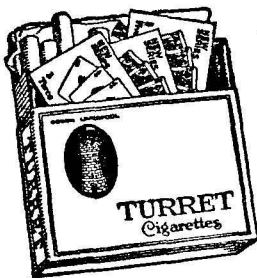




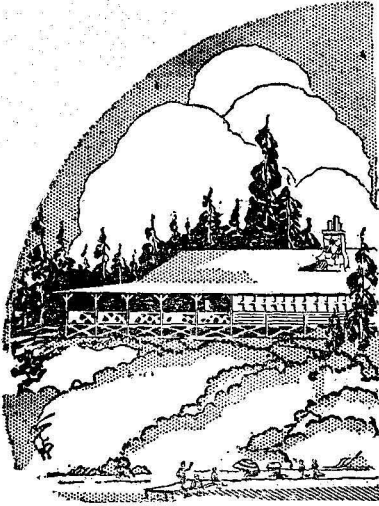
GET SET FOR A "STRIKE"!



Critical smokers will tell you that Turrets certainly do score high when it comes to really smooth, satisfying quality. You really ought to try Turrets and make a strike with yourself!

Quality and Mildness
Turret
CIGARETTES
SAVE THE POKER HANDS

Imperial Tobacco Company of Canada, Limited



PICTOU LODGE

AT PICTOU, N. S.

Here in the heart of Canada's Maritime Provinces—where sea and forest meet — is delightful Pictou Lodge, quietly luxurious, yet providing ample in the way of entertainment and recreational activity. Pictou is an ideal spot for children — and has every attraction for adults. Select this charming lodge for your vacation or for a weekend trip this summer.

Pictou Lodge is owned and operated by

CANADIAN NATIONAL RAILWAYS

Inquire of your nearest Canadian National Agent or ask for descriptive literature.

LIFE'S ESSENTIAL

Sugar is human energy in its purest form—a single pound contains 1800 energy calories, and if these could be transmuted into mechanical energy, a pound of sugar could lift itself a thousand miles in the air—it could raise a one ton steel girder half a mile straight up—it could keep a 110 watt electric lamp burning continuously for almost twenty hours.

PURE CANE SUGAR such as **ROYAL ACADIA**
abounds ... in ... energizing ... food ... value



ACADIA SUGAR REFINING COMPANY, LTD.
HALIFAX, NOVA SCOTIA

SIMPSONS

*features
quality merchandise*

● Such as . . . Frigidaire Electric
Refrigerators . . . Lady Mac
Foundation Garments . . . Dr.
M. W. Locke Orthopedic
Footwear . . . Supersilk Silk
Hosiery . . . Leishman's Tail-
ored-to-Measure Clothes for
Men . . . Martha Washington
Home Frocks . . . Van Raalte
Lingerie . Stanfield's Underwear

THE **SIMPSON** EASTERN
ROBERT LIMITED

HALIFAX, NOVA SCOTIA

"A Very Intensive Reader Interest"

RECENTLY a leading Canadian advertising agency made a recapitulation of enquiries received from a cross-Canada campaign for one of their clients.

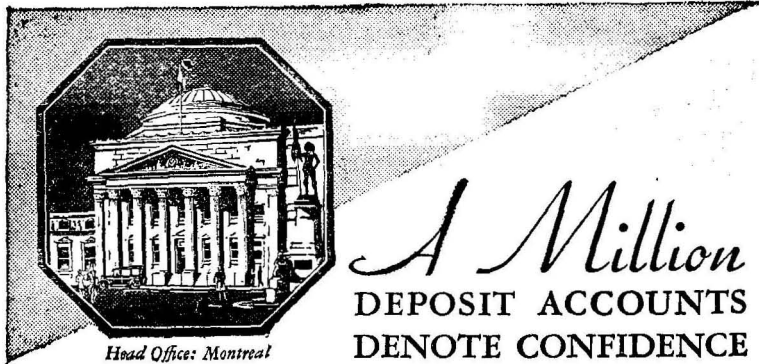
They found that The Halifax Herald and The Halifax Mail attracted the *second* largest number of enquiries—the significant point being that The Herald and The Mail readers sent 3,584 enquiries, as compared to 3,765 for the Toronto which has almost four and a half times the circulation.

In reporting this remarkable showing the advertising agency stated: "The only explanation we have is The Herald and The Mail **must have a very intensive reader interest.**"

Over 55,000 circulation, 25%
more than all other daily news-
papers in Nova Scotia combined.

The Halifax Herald and The Halifax Mail

The Voice of Nova Scotia — The Choice of Nova Scotia



Head Office: Montreal

A Million
 DEPOSIT ACCOUNTS
 DENOTE CONFIDENCE

MODERN, EFFICIENT BANKING SERVICE
 the outcome of 117 years'
 successful operation

**BANK OF
 MONTREAL**

Established 1817



Public Benefactors

The man who leaves money to endow an orphanage is looked upon as a public benefactor, and rightly so.

But what of the man who, through the wise provisions of a Sun Life Family Income policy, ensures that his own children shall never need the shelter of an orphanage? In providing security for those he loves, he relieves the public purse to just that extent.

Let your nearest Sun Life representative tell you how to ensure your family's future through the Sun Life Family Income Plan.

**SUN LIFE ASSURANCE
 COMPANY OF CANADA**

Head Office - - - - - Montreal

AGAINST FIRE AND THEFT



Put your documents and other valuables in a Safety Deposit Box. The cost is nominal. Any one of our managers will be pleased to give you particulars of this service.

THE CANADIAN BANK OF COMMERCE

HALIFAX, N. S. BRANCH

A. K. HARVIE, Manager

YOUR SCIENTIFIC INSTRUMENTS, rare books, valuable pictures and other objects d'art can be insured against practically all risks such as fire, theft, accidents during transportation and marine risks for a very moderate yearly premium. The usual rate is $2\frac{1}{2}\%$ with a minimum premium of \$10.00.

YOUR PERSONAL EFFECTS can be insured whilst anywhere in Canada, U. S. A., Great Britain and practically all European countries, against the risks of fire, theft, marine risks collision or overturning of vehicles, etc. The rate is $1\frac{1}{2}\%$ per annum with a minimum premium of \$5.00. Don't be without insurance when it can be had for such a moderate sum.

FOR INSURANCE OF ANY KIND
JUST PHONE OR WRITE US.

MARITIME AGENCIES LIMITED

B6720

156 Hollis Street, Halifax.

D. K. McDERMAID, Manager.



The Forward Look

The feeling of security and well-being that a savings Fund gives to its owner helps him through many a temporary disappointment and loss. His eye is on the future, and he saves regularly with that in mind.

THE
ROYAL BANK
OF CANADA

Established Over 80 Years

Nova Scotia Savings, Loan and Building Society

Total Assets over \$3,000,000—Reserve Fund \$305,000

HECTOR McINNES, K.C., President—A. B. WISWELL, Vice President,
F. A. LANE, Secretary Treasurer.

Paid up Shares issued in multiples of \$240. The interest on which accumulates at 5% until maturity (167 months) or withdrawal.

Debentures issued for terms of from one to five years, paying 3½% interest semi-annually by coupon or by cheque. This is a legal investment for Trust funds.

Highest Interest Paid on Demand Deposits.

ENQUIRIES INVITED

Office, 95 Hollis Street,

Halifax, Nova Scotia

EXECUTOR

ADMINISTRATOR

TRUSTEE

A Complete Trust Service

General Trust and Executor Corporation

General Trust
Building

Barrington at Prince,
Halifax, N. S.

If You Would Succeed—

A Savings Account in The Bank of Nova Scotia makes it easier for you to undertake many things you could not otherwise consider.

A deposit of \$1.00 will start a Bank of Nova Scotia Savings Account. Interest is compounded half yearly.

A Branch of this Bank near you will welcome your account



THE BANK OF NOVA SCOTIA

ESTABLISHED 1832



RICHELIEU Exclusive Tailored Fur Felts

After all, nothing quite shows up a woman's smartness like the Felt she chooses...and women of discrimination and taste will want a RICHELIEU! They're the essence of quality, and yet they fit right into one's budget expenditures. Made especially for our clientele, available only at WOODS in Halifax. Brown, blue, fawn or grey.

\$5.95

THE WOOD BROS. CO., LTD.

GRANVILLE ST., HALIFAX, N. S.

BONDS and STOCKS

Bought and Sold

Listed Securities carried on margin or purchased for cash.
Direct private wires to all leading Canadian and United States centres.

JOHNSTON & WARD

MEMBERS { Montreal, Stock Exchange
 { Montreal Curb Market

Bank of Nova Scotia Bldg.
HALIFAX, N. S.

CANADIAN INVESTMENT SECURITIES

DOMINION SECURITIES CORPORATION LIMITED

Established 1901

MONTREAL
WINNIPEG
VANCOUVER

MONTREAL OFFICE
275 St. James Street West

TORONTO
NEW YORK
LONDON, ENG.

New Brunswick Office:
W. S. FLOOD, Representative,
50 Princess St., Saint John
Phone: 3-2500

Nova Scotia Office:
R. C. HEBB, Representative,
177 Hollis St., Halifax,
Phone: Bishop 7072

Montreal Trust Company has every facility for serving you to the best advantage, in the following capacities:



Trustee - Executor - Administrator - Assignee - Guardian
Liquidator and Receiver

Trustee for Bond Issues

Transfer Agent or Registrar of Stocks of Companies
Estates, etc. under Administration—Dec. 31/31 \$766,000.00

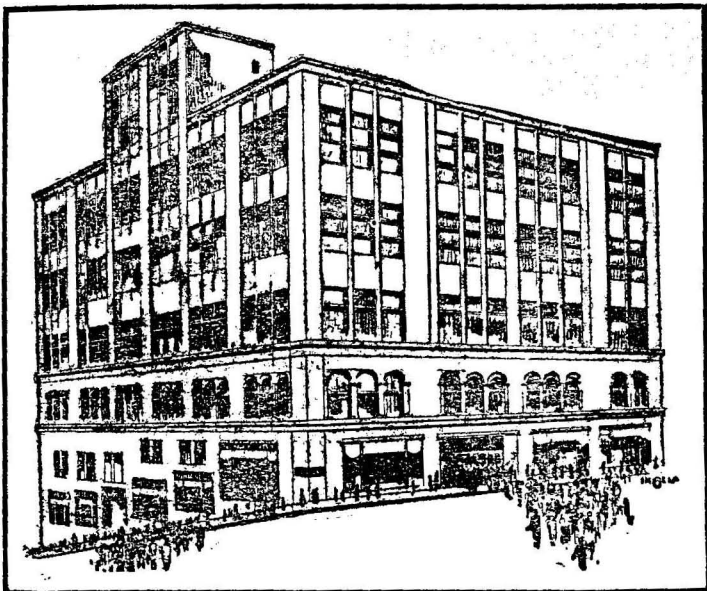
MONTREAL TRUST COMPANY

H. E. MAHON, Halifax Mgr.,
SIR HERBERT S. HOLT
President

190 Hollis Street
F. G. DONALDSON
General Manager

HALIFAX, N. S.
A. J. BROWN, K.C.
Vice-President

EATON'S — of Halifax!



A Departmental Store that Offers Many Attractions to the Visitor!

WHETHER you are from Upper Canada, the United States or "across the water" you'll find items of interest to you in this Store. A modern, up-to-date building (with six selling floors) located in the heart of the down-town district, handy to the hotels, boats, theatres, etc.

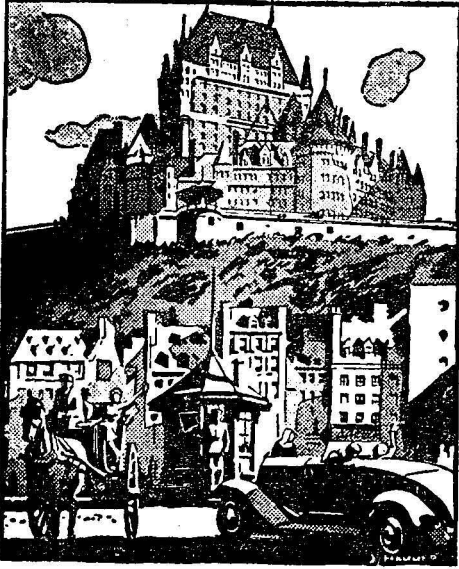
Merchandise of Interest!

Throughout the Store, in many of the departments, you will find items of interest, imported laces and woollens, souvenirs and novelties, linens, jewellery and many other articles.

We cordially invite you to visit the Store when in Halifax and make use of the Store conveniences, including the Post Office, Waiting Room and Check Room.

T. EATON CO
MARITIMES LIMITED

Eastern Hotels



DOTTING Eastern Canada are moderately-priced Canadian Pacific hotels—vacation centres which attract tourist trade to the Maritime Provinces—hotels which Maritime people are proud to recommend to their friends and glad to patronize themselves.

The delightful **ALGONQUIN HOTEL** at St. Andrews-by-the-Sea, and **THE PINES** at Digby, are leading vacation resorts, offering picturesque scenery, swimming, golf, tennis and other diversions. **LAKESIDE INN** at old Yarmouth is a modern hostel in a historic setting. **CORNWALLIS INN** at Kentville is the centre for visitors to the Land of Evangeline. The popular **LORD NELSON** at Halifax is operated by the Lord Nelson Hotel Co. All are quickly and comfortably reached on the Dominion Atlantic Railway.

When visiting the storied, citadel city of Quebec, arrange to stay at the seigneurial **CHATEAU FRONTENAC**, one of Canada's finest hotels.

For further information ask any agent of the Canadian Pacific or Dominion Atlantic Railway.

**Dominion Atlantic Railway
Canadian Pacific Hotels**

80 Years

The name "Canada Permanent" has been respected in the world of business and finance for more than three-quarters of a century. During that period the

Canada Permanent Mortgage Corporation

AND

The Canada Permanent Trust Company

have developed as institutions of nation-wide service, touching the life of Canadian communities from coast to coast.

The financial strength of the "Canada Permanent" is an asset to the Dominion. The conservative policies of its management are a comfort to thousands of Canadian families.

Services embrace deposits, investment debentures, living trusts, collections, real estate management, etc., etc.

NOVA SCOTIA BRANCH

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

Combined Assets exceed
\$100,000,000.00

A LITTLE COMPANY GROWN BIG

IMPERIAL Oil was a little Company in 1880. There was then only a handful of employees. A dozen or so products were the Company's stock in trade.

To-day nearly 18,000 Canadian men and women are engaged in making and selling 714 different Imperial Oil Products. So, counting their families, there are about 90,000 people directly dependent for livelihood on this Company and its operations. 90,000 is a lot of Canadians.

Imperial Oil's growth depended upon more than growth in population and demand. Fair dealing, honest value and the ability to meet new needs with new products and new services all played their part. Of course, a loyal, capable staff was indispensable. Such a staff was built up by fair and considerate treatment. Good wages, sickness and death benefits, retirement pensions, group insurance, industrial councils—these are some of the measures by which the Company has recognized its responsibility to the men and women in its employ.

These men and women have recognized in turn their responsibility to the Company. By loyal, whole-hearted service they have helped it to make better products at lower cost and thus become "a big company."

**IMPERIAL OIL
LIMITED**

CAPITAL \$1,000,000.

COMPLETE TRUST SERVICE COVERING

Wills and Trusts
Mortgage Loans
Real Estate and
Investments

Registrar and Transfer
Agents.

Safety Deposit
Vaults.

The EASTERN TRUST COMPANY

MONTREAL, P. Q.
SAINT JOHN, N. B.
ST. JOHN'S, NFLD.
CHARLOTTETOWN, P. E. I.
MONCTON, N. B.

Head Office:
HALIFAX, N. S.

1810

SERVICE

1935

One Hundred and Twenty-five Years ago a young man entered the Hardware business in a small shop in Halifax...Animated by great ambition and a desire to render a needed service, he laid the foundations of a business institution which was to long bear his name and feel the impetus of his labor and character.

Throughout this long period—covering a century and a quarter—the firm progressed, not along a straight, narrow line, but through an ever widening avenue until now the firm of

Wm. Stairs Son & Morrow Ltd.

—still retaining those old traditions of integrity and fair dealing—renders a wider and more complete service than ever before—in the distribution of

**Hardware, Plumbing,
Machinery and Auto Accessories**

HALIFAX, - Nova Scotia

McDonald Construction Company, Limited

HALIFAX, Nova Scotia

Engineers and Contractors



Our wide and long experience in all classes of construction work and our staff of expert and reliable foremen and mechanics enable us to carry out any contract no matter how large or small with satisfaction to the owners and credit to ourselves.

Among the works recently completed by us or now in hand are:

Nova Scotia Provincial Exhibition Buildings.

Nova Scotia Archives Building.

Capitol Theatre and Office Building.

Wood Bros. Company, Department Store.

Trinity Church.

St. Patrick's Boys' Home.

Chebucto Road Bungalow School.

Nurses Home, Halifax Children's Hospital.

Residence for His Excellency Archbishop O'Donnell.

New Infirmary for the Sisters of Charity.

New Gymnasium, Dalhousie University.

A. A. MCDONALD,
President.

A. F. DYER,
Engineer.

Dalhousie University

HALIFAX, NOVA SCOTIA

Faculty of Arts and Science (founded 1818)

Undergraduate courses leading to degrees or diplomas in:

ARTS	SCIENCE	COMMERCE
MUSIC	PHARMACY	FISHERIES
ENGINEERING	HOUSEHOLD SCIENCE	EDUCATION

In this Faculty special advanced courses are offered to those who enter with Grade XII or equivalent standing of a prescribed kind in Chemistry, Classics, Mathematics, Modern Languages and History, and Physics.

Graduate Courses leading to Master's degree in Arts and in Science.

Professional Schools of the Maritime Provinces, as follows:

Faculty of Law (established 1883).

Faculty of Medicine (established 1868).

Faculty of Dentistry (established 1908).

Each of these Schools requires a specified preliminary course extending over two years in the Faculty of Arts and Science.

Scholarships:—There is a long list of Entrance and Undergraduate Scholarships offered in many departments and subjects. In the Arts and Science Faculty it is possible for a brilliant student to win his way through College.

There are Prizes and Scholarships offered in the Professional Faculties.

University Aid and Loan Funds:—These provide Bursaries for students in good standing.

Graduate Fellowships:—A few of these are offered in the Arts and Science Faculty.

Expenses:—Inclusive fees, including the assessment by student organizations, in the B. A. course average about \$160.00 a year; in the B. Sc. course, including laboratory charges, about \$190.00 a year.

Halifax living expenses have been greatly reduced in recent years. Board and lodging may be had in the city from \$6.50 per week up.

In addition, Pine Hill Divinity Hall, in affiliation with Dalhousie University, offers board and lodging to Dalhousie students at very reasonable rates.

Residence for women Students:—Shirreff Hall affords unsurpassed accommodation at reasonable rates.

For full information and Calendar apply in person or by letter to the Registrar.

Pine Hill Divinity Hall

HALIFAX, N. S.

In affiliation with Dalhousie University

PROVIDES instruction in the Theological subjects prescribed for Ministers of the United Church of Canada. Residential accommodation is available for 115 men during both their Arts and Theological courses. Bursaries also are obtainable. Application for accommodation in the Residence should be made early to the Dean, Pine Hill.

*For further information about courses,
conditions, and privileges apply to*

CLARENCE MCKINNON, D. D., Principal

HALIFAX, N. S.

Nova Scotia Technical College

AFFILIATED WITH

ACADIA, DALHOUSIE, KINGS, MT. ALLISON,

ST. FRANCIS XAVIER and ST. MARY'S.

Offers Courses leading to the Degree of B.Sc. in

**CIVIL, ELECTRICAL, MECHANICAL AND MINING
ENGINEERING**

TWENTY SCHOLARSHIPS COVERING FULL TUITION.

TUITION \$75.00 per year.

SHORT COURSES

IN LAND SURVEYING, ARCHITECTURAL DRAFTING, STEAM ENGINEERING, TECHNICAL
CHEMISTRY, ETC., ETC.,

CORRESPONDENCE STUDY

COURSES IN A LARGE NUMBER OF COMMERCIAL AND TECHNICAL SUBJECTS.

F. H. SEXTON, D.Sc., L.L.D., Principal.

HALIFAX, N. S.

CAN YOU SAVE ?

If you can save and want to put your money safely to work for you, deriving at the same time, all the advantages of compound interest and fullest protection for your family, estate or business, you will be interested in what this Company has to offer. Write to Head Office or consult any Great-West Life agent.

THE GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE ... WINNIPEG

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,

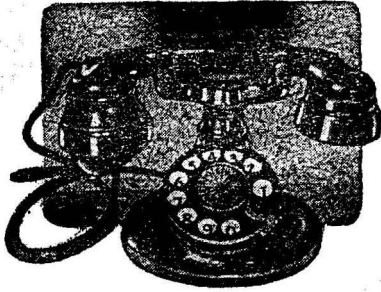
Benzol, Sulphate of Ammonia, Limestone,

Silica, and Fireclay Bricks and Shapes.

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

Executive and Sales Offices

CANADA CEMENT BUILDING, MONTREAL, CANADA



It Gets There First

One of the most important things in business is to be at the right place at the right time. And the right time usually means getting there first.

Whether it's around the corner or across the continent, the Telephone can always get you that at the exact time you wish to be present. Not only that, it often gets you an interview with a man you've found it impossible to contact in person.

Long Distance has proved itself unsurpassed as a business getter, and in present day competition it is becoming increasingly indispensable. In order to be among the leaders, you must use this modern method to promote your business.

MARITIME
TELEGRAPH & TELEPHONE CO. LTD.



Burchell, Smith, Parker & Fogo

Barristers, Solicitors, Etc.

Chronicle Building,

HALIFAX, N. S.

C. J. BURCHELL, K. C.
F. D. SMITH

E. T. PARKER
J. GORDON FOGO

McInnes, Lovett & Macdonald

**BARRISTERS, SOLICITORS,
NOTARIES PUBLIC,
ETC.**

35 BEDFORD ROW, HALIFAX, N. S.

HECTOR MCINNES, K. C.
L. A. LOVETT, K. C.
W. C. MACDONALD, K. C.

N. E. MACKAY
DONALD MCINNES
A. S. PATTILLO

Stewart, Smith, MacKeen & Rogers

Barristers, Etc.

ROY BUILDING, HALIFAX, N. S.

JAMES MCG. STEWART, K. C.
CHARLES B. SMITH, K. C.
HENRY P. MCKEEN.
W. MARSHALL ROGERS.

JOSEPH P. CONNOLLY.
CLYDE W. SPERRY.
FRANK M. COVERT.
JOSEPH J. POWELL.

TRUSTEE
EXECUTOR
ADMINISTRATOR

REGISTRAR
TRANSFER AGENT
CORPORATION TRUSTEE

The Nova Scotia Trust Company

HALIFAX, N. S.

Communications invited

R. W. ELLIOTT, Managing Director

G. R. HARRISON, Secretary

REAL ESTATE DEPARTMENT
Properties Managed
Agents for
Purchase, Sale and Rental

INVESTMENT DEPARTMENT
Government, Municipal
and Corporation Bonds

AUTHORIZED TRUSTEE
Under
BANKRUPTCY ACT

INVITE THEM INSIDE

Call customers into your store with attractively decorated, well-lighted Show Windows.

A few cents a day invested in adequate window lighting pays big dividends in increased sales.

Let us show you how effectively and inexpensively you can utilize light as an advertising medium for better business.

Nova Scotia Light and Power Co., Limited

CAPITOL BUILDING, HALIFAX

For an Interesting Summer Holiday

— VISIT —

NOVA SCOTIA

*with its Unrivalled Scenic Beauty and
Friendly People*

Nova Scotians will be glad to meet you, and you will enjoy a vacation land where the sea creates a tonic summer climate and exhilarating surf bathing.

See the Junior International Yacht Races at Yarmouth, July 9-13, for the Cup donated by H. R. H. The Prince of Wales. Enjoy delicious sea foods at the Lobster Fisheries Carnival, Pictou, July 10, and cherries at the Cherry Carnival, Bear River, July 15. Attend the Nova Scotia Golf Tournament at "Ashburn", Halifax, July 15-16. Visit the Highland Games at Antigonish with their flavour of Old Scotland, July 17.

Try your hand at salt water angling at the Deep Sea Rodeo and Aquatic Carnival, Halifax, July 15-20. Take part in the 150th Anniversary Celebration, Sydney, July 29 to Aug. 4, and Indian Carnival and Sports Meet, Digby and Annapolis Aug. 5-6. Hear Dr. Parkes Cadman at the United Church Camp Meeting, Berwick, August 2-12. See the spectacular Annual Regatta at Dartmouth, August 7. Be sure to attend the International Guides Tournament at Lake William, August 13-17, with its unique woodsmen's contests. Visit the Fisheries Exhibition and Fishermen's Reunion, Lunenburg, September 10-13, and the West Hants Exhibition, America's Oldest Fair, at Windsor, September 17.

You will enjoy meeting "Bluenose" fishermen, licensed guides, sportsmen and business men. Hotel accommodation suitable for all tastes and every purse. Remember that Nova Scotia, Canada's historic treasure house, is the "home of first things" in America.

Nova Scotia Offers Entertainment that is "Different"



*Please Write for Map and Illustrated Publications
To our Bureau of Information*

**GOVERNMENT OF NOVA SCOTIA
HALIFAX**
