

"If I had the time?.... Why Wait for That?

Many a business executive has been heard to remark, "One of these days, when I have the time, I'm going to get out a booklet", (or a folder, catalogue, or other form of printed matter, as the case may be). But time and inclination often prove illusive ingredients—and meanwhile an aid to selling that might be doing profitable work stays uncreated.

Busy executives can solve problems of this nature very readily—by utilizing "Imperial" service. For we have on our staff men experienced in planning and writing all forms of "printed salesmen". Their services are at all times available to our clients.

Enquiries welcomed and printing estimates supplies. No Obligation.

The Imperial Publishing Company Limited
P. O. Box 459
Halifax, N. S.



Canadian Pacific Hotels are located in many of the important centres across Canada. They are designed especially for the comfort and convenience of their guests.

McAdam Hotel—McAdam, N. B. Cornwallis Inn—Kentville, N. S. Chateau Frontenac—Quebec, Que. Royal York Hotel—Toronto, Ont. Royal Alexandra Hotel—Winnipeg, Hotel Saskatchewan—Regina, Sask.

Hotel Palliser—Calgary, Alta.
The Empress Hotel—Victoria, B. C.
Hotel Vancouver—Vancouver, B. C.
(Operated by the Vancouver Hotel
Company, Ltd., on behalf of the
Canadian Pacific and Canadian
National Railways.)

Canadian Pacific Hotels

FAITH, REASON AND CIVILIZATION By Harold J. Laski

One of the most original and provocative thinkers of to-day looks for a new faith to bring us out of chaos.

Laski draws the historical parallel between Christianity and the re-animating spirit that he finds to-day in Russia. A brilliant and challenging book. \$3.25.

CANADA AFTER THE WAR

Edited by Alexander Brady and F. R. Scott A brilliant symposium by a panel of experts who discuss the Political, Social and Economic Policies for post-war Canada, presenting the many problems which must be faced and outlining their solutions to them. A basic book for every thinking Canadian. \$3.25.

TOMORROW ALWAYS COMES

By Vernon Bartlett

"This book is a rash attempt to write history before it has happened . . ." writes Mr. Bartlett in his arresting diary of the future. But history is already proving Mr. Bartlett right on many counts. If you want to be forewarned of what may happen between the Allied nations; at the Peace conference; in post-war Europe, read this book. It is a stimulating challenge and a grim warning. \$1.50.

At All Bookstores

GOOD READING nacmillan AT ALL BOOKSTORES



Dalhousie University

HALIFAX, NOVA SCOTIA

Maintains a high standard of scholarship and the largest Staff, Libraries and Laboratories in Eastern Canada.

ARTS AND SCIENCE FACULTY

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

DIPLOMAS: Music, Engineering, Pharmacy and a post-graduate diploma course in 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.

Course in Public Administration.

Many valuable scholarships, on entrance and through the courses.

THE PROFESSIONAL FACULTIES

in

LAW, MEDICINE and 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.

For further information write to the Registrar.

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 for a particular person.

The saving through using this class of service amounts to as much as thirty per cent on calls during the day. One calls after seven 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

OUR VAULTS for Your War Securities

Do not take the risk of having your war securities misplaced, stolen or burned:

VICTORY BONDS—For 10¢ per \$100 per annum—minimum charge 25¢—we will keep your bonds in our vaults, clip the coupons and credit the amounts to your savings account.

WAR SAVINGS CERTIFICATES

-You can place your certificates
in our vaults until they mature.
Charge for the full 7½ years: 10¢
for a \$5 certificate, up to \$1 for a
\$500 certificate.

Borrow, if necessary on your Victory Bonds as security, rather than sell them. We will make you a loan to protect your investment.

BANK OF MONTREAL

Up-to-date Banking for Industry and Workers

A 230

JACKSON & MORELAND

ENGINEERS

PUBLIC UTILITIES—INDUSTRIALS

RAILROAD ELECTRIFICATION

DESIGN AND SUPERVISION—VALUATIONS

ECONOMIC AND OPERATING REPORTS

BOSTON

NEW YORK



"Cakes"

Army term for "caiques," the small boats used by British troops in the emergency escape from Greece. Cash reserves likewise serve you well in times of emergency. A good way to build up cash reserves is to invest part of your income every month in War Savings Certificates. We sell them over the counter at all branches.

THE ROYAL BANK OF CANADA

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

IEAD OFFICE - - HALIFAX, CANADA

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



Compliments of

Maritime - National Fish Limited

EATON'S

For

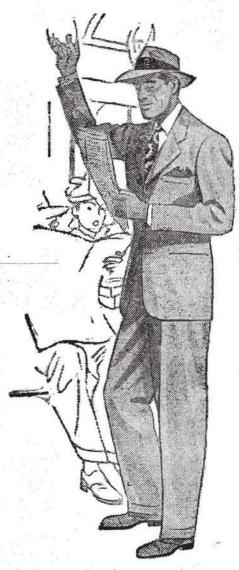
Men's

Well Tailored Suits

45.00

Finely tailored suits of quality materials featured in this line—at EATON'S! . . . There are models suitable for young men and those of more conservative taste, too. . . When you're selecting a new suit for this season, plan a visit to EATON'S first.

EATON'S Men's Wear Department-Main Floor



T. EATON CO

Halifax

Canada



Plan
protection
through—

the war less they will have all the bread they want. The corn crop was unusually less that will have all the lored they want. The corn crop was unusually less tyeer but must be remembered that a great deal of food is being shipped to Europe

Over 20% of Men Age 40 Already Uninsurable

Young Men Warned of Dangers when Insurance Protection is Delayed

ACT NOW IS ADVICE

With over 200 men out of every thousand uninsurable or definitely standard at age 40, before of life is reached, a emphasize



SUN LIFE OF CANADA

Compliments

of

PROVINCIAL OILS LIMITED

HISTORY IS MOVING AT TERRIFIC SPEED

THESE days, headlines in The Halifax Herald and The Halifax Mail indicate how great is the progress of the United Nations. These headlines also help to buoy our hopes for an early Victory. Families with sons, brothers, father or husband fighting in Normandy, Italy or the Far East, in the air and on the seas are anxious for news of the war's progress. Every headline that flashes the report of another town captured or enemy planes shot down means minutes and even hours off the war's duration.

These papers . . . The Halifax Herald and The Halifax Mail . . . bring to you all the latest news in detail as quickly as is humanly and mechanically possible. With to-day's record circulation of more than 80,000 copies daily, we are doing all in our power to keep Nova Scotian homes informed of what is happening on all fronts all over the world. Read your guide to History in the making . . . READ

THE HALIFAX HERALD and THE HALIFAX MAIL

The Voice of Nova Scotia . . . The Choice of Nova Scotia

=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.



Book Shop and Lending Library

. provide interesting reading in fiction and non-fiction.

Third Floor

The Robert Simpson Eastern Limited, Halifax

BUSINESS Large and Small

This Bank is equipped to render complete banking facilities to individuals, partnerships and companies, both large and small. With branches throughout every province of Canada, and correspondents in all parts of the world your banking business will be handled with promptitude and at the minimum of expense.

Our facilities are at your disposal

THE CANADIAN BANK OF COMMERCE

W. V. Gordon, Superintendent Maritime and Newfoundland Branches G. J. McRAE, Manager Halifax Branch

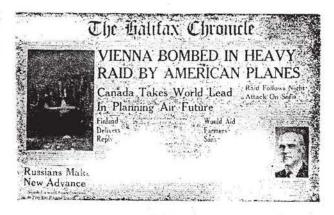
A NATIONAL ELECTRICAL SERVICE In 1882, the Company which is now Neithern Electric was started in Montreal. Today a chain of 22 brunch warehouses across Canada examplify the development is this National Electrical Services Northern Electric intuins manufacturine, distributing and merchandshiring wast in scope, varied in character and always. **Northern Electrical Services are character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always to the purpose — it is available from the character and always the purpose — it is available from the character and always to the purpose — it is available from the character and always to the character

LET us all dedicate our full energies to Victory. "Speed the Victory" is more than a phrase to spur on the war effort. It is a hope and a prayer in the hearts of anxious mothers and fathers, sisters and brothers throughout the land, that their fighting sons will be home soon and well. Let us all spend less, save more and seek out new ways to broaden our personal war effort. No service, however small, is too small in war-time.

The men and women in our fighting forces long for "News from Home." Write to them often—and regularly—Keep your letters cheerful.

The BANK of NOVA SCOTIA

long service reveals



CHARACTER . . .

The Halifax Chronicle this year celebrates its Centenary

EXECUTOR

ADMINISTRATOR

TRUSTEE

A Complete Trust Service

General Trust and Executor Corporation

General Trust Building Barrington at Prince, Halifax, N. S.

The Canada Permanent Trust Company

EXECUTOR ADMINISTRATOR GUARDIAN TRUSTER

Estates and Properties Managed

ENQUIRIES INVITED
NOVA SCOTIA BRANCH.

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

C. F. MACKENZIE, Manager

TIME-

is a big factor in Production



Conserve it with GOOD LIGHTING

Good lighting will speed up your workers' vision, eliminate costly errors, increase production and prolong daylight working hours. It is a profitable investment that will pay dividends through increased efficiency.

NOVA SCOTIA LIGHT and POWER CO. LTD.

Burchell, Smith, Parker & Fogo Barristers, Solicitors, Etc.

Chronicle Building,

HALIFAX, N. S.

C. J. BURCHELL, K.C. F. D. SMITH, K.C. E. T. PARKER, K.C. J. GORDON FOGO, K.C. W. H. JOST

Macdonald, McInnes, MacQuarrie & Pattillo BARRISTERS, SOLICITORS, &c

35 BEDFORD ROW, HALIFAX, N. S.

W. C. Macdonald, K.C. Donald McInnes, K.C. John T. MacQuarrie

ARTHUR S. PATTILLO A. G. COOPER

Counsel: L. A. LOVETT, K. C.

Stewart, Smith, MacKeen & 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.
JOSEPH P. CONNOLLY, K.C.
CLYDE W. SPERRY.
ROLAND A. RITCHE.

FRANK C. McDougall.

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

Victory and Afterward

"The young men are thinking and thinking hard. They do not intend to make victory an end in itself. Their battle cry is Victory and afterward,' and they do not fight any worse for that."—From Beverley Baxter's London Letter (Maclean's for May 15, 1942).

AFTERWARD is the lifetime of to-day's young men and their children. Older folk to-day are custodians of what these young people are to take over later. Build Canadian NOW in a purely domestic operation—INSURANCE.

Consult and deal with Canada's Oldest Insurance Company.

Paid-up Capital \$2,000,000.00

Funds Exceeding \$5,500,000.00

ORGANIZED 1809

HALIFAX INSURANCE

Head Office-88 Hollis St., Halifax, N. S.

Supervisory Office: 8 King St., W., Toronto, Ont.

Representative in any Canadian City or Town

A Friendly Reminder to Readers Abroad

After the war Nova Scotia will stand with open arms to welcome those who appreciate the loveliness of nature unadorned, the quiet of unhurried ways, the restfulness of the sea and neighborly hospitality at its best.

We suggest that you plan now for a postwar holiday at one of our numerous restful resorts.

Write for illustrated booklets and maps to:

Nova Scotia Bureau of Information

Province House

Halifax