILDING

HALIFAX, N.S.

Cable address: Dawapir

Gordon McL. Daley, K. C.

Lawrence F. Daley

Roland A. Ritchie

W. J. MacInnes

Compliments of

Thompson, Adams & Co., Ltd.

General Insurance

(except Life)

SUN LIFE of CANADA

BRANCH OFFICE AND AGENCY SERVICE
THROUGHOUT THE NORTH AMERICAN CONTINENT •

Compliments
of
SUPERLINE OILS
LIMITED



Dalhousie University

HALIFAX, NOVA SCOTIA

The Faculty of Arts and Sciences

Degrees of:

Bachelor of Arts
 Bachelor of Commerce
 Bachelor of Education
 Bachelor of Music
 Bachelor of Nursing Science
 Bachelor of Science

Diplomas In:

Education
 Engineering
 Engineering Physics
 Food Technology
 Hospital Pharmacy
 Mining Geology
 Music
 Pharmacy

Pre-Professional Courses requisite for Law, Medicine and Dentistry

THE FACULTY OF GRADUATE STUDIES, granting the degrees of M.A.
 and M.Sc.

THE FACULTY OF LAW, granting the degree of LL.B.

THE FACULTY OF MEDICINE, granting the degree of M.D., C.M.

THE FACULTY OF DENTISTRY, granting the degree of D.D.S.

The School of Graduate Nursing granting Diplomas in
 Public Health Nursing, Teaching and Administration

ENTRANCE SCHOLARSHIPS

Scholarships, each of a maximum value of \$600.00 available to students
 applying for admission from High School or Junior Colleges of the Mari-
 time Provinces, and awarded on the basis of educational attainments.

TEACHING FELLOWSHIPS

10 Teaching Fellowships of value \$450.00 and \$750.00 per annum are
 available in the Faculty of Graduate Studies.

WRITE TO THE REGISTRAR

for full information as to fees, courses,
 residence facilities, and date of registration.

As a Confidential friend . . .

The family lawyer, the family physician of many year's standing are people in whose judgment you place confidence, and who treat your affairs as a matter of confidence.

Your banker, too, is a professional man—a member of a profession that works as much as any other in the public interest, protecting the depositor against loss and employing his liquid surplus for general advancement of the country.

Each member of the staff of The Canadian Bank of Commerce is bound by professional oath to treat your affairs confidentially.

Make use of his services, placing him on the same friendly professional footing as your family lawyer or physician.

The Canadian Bank of Commerce

Capital Paid Up	- - - - -	30 Million Dollars
Reserve Fund	- - - - -	30 Million Dollars

Halifax, N. S., Branch
T. A. Pugsley, Manager

Maritime Dental Supply Co., Limited

Halifax, N. S. and Saint John, N. B.

= SAFETY =

Costs No More

To have the terms of your Will administered by our thoroughly experienced and responsible organization is to make certain that its terms will be carried out in complete accordance with your wishes. Yet the cost is the same as for an individual executor. We invite your consultation.

The EASTERN TRUST COMPANY

HEAD OFFICE — HALIFAX, N. S.

CHARLOTTETOWN, P.E.I.
ST. JOHN'S, NFLD.

Branches at:
MONCTON, N.B.
MONTREAL, QUE.

SAINT JOHN, N. B.
TORONTO, ONT.

ALL POLICIES GUARANTEED

Whatever your Insurance need is—whatever particular combination of protection and savings it may be—see the Maritime Life Representative First. He can help you.

The Maritime Life

HEAD OFFICE - - HALIFAX, CANADA

A. R. FRASER, C. L. U., Manager for Nova Scotia.



Compliments of

Maritime - National Fish

Division of National Sea Products Limited

Burchell, Smith, Jost, Meagher & Burchell

Barristers, Solicitors, Etc.

Chronicle Building,

HALIFAX, N. S.

C. J. BURCHELL, K.C.

F. D. SMITH, K.C.

W. H. JOST

A. J. MEAGHER

C. W. BURCHELL

McInnes, MacQuarrie & Cooper

BARRISTERS, SOLICITORS, &c

35 BEDFORD ROW,

HALIFAX, N. S.

DONALD MCINNES, K.C.

JOHN T. MACQUARRIE, K.C.

A. G. COOPER

G. P. FLAVIN, K.C.

J. H. DICKEY

G. B. ROBERTSON

J. M. HUTTON



Perhaps you want to convert your house into flats and cash in on the present scarcity of accommodation.

Or you may want to modernize its appearance by adding a sunporch—or a basement playroom . . . Whatever your wants see us first for the necessary LOAN.

Eastern Canada Savings & Loan Co.

Granville and Duke - HALIFAX

Cheapest and Quickest

Station - to - Station

Long Distance Calls

It's cheaper and faster to use Station-to-Station Service on your Long Distance Telephone calls. A Station-to-Station Call is one where you ask for a **telephone number**, and not a particular person.

The saving through using this class of service amounts to as much as thirty per cent on calls during the day. On calls after six p.m. the average saving is larger still. Besides, your call goes through much more quickly—usually while you hold the line.

Save yourself money and get quicker service by using Station-to-Station Service whenever possible. Remember it especially on Sundays, as Night Rates are effective all day then and your saving is still greater.

MARITIME TELEGRAPH AND
TELEPHONE CO., LIMITED

Balcom-Chittick, Ltd.

DRUG STORES

"There's one in Your Neighborhood"

S. R. Balcom, Pres.

F. S. Chittick, Vice-Pres.

HALIFAX - KENTVILLE - SHEET HARBOUR

Compliments of

ACADIA DRUG STORE
141 Hollis Street

STUDLEY DRUG STORE
29 Coburg Road

Hader's Pharmacy Limited

2 STORES

Halifax

--

Nova Scotia

Protect YOUR Family's Welfare!

Always be mindful of the future when you may not be a part of the picture.

For example, if you die without a will, your estate may be distributed quite contrary to your wishes—and even harmful to your heirs.

Consult us and we'll show you how best to put your estate in order so as to conserve the interests of your loved ones.



Stewart, Smith, MacKeen, Covert & Rogers

Barristers, Etc.

ROY BUILDING, HALIFAX, N. S.

JAMES MCG. STEWART, K.C.

CHARLES B. SMITH, K.C.

HENRY P. MACKEEN, K.C.

W. MARSHALL ROGERS, K.C.

FRANK M. COVERT, K.C.

CLYDE W. SPERRY.

GORDON S. COWAN.

W. S. KENNEDY JONES.

GORDON DUNNET,

The Canada Permanent Trust Company

EXECUTOR ADMINISTRATOR GUARDIAN TRUSTEE

Estates and Properties Managed

ENQUIRIES INVITED

NOVA SCOTIA BRANCH

436-440 Barrington Street, Halifax, N. S.

C. F. MACKENZIE, Manager



TODAY'S
BIGGEST
BARGAIN

ELECTRICITY



DOMINION STEEL and COAL CORPORATION Limited

Nova Scotia's Greatest Industry

Miners and Shippers of

Coal and Iron Ore

Iron and Steel Founders — Shipbuilders

Manufacturers of

Railway Cars

Producers of

Hematite Pig Iron

Analysis and all other information gladly supplied.

STEEL

Ingots and all forms of Rolled Steel

Steel Rails and Accessories

Heavy Forgings for Marine and Railway Purposes.

Nails and Wire Products.

Highest Quality

Bunkering, Gas, Steam and Coking

COALS

Foundry, Blast Furnace and Domestic Coke, Tar,

Benzol, Sulphate of Ammonia, Limestone,

Silica, and Fireclay Bricks and Shapes.

Works Offices - - - - SYDNEY, N. S.

Executive and Sales Offices

CANADA CEMENT BUILDING, MONTREAL, CANADA



THE
HALIFAX
INSURANCE

COMPANY

Head Office
88 HOLLIS STREET
HALIFAX, NOVA SCOTIA

Canada's Oldest
Insurance Company

Representatives
in any
CANADIAN CITY
OR TOWN