

"What did she say when you rescued her?"

"Give me a Sweet Cap!"

SWEET CAPORAL CIGARETTES

"The purest form in which tobacco can be smoked."—Lancet



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

Managing Your Money

Experience tells most of us that money is hard to get and easy to lose. Investments, in any form, require knowledge and experience to avoid loss.

You can conserve your possessions with the help of Trust Company management at a small cost. Detail and worry are taken off your hands, and you are also able to judge of the value of Trust Company service for your dependents later on.

Write for explanatory booklet.

THE NOVA SCOTIA TRUST COMPANY

EXECUTOR TRUSTEE ADMINISTRATOR

HALIFAX, NOVA SCOTIA

Experience

Integrity

Permanence

The Latest News!

The Best Features!

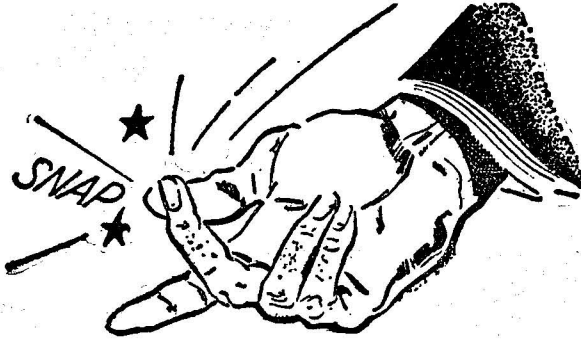
Clean, Wholesome Comics!

THE NEWSPAPERS FOR THE HOME
Enlightening — Instructive — Entertaining

Regular, Prompt, Courteous
 delivery Service, Phone B8221

THE HALIFAX CHRONICLE
HALIFAX DAILY STAR

IT'S DONE



JUST LIKE THAT!

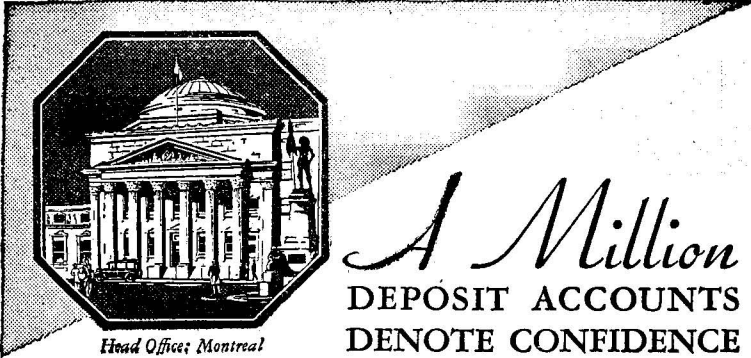
Dispatching business matters is only a matter of seconds —when it's done by Long Distance Telephone. If you use Station-to-Station Service it's even quicker...and the cost is far less.

Of particular interest to business men is the savings that can be effected by using Station-to-Station Service. By asking for a telephone number instead of specifying a certain person, you can often effect savings up to 40 per cent. The average saving per call is approximately 25 per cent.

The economy of Station-to-Station Service is making it possible for business men to make wider and better use of Long Distance than ever before. Your Long Distance operator will gladly provide you with any information you want about this speedy, money-saving service.



**MARITIME TELEGRAPH &
TELEPHONE CO., LIMITED**

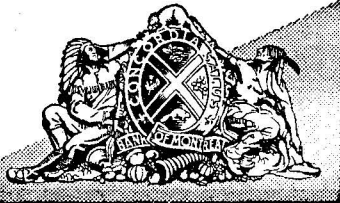


A Million
DEPOSIT ACCOUNTS
DENOTE CONFIDENCE

MODERN, EFFICIENT BANKING SERVICE
..... the outcome of 118 years'
successful operation

**BANK OF
MONTREAL**

Established 1817



JACKSON & MORELAND

ENGINEERS



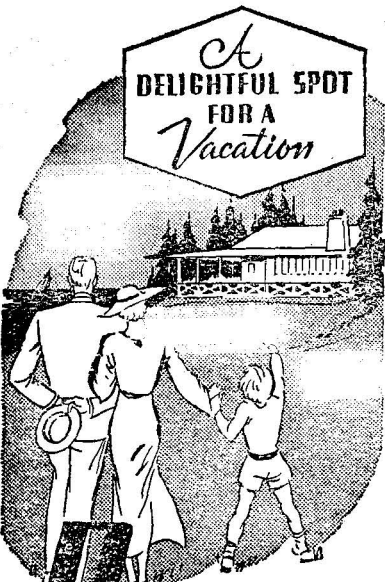
PUBLIC UTILITIES—INDUSTRIALS
RAILROAD ELECTRIFICATION
DESIGN AND SUPERVISION—VALUATIONS
ECONOMIC AND OPERATING REPORTS



BOSTON

NEW YORK

A
DELIGHTFUL SPOT
FOR A
Vacation



**PICTOU
LODGE**
PICTOU, N. S.
BY THE SEA

You'll find no towering hotel here...just a group of snug log cabins set on the edge of the sea. Meals at the central Lodge. Surf bathing; deep sea fishing; tennis; golf...and a unique fresh water lagoon for boating and paddling. Ideal for the kiddies...the perfect spot for a "family" vacation.

CANADIAN NATIONAL RAILWAYS

Convenient train services. Ask any Canadian National agent about low summer fares.

TO EVERYWHERE IN CANADA



Ready to SERVE YOU

You have in your mind a list of people in your community who are ready to serve you in various capacities — the doctor, the dentist, the banker, the lawyer, the clergyman, each in his own field.

Add to this list the life insurance agent, who is especially qualified to advise you regarding your financial problems. With his help you can plan for the education of your children, the protection of your family, the security of your business, your own financial independence.

The Sun Life representative in your community is at your service. It will pay you to consult him.

SUN LIFE OF CANADA
1865  1936

and now— BUSINESS

To you who are about to enter the larger world of business, The Royal Bank of Canada extends best wishes for the future.

You are invited to make yourself known to the bank's nearest branch manager and to establish your banking connections with him. In your future problems you will find his friendly counsel valuable and the bank ever willing to serve you in your business dealings.

**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.

IMPRESSIVE GROWTH

Evidences Confidence and Satisfaction.

The growth of the Company from the date it commenced business, May 5th, 1913, to the close of 1935 is shown below, the comparative figures being for periods of ten years each to the end of 0933 with those for 1934 and 1935 added thereto.

<u>YEAR</u>	<u>TOTAL ASSETS</u>
1913	\$114,784.12
1923	\$8,021,172.37
1933	\$35,274,753.84
1934	\$38,174,764.05
1935	\$44,253,334.68

The steady and substantial growth the Company has enjoyed since its inception affords abundant evidence of the appreciation, by a well satisfied and ever increasing clientele, of the prompt attention and efficient management which the Company's well qualified and experienced officials give the affairs of trust and estates and all other business entrusted to it. We have received many gratifying expressions of this appreciation and satisfaction.

The Company's organization is nation-wide, extending from the Atlantic to the Pacific.

The Canada Permanent Trust Company

NOVA SCOTIA BRANCH.

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

H. N. M. STANBURY, Manager.

H. A. LOVE, Estates Officer.

EN-AR-CO MOTOR OIL

AND

WHITE ROSE (No Knock) GASOLINE

The Leaders in Quality

CANADIAN OIL COMPANIES LIMITED

REFINERS AND MARKETERS

Endow Yourself

See a Great West man. He will show you how an Endowment or a Retirement Income Policy can be added to your assets. Rates and plans to suit your circumstances. Funds saved out of current income mount up surprisingly as the years go by, especially when invested The Great West Life way.

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

New Styles

- *For Women*
- *For Men*
- *For Boys and Girls*
- *For Kiddies*

at **SIMPSONS**

- Every smart fashion influence of the season, you will find expressed in Simpson styles for women of discriminating taste. The new sport back trends are strongly shown in our summer suits for men. Children and small tots can always be smartly dressed at Simpsons.
- Dr. M. W. Locke shoes for men and women....Shiffer-Hillman tailored-to-measure clothes for men....Lady Mac corsets....Van Raalte Lingerie....Supersilk hosiery...."Prince" clothing for boys.... these are just a few of the nationally known lines that may be obtained at Simpsons.

THE **SIMPSON** EASTERN
ROBERT **SIMPSON** LIMITED
HALIFAX, NOVA SCOTIA

1936

S
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M
E
R

WHOLESALE AND RETAIL

Eastern Oil and Service Stations, Limited

DISTRIBUTORS

SHELL PRODUCTS

Seiberling Tires - Batteries - Radiator Anti-Freeze
Auto Accessories

"YOU CAN BE SURE OF SHELL IT'S SEALED"

SYDNEY, N. S.

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

ENGINEERING SERVICE CO., LTD.

CONSULTING, OPERATING, DESIGNING AND
PUBLIC UTILITY ENGINEERS

JOHN R. KAYE, PRES.
P. A. LOVETT, SECTY.-TREAS.

14 PRINCE STREET
HALIFAX, N. S.

Valuable Papers



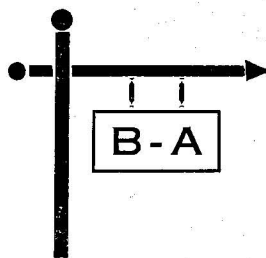
The Safety Deposit Boxes of this Bank offer security for valuable papers, documents and other effects.

The rental of one of these boxes is very moderate and protects you against loss by fire or theft.

THE CANADIAN BANK OF COMMERCE

HALIFAX, N. S. BRANCH

A. K. HARVIE, Manager



The British American Oil Co. Ltd.

Canadian Owned. - Canadian Controlled

Nevr-Nox and Peerless Ethyl Gasolenes

Manufactured in our own Refineries by Canadians

Maritime Head Office

SAINT JOHN, NEW BRUNSWICK

S. G. HARRINGTON,
Manager

1832



1936

Individual Service

At this century-old Bank, service to meet the needs of each individual customer is not only a daily duty, cheerfully carried out, but a fundamental principle of those responsible for its direction.

*World-wide facilities in every
department of banking*

The **BANK** of
NOVA SCOTIA
OVER A CENTURY OF BANKING SERVICE

36-35B

WOOD'S!

Tea Room 4th Floor

For a Tasty Luncheon

The next time you have occasion to stay down town at the luncheon hour... try Wood's smartly-appointed Tea Room, 4th floor, for a tasty home cooked meal. We'll wager you'll soon want to repeat the experience! Foods are cooked and served here as you would have them in your own home. Charges are modest.

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.,

190 Hollis Street

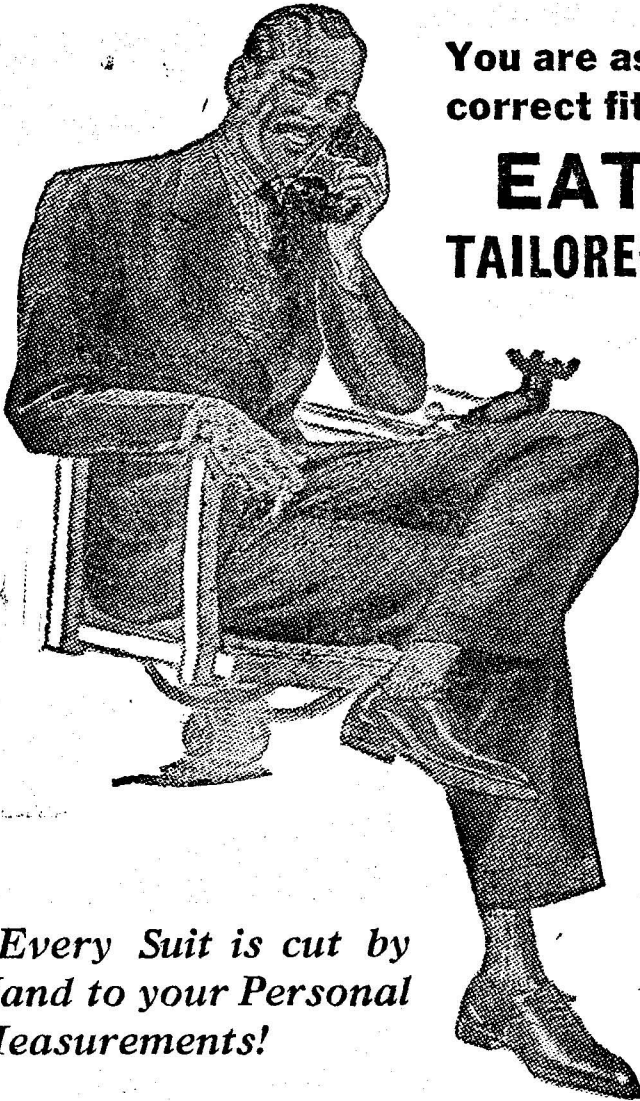
HALIFAX, N. S.

SIR HERBERT S. HOLT
President

F. G. DONALDSON
General Manager

A. J. BROWN, K.C.
Vice-President





You are assured
correct fit in
EATON
TAILORED SUITS

PRICED
AT

22.50
Each

27.50
Each

35.00
Each

*—Every Suit is cut by
Hand to your Personal
Measurements!*

And "FIT" in clothes, you'll agree is paramount. Our cutters and tailors are expert in taking care of the little differences in build that might interfere with a graceful, complimentary fit.

Come in and see the fine range of new Spring All-Wool and Fancy Check Fabrics that are just in from British and domestic mills. Choose one you like, be carefully measured and have the cloth tailored in our own tailoring shops to a style that is becoming to your figure. We'll be glad to advise you. Eaton's Main Floor.

THE T. EATON CO.
MARITIMES LIMITED



THE SIGN OF A FAIR DEAL

THE Three-Star Imperial oval sign marks a place where you can buy with confidence; where you can be sure of good value and full measure.

It is the symbol of an organization that has steadily improved the quality and consistently reduced the price of petroleum and petroleum products—for gasoline prices to-day are lower than ever before.

The Three-Star Imperial oval sign stands for a fair deal to all: to you, the consumer, and to the labor engaged in making and marketing Imperial products. The thousands of Imperial Oil workers are well treated. Five thousand of them are part owners of the Company. They are paid good wages. They have sickness and death benefits and old age pensions which mean that in affliction or old age they and their families do not become dependent on funds which must be raised by taxation.

Because they are fairly treated, Imperial Oil employees work loyally, enthusiastically and enterprisingly. That is why, through the years, it has been possible steadily to improve the quality and consistently to lower the price of Imperial gasoline and oils.

IMPERIAL OIL LIMITED

HAVE YOU SEEN THE NEW

“STANDUP” CAR JACK?

Here is a jack that works on the bumper arm instead of under the axle . . . no need to get down on the knees to set it . . . fits low and high cars. Order a “STANDUP” now and see its many advantages.

Send us your orders for
**“CHAMPION”
SPARK PLUGS**

**“DILL”
VALVE CAPS
VALVE INSIDES
PRESSURE GAUGES**

Wm. Stairs, Son & Morrow Ltd.

Distributors of

**HARDWARE
MACHINERY and EQUIPMENT
PLUMBING FIXTURES and SUPPLIES
AUTOMOBILE TIRES and ACCESSORIES**

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

Maintains a high standard of scholarship.
Includes all the Faculties of a University.
Largest Staff, Libraries, Laboratories in Eastern Canada.

Arts and Science Faculty.

Degrees: B.A., B.Sc., B.Com., B.Mus., Phm.B.

Diplomas: Music, Engineering, Household Science, Pharmacy, Education.

Four Year Advanced Courses in:
Classics, Mathematics, Modern Languages and History.

Graduate Courses of recognized standing, leading to Degrees of M.A., M.Sc.

Courses preparatory to Professional Faculties.

Many valuable scholarships, on entrance and through the courses.

The Professional Faculties in

Law, Medicine, Dentistry, enjoy an unexcelled reputation.

Inclusive Fees, in the B.A. course average about \$160.00 a year; in the B.Sc. course about \$190.00 a year.

Residence

Shirreff Hall, residence for women.

Carefully supervised residential facilities for men.

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.

Serving The Maritimes

Our diversified contracting experience, extending over more than 25 years, our efficient personnel and up to date equipment are at your disposal.

Consult us concerning your construction programme.

Foundation Maritime Limited

135 Lower Water Street, Halifax

BUILDING
INDUSTRIAL PLANTS
FOUNDATIONS AND UNDERPINNING

HYDRO-ELECTRIC DEVELOPMENTS
HARBOUR WORKS
BRIDGE AND BRIDGE PIERS

MARINE CONSTRUCTION
OCEAN TOWING
MARINE SALVAGE

HALIFAX HARBOUR TUGS
DIVERS
DERRICK BOATS



PLAY SAFE

GUESSING IS COSTLY!

Give your engine the *sure* protection of Red Indian Motor Oil. Drive in at the nearest Red Indian Station today.

AN ALL-CANADIAN COMPANY

McCOLL-FRONTENAC OIL CO., LIMITED

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

"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

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.

McLaughlin - Buick Pontiac

Sales B7800 - Service B9500

George W. Tingley Ltd.

Doyle St., Halifax, N. S.

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

Heat Your Home with OIL

THE MODERN WAY

Fess Oil Heating is entirely automatic, reliable, silent in operation, safe and the most economical.

The Fess Oil Burner outsells all others. Complete the Modern trend by allowing us to install an Irving Burner in your kitchen range.

**Quick—Clean—Steady heat for Cooking.
A Post Card will bring our representative.**

SOLE DISTRIBUTORS

Irving Oil Company, Ltd.

Everywhere in the Maritimes

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.

Attend the Lobster Fisheries Carnival at Pictou, unique on this continent, July 6 to 11, July 8 Carnival Day; the Highland Games, Antigonish, July 15; the Cherry Carnival at Bear River, third week of July; and 175th Anniversary Celebration and Old Home Week, Yarmouth, July 27 to August 1.

Try your hand at salt water angling at the Deep Sea Rodeo and Aquatic Carnival, Halifax, August 3 to 8. See the International Yacht Races at Halifax and Chester during the first week of August. Attend the Nova Scotia Tennis Championships at Halifax, opening August 3rd, and attend the Annual Regatta at Dartmouth on August 5. Do not fail to attend the International Guides Tournament at Lake William, August 10 to 15, with its unique woodsmen's contests. Visit the Fisheries Exhibition and Fishermen's Reunion at Lunenburg, September 15 to 18, and the West Hants Exhibition, America's Oldest Fair, on September 15.

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
