

# Your Scientific Instruments

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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.

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*For Insurance of Any Kind  
Just Phone or Write Us.*

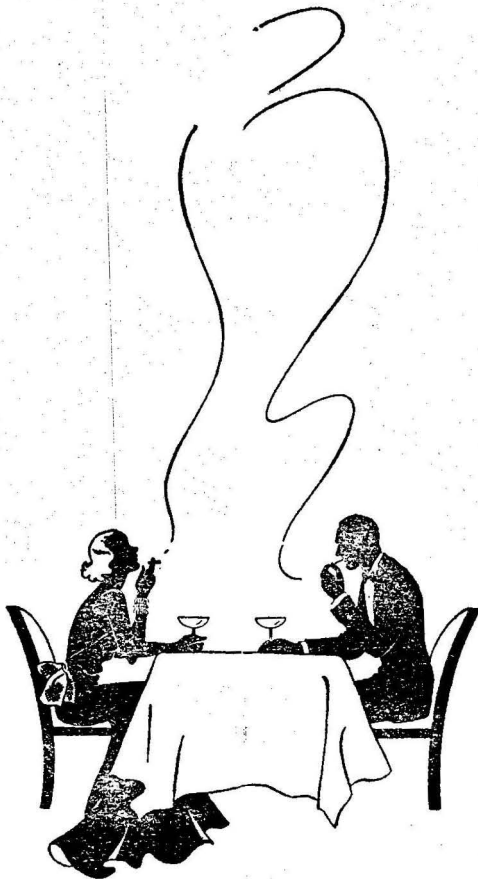
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**Maritime Agencies Limited**

B6720

156 Hollis Street, · Halifax

D. K. McDERMAID, Manager



*"What time did the party break up?"...*

*"Oh, everybody stayed as long as the Sweet Caporals lasted."*

## SWEET CAPORAL CIGARETTES

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



# IT'S DONE

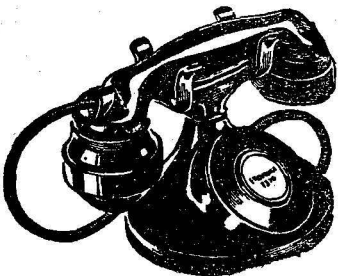


## JUST LIKE THAT!

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.

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

*Safety*, the watchword—  
conservative management,  
the guiding principle . . . . for 118 years.

**BANK OF MONTREAL**  
*Established 1817*

TOTAL ASSETS IN EXCESS OF \$750,000,000

HEAD OFFICE  MONTREAL

**In 1865—**

The Sun Life was granted a charter—two years before the Confederation of the Provinces of Canada.

**In 1871—**

The Company commenced active business—since that time more than nine hundred and eighty million dollars has been paid to policyholders and beneficiaries.

**In 1935—**

Over eighty million dollars was paid to policyholders and beneficiaries—more than two hundred and eighty-five thousand dollars for every working day of the year.

*Provide for your Dependents with a  
Sun Life Policy*

**SUN LIFE ASSURANCE COMPANY  
OF CANADA**

HEAD OFFICE

MONTREAL



FOR

**Latest News,**

**Constructive**  
**Editorials,**

**Bright Features...**

READ

**THE**  
**HALIFAX**  
**CHRONICLE**

AND

**THE**  
**HALIFAX**  
**DAILY STAR**

## 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 1933 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

**REDUCED RATES**

for early vacation cruises during  
**APRIL and MAY**

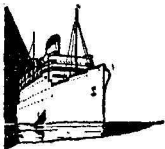
All spacious outside rooms—unsurpassed cuisine—outdoor bathing pools—organized entertainment—perfect personal service.

**JAMAICA**

**22-25** days from **\$175** All expenses Sightseeing extra generous stays at BERMUDA and NASSAU.  
From Halifax, April 2 and April 16, returning to Montreal.

**LEEWARD ISLANDS**

**16** days from **\$140** All expenses Sightseeing extra Visiting Bermuda, St. Kitts, Nevis, Antigua, Montserrat, Dominica.  
From Halifax, April 9, April 23, May 7, May 21.



**CRUISE**

to the  
**WEST INDIES**

by luxurious "LADY LINERS"

**BARBADOS TRINIDAD or BRITISH GUIANA**

**30** days from **\$185\*** All expenses Sightseeing extra \*Barbados and British Guiana Cruises from \$195. Visiting Bermuda, St. Kitts, Nevis, Antigua, Montserrat, Dominica, St. Lucia, St. Vincent, Grenada.  
From Halifax, April 9, April 23, May 7, May 21,

CONSULT YOUR TRAVEL AGENT. Book early for your vacation cruise and avoid disappointment.

**CANADIAN NATIONAL STEAMSHIPS**  
UNION STATION - HALIFAX, N. S. - Telephone B7171

**STABILIZE YOUR FUTURE**

Life insurance is the most valuable of your material possessions. It is a symbol of thrift and financial stability that will repay you many times over, not only in actual money, but in the peace of mind that goes with the assurance of security. Stabilize your future through the Great West Life, one of this continent's outstanding insurance companies. Write for details of our profit-sharing plans of insurance.

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

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or Three Years for \$5.00

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HALIFAX, N. S.

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## Eastern Oil and Service Stations, Limited

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### 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

**S**ugar 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.  
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## ENGINEERING SERVICE CO., LTD.

CONSULTING, OPERATING, DESIGNING AND  
PUBLIC UTILITY ENGINEERS

JOHN R. KAYE, PRES.  
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14 PRINCE STREET  
HALIFAX, N. S.

# New Styles

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

at **SIMPSONS**

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- 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 spring 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

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## 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

**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 89 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.

1832



1936

## *Unusual Facilities*

One hundred and four years of experience in facing and solving problems in Canadian business have equipped this Bank with unusual facilities for meeting every banking need of to-day. We invite you to consult us about your banking problems.

*World-wide facilities in every department of banking*

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

36-33B

## 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.

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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:

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

## MONTREAL TRUST COMPANY

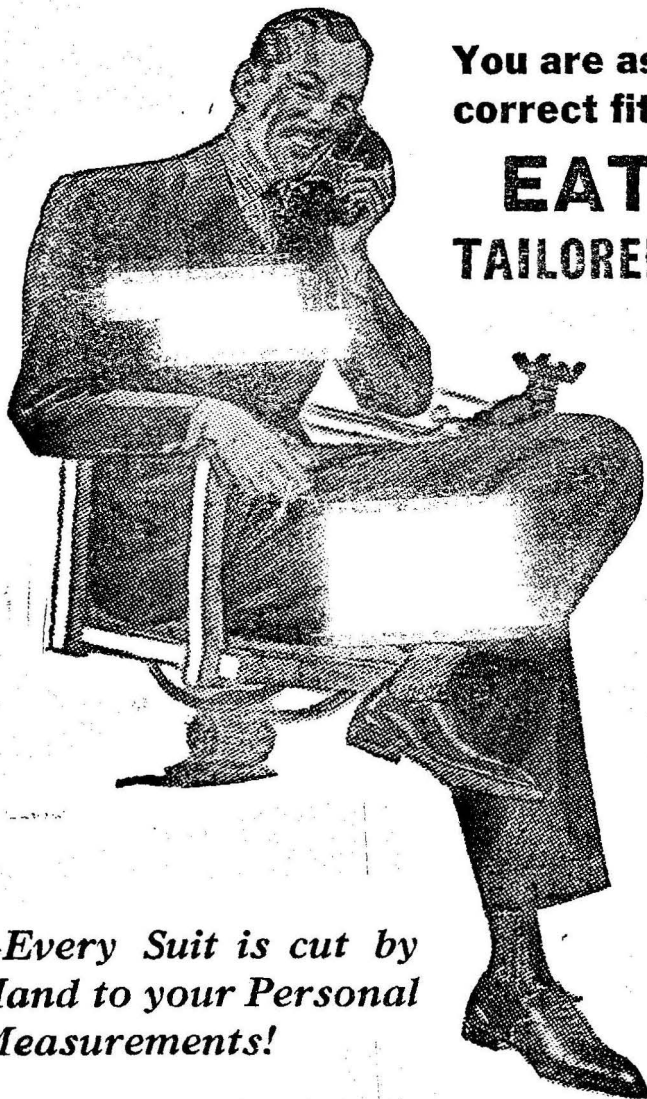
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SIR HERBERT S. HOLT  
President

190 Hollis Street  
F. G. DONALDSON  
General Manager

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







You are assured  
correct fit in  
**EATON**  
**TAILORED SUITS**

PRICED  
AT

**22.50**  
Each

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Each

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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



# A LITTLE COMPANY GROWN BIG

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**I**MPERIAL 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.

Today 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."



**The Sign of a Fair Deal**

**IMPERIAL OIL LIMITED**

# REPUTATION AND CHARACTER

Your Reputation is what people think you are—Your Character is what you are. Often a good Reputation is accorded where a good Character is lacking but you cannot fool all the people all the time and the skeletons in the closet will out. On the other hand, if a good Reputation persists over a period of 126 years active service, it is quite safe to say it is deserved—and that is the record of

**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.

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Maintains a high standard of scholarship.  
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Degrees: B.A., B.Sc., B.Com., B.Mus., Phm.B.

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

Four Year Advanced Courses in:

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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.

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Law, Medicine, Dentistry, enjoy an unexcelled reputation.

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**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

**P**ROVIDES 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.

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COURSES IN A LARGE NUMBER OF COMMERCIAL AND TECHNICAL SUBJECTS.

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**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*

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*Producers of*

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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.

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ROY BUILDING, HALIFAX, N. S.

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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

# Heat Your Home with OIL

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## THE MODERN WAY

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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.

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

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# Irving Oil Company, Ltd.

Everywhere in the Maritimes



# The Province of Nova Scotia

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## 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.

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

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**GOVERNMENT OF NOVA SCOTIA**

**HALIFAX**