



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

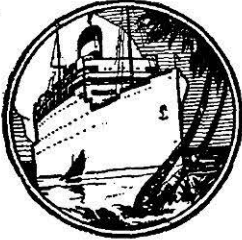
Lancet

*They're
Always
Good!*



**SWEET
CAPORAL
CIGARETTES**

"Lady" LINER CRUISES



to *BERMUDA* and the
WEST INDIES

16 to 33 days

\$140 up to \$215 up.

Your choice of a wide selection of perfect cruise vacations is offered by Canadian National Steamships—to Bermuda, Nassau Jamaica, Barbados, Trinidad, British Guiana—and other interesting spots in the British West Indies. For comfort—even luxury—entertainment, romance and historic interest these "Lady" Liner Cruise vacations are hard to beat. And note the low cost—hotel included in many instances.


Consult your Travel Agent, or

CANADIAN NATIONAL STEAMSHIPS

C. N. R. STATION

HALIFAX, 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

SIMPSONS

features

quality merchandise

- Such as Frigidaire Electric Refrigerators Lady Mac Foundation Garments Dr. M. W. Locke Orthopedic Footwear Supersilk Silk Hosiery Leishman's Tailored-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*

*B*ehind every branch
—the full resources, or-
ganization and experience
of the entire institution.

BANK OF MONTREAL

Established 1817

MODERN, EFFICIENT BANKING SERVICE

*. . . . the outcome of 118 years'
successful operation*

INSTALMENTS!

Most things can be bought on the instalment plan nowadays—automobiles, property, furniture, clothing and a host of other articles more or less necessary or desirable.

You may have the use of any of these while paying the instalments but you do not *own* them until you have made the *last* payment.

Ownership of life insurance, on the other hand, dates from the payment of the *first* premium. A single payment on a Sun Life Policy increases your estate to that extent and death automatically cancels future premiums.

The most profitable first payment you can possibly make is an initial premium on a Sun Life Policy—it will guarantee future security for yourself and your family.

*TO-DAY is the best day to make the future
safe with a Sun Life Policy.*

**SUN LIFE ASSURANCE COMPANY
OF CANADA**

HEAD OFFICE

MONTREAL

Safety For Savings



Protect your savings against fire and theft by depositing them in our Savings Bank.

Add to your account, even in small amounts, as frequently as you can and the growth of your balance, including the interest earned, will surprise you.

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

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.,
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.

THE T. EATON CO
MARITIMES LIMITED

CANADIAN PACIFIC SAILINGS



TO
EUROPE

Plan a trip to Europe in 1936! Whatever your travel budget, Canadian Pacific offers exactly the accommodation you need. For luxurious economy take a regal "Duchess" liner. Solid comfort at low cost? The "Mont" ships.

Frequent sailings from Halifax (and Saint John) to fit your plans, and always Cabin, Tourist and Third Class fares to suit your purse. You are sure of congenial company when you book via Canadian Pacific.

WEST INDIES CRUISES

BY EMPRESS OF AUSTRALIA

5 Cruises to the West Indies from New York. Three 18-day cruises over the whole Caribbean, \$192.50 up, January 23, February 29, March 21. 16-day cruise, February 12, \$175 up. 10-day Easter cruise, April 9 to Jamaica, Havana, \$112.50 up.

Full information from all railway agents, your own travel agent, or

CANADIAN PACIFIC

"Canadian Pacific Express Travellers'
Cheques . . . Good the World Over"

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

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.

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.

THE DALHOUSIE REVIEW

Annual Subscription Rate only \$2 00
or Three Years for \$5.00

ADDRESS:

THE REVIEW PUBLISHING CO., LIMITED

P. O. BOX 146

HALIFAX, N. S.

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

NEWLY DISCOVERED FACTS ... that everyone should know about LIGHT and SIGHT

1. In grade schools, one child out of every five has defective eyesight.
2. In colleges, the number is doubled.
3. At fifty years of age, sixty people out of a hundred have poor eyesight.
4. It is estimated that the eyes do 30% more work to-day than they did thirty years ago.

With good light so cheap, don't risk your child's and your own precious eyesight.

Nova Scotia Light and Power Co., Limited

CAPITOL BUILDING, HALIFAX



The Province of Nova Scotia

AGRICULTURE

Improved farm Lands offered for settlement.

MANUFACTURING

Large tracts of merchantable timber.
Immense coal deposits, intelligent labor and year-round ocean ports.

EDUCATION

Notable educational and religious facilities.

TOURISTS

Unsurpassed scenery, excellent highways, and good hotels.

GAME AND FISH

Moose, Deer, Woodcock, Trout, Salmon and Tuna.

*Please Write for Illustrated Publications
to our Bureau of Information*

GOVERNMENT OF NOVA SCOTIA

HALIFAX