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THEY'RE

Double-
Fresh!

**It Pays
To Shop
At EATON'S**

- LARGEST ASSORTMENTS
- BEST
ALL-ROUND VALUES
- GOODS SATISFACTORY
OR MONEY REFUNDED



THE T. EATON CO^o
MARITIMES LIMITED

HALIFAX

CANADA

Sold . . .

Cars . . . homes . . . pianos . . . used furniture . . . appliances . . .
real estate . . . machinery . . . pets . . . businesses . . .
boats . . . used clothing . . . services.

Secured . . .

Maids . . . clerical help . . . real estate . . . cars . . .
machinery . . . musical instruments . . . part-time employment . . .
rooms . . . accommodation . . . pets . . . lost articles . . .
pen-pals . . . summer places.

Every day . . .

Those who use those little want-ads on the classified pages in these papers, are constantly reporting amazingly prompt and profitable results. For you, too, this is the proven way to reach all interested in what you wish to offer or obtain . . . THE CLASSIFIED PAGES of

THE HALIFAX CHRONICLE-HERALD

and

THE HALIFAX MAIL-STAR



Circulation Now Exceeds 100,000 Daily

Stewart, Smith, MacKeen, Covert & Rogers

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ROY BUILDING, HALIFAX, N. S.

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GORDON S. COWAN.
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GORDON DUNNET,

The Canada Permanent Trust Company

EXECUTOR ADMINISTRATOR GUARDIAN TRUSTEE

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NOVA SCOTIA BRANCH.

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

C. F. MACKENZIE, Manager



TODAY'S
BIGGEST
BARGAIN
ELECTRICITY



"MY BANK"

TO A MILLION CANADIANS

B of M



BANK OF MONTREAL

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

AD102

It has always seemed to us that the first function of any advertisement is to get itself read. People do not have to read advertisements. Therefore any art or device, even as simple and inexpensive as this advertisement was to prepare, commands more attention than just cold type.

Use more pictures. Illustrate your advertising.

MARITIME PHOTO ENGRAVERS LTD.

Herald Building

HALIFAX

CANADA



*Proceed with caution
or full ahead . . .*

In business planning two heads are often better than one. That is why experienced businessmen make a practice of talking things over with their bankers before making major decisions. Our managers are well qualified, by experience and training, to explore with you the financial aspects of any business undertaking. They invite you to call and talk things over with them any time.

THE ROYAL BANK OF CANADA

YOU'LL FIND A FRIENDLY WELCOME AT THE "ROYAL"

Compliments of

S. CUNARD & COMPANY, LIMITED

Heat Merchants Since 1827

COAL

COKE

FUEL OIL

Domestic and Industrial
Oil Burners Installed and Serviced

Wholesale

Retail

BOUTILIER'S LTD.
SEAFOODS, MEATS and POULTRY

9 Phones

3-6361

30 Bedford Row,
HALIFAX, N. S.

RAINNIE & COMPANY, LIMITED

GENERAL INSURANCE AGENTS

178 HOLLIS STREET

HALIFAX, N. S.

Dalhousie Bestows Wealth:

"A learned man has always wealth in himself."

—Phoedus

- Dealing as we do from day to day with executives and engineers connected with various manufacturing establishments, municipalities and government departments, we are proud to find among them many graduates of Dalhousie University.
- Therefore in providing the education that makes these contacts possible, Dalhousie DOES bestow wealth upon the community.

STAIRS
|| WH STAIRS CAN E MODROW ITH ||

GOOD HEALTH

It is often said that a nation's wealth is in its health. With equal truth this can be applied to business as well as to individuals—for it is the sum of all enterprises, large and small, that reflects the state of the nation. The first obligation of a business to the country or to the community which it serves is to keep itself in a sound and healthy state.

The Northern Electric Company provides a National Electrical Service in the field of communication and power equipment, fire alarm and police radio systems, street lighting and illumination in all its phases, electrical supplies for construction industry, and electrical appliances for the home. In its widely diversified fields, Northern Electric recognizes its far flung and growing responsibilities as we go Forward With CANADA.

Northern Electric

COMPANY LIMITED

Everything Electrical — Nation Wide

Never have property owners been so underinsured against the risk of fire as at the present time.

For example most dwellings in Nova Scotia before the last war were insured for \$5,000 to \$10,000.00 To-day such dwellings should be insured for \$10,000.00 to \$20,000.00.

The cost of additional insurance for dwellings is small, in most cases from \$8.00 to \$9.00 per thousand for 3 years.

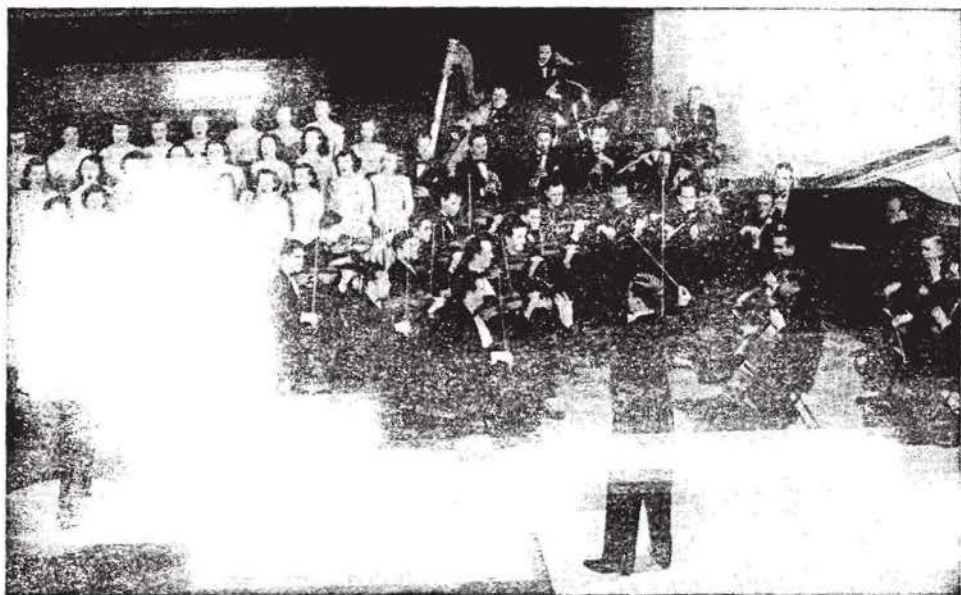
The above remarks also apply to household furniture and personal effects.

Don't take a chance, telephone us to-day.

McDERMAID AGENCIES LTD.

Insurance Agents and Brokers
156 Hollis Street Halifax, N. S.
Telephone 3-7271

D. K. McDermaid, Managing Director
W. A. Camp, Secretary



Good Music for You ... and Better Living Too

The Bell Singers, under the direction of Dr. Leslie Bell, have captivated Canada with their fresh interpretations of familiar songs . . . Charles Jordan's rich, romantic baritone is the voice of a man who sings from the heart . . . Howard Cable weaves his special magic of arranging and conducting throughout the programme . . . these are the talented Canadian men and women chosen by Canadian General Electric to

entertain you Sunday evenings on the Dominion Network of the C.B.C.

For fifty-seven years this Company has been building much of the equipment that has made possible the electrical way of living in Canada . . . the fuller, easier, happier life we all enjoy today.

There's a friendly dealer in your neighbourhood who will be happy to demonstrate the full line of General Electric products.

TUNE IN EVERY SUNDAY NIGHT AT 8.30, EST — C.B.C. — Dominion Network



CANADIAN GENERAL ELECTRIC COMPANY
LIMITED

ASK ANY SUCCESSFUL MAN . . .

Ask him what part his bank played in his present success. He's almost sure to urge you to establish a good banking connection as early as possible. Regular savings habits now make for sound business practice later on.

THE BANK OF NOVA SCOTIA

DALEY, PHINNEY & RITCHIE Barristers, Solicitors, Etc.

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HALIFAX, N.S.

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(except Life)

SUN LIFE of CANADA

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THROUGHOUT THE NORTH AMERICAN CONTINENT •

Compliments
of

SUPERLINE OILS
LIMITED



Dalhousie University

HALIFAX, NOVA SCOTIA

The Faculty of Arts and Sciences

Degrees of:

Bachelor of Arts
 Bachelor of Commerce
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 Bachelor of Science
 Master of Arts
 Master of Science

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 Hospital Pharmacy
 Mining Geology
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THE FACULTY OF MEDICINE, granting the degree of M.D., C.M.

THE FACULTY OF DENTISTRY, granting the degree of C.D.S.

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 Public Health Nursing, Teaching and Administration

ENTRANCE SCHOLARSHIPS

Scholarships, each of a maximum value of \$600.00 available to students
 applying for admission from High School or Junior Colleges of the Mari-
 time Provinces, and Awarded on the basis of educational attainments.

WRITE TO THE REGISTRAR

for full information as to fees, courses,
 Residence facilities, and date of registration.

As a Confidential friend . . .

The family lawyer, the family physician of many year's standing are people in whose judgment you place confidence, and who treat your affairs as a matter of confidence.

Your banker, too, is a professional man—a member of a profession that works as much as any other in the public interest, protecting the depositor against loss and employing his liquid surplus for general advancement of the country.

Each member of the staff of The Canadian Bank of Commerce is bound by professional oath to treat your affairs confidentially.

Make use of his services, placing him on the same friendly professional footing as your family lawyer or physician.

The Canadian Bank of Commerce

Capital Paid Up	-	-	-	-	-	-	30 Million Dollars
Reserve Fund	-	-	-	-	-	-	30 Million Dollars

Halifax, N. S., Branch
T. A. Pugsley, Manager

Maritime Dental Supply Co., Limited

Halifax, N. S. and Saint John, N. B.

= 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.

Branches at:
 CHARLOTTETOWN, P.E.I. MONCTON, N.B. SAINT JOHN, N.B.
 ST. JOHN'S, NFLD. MONTREAL, QUE. TORONTO, ONT.

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

HEAD OFFICE - - HALIFAX, CANADA

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



Compliments of
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Barristers, Solicitors, Etc.

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HALIFAX, N. S.

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F. D. SMITH, K.C.
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A. J. MEAGHER
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McInnes, MacQuarrie & Cooper

BARRISTERS, SOLICITORS, &c

35 BEDFORD ROW,
HALIFAX, N. S.

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Perhaps you want to convert your house into flats and cash in on the present scarcity of accommodation.

Or you may want to modernize its appearance by adding a sunporch—or a basement playroom . . . Whatever your wants see us first for the necessary LOAN.

Eastern Canada Savings & Loan Co.

Granville and Duke - HALIFAX

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 a particular person.

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

Balcom-Chittick, Ltd.

DRUG STORES

"There's one in Your Neighborhood"

S. R. Balcom, Pres.

F. S. Chittick, Vice-Pres.

HALIFAX - KENTVILLE - SHEET HARBOUR

Compliments of

ACADIA DRUG STORE
141 Hollis Street

STUDLEY DRUG STORE
29 Coburg Road

Fader's Pharmacy Limited

2 STORES

Halifax

--

Nova Scotia

Protect YOUR Family's Welfare!

Always be mindful of the future when you may not be a part of the picture.

For example, if you die without a will, your estate may be distributed quite contrary to your wishes—and even harmful to your heirs.

Consult us and we'll show you how best to put your estate in order so as to conserve the interests of your loved ones.



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DOMINION STEEL and COAL CORPORATION Limited

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in any
CANADIAN CITY
OR TOWN