

It isn't a matter of chance!

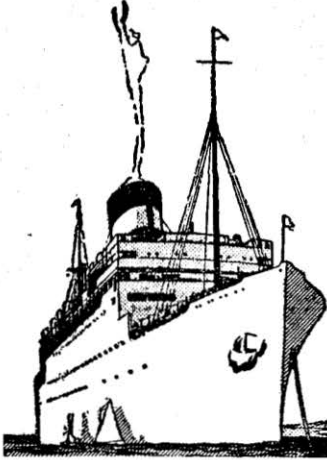
It isn't a matter of chance that Turret Cigarettes are so popular. Their finer tobaccos have



won for them the nation-wide preference that quality alone creates. Smoke Turrets yourself, and get the same satisfaction other Turret smokers enjoy!

Quality and Mildness
Turret
CIGARETTES
SAVE THE VALUABLE POKER HANDS

A new kind of Winter Vacation
a Cruise by "LADY" LINER to the
British West Indies



Plan now to get away to the romantic isles of the Caribbean, where romance, historic lore, and untold social and sports activities await you. Sail from Halifax or Boston on one of the luxurious "Lady" Liners—all first class, outside staterooms, excellent cuisine, special ventilation, planned entertainment, perfect personal service.


Many cruises to choose from—16 to 30 days—all expense—ranging from \$120 to \$180 up including hotel accommodations where necessary. Sightseeing extra.

**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 ROBERT **SIMPSON** EASTERN 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



An institution which for over 117 years has provided complete domestic and foreign banking services for Canadians.



Head Office
Montreal

BANK OF MONTREAL
Established 1817

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

SECURITY

—for yourself

—for your family

1865

A SUN LIFE PENSION BOND with ASSURANCE gives you both, safeguarding your loved ones during your earning years and guaranteeing an unfailing income when you reach retiring age.

Ask your nearest Sun Life representative for the leaflet

“How to win both ways”.

1935

**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.



Through Storm and Calm

Security against the shifting winds of chance is provided by a Royal Bank Savings account. It offers shelter from the storm till the vane swings again.

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

You'll Find It at **WOOD'S!**



You don't have to stir a step out of Halifax to find all the important fashion trends for the new season that you have been reading about in smart magazines. We have the knack of knowing what you are going to ask for! Every day finds our receiving room opening up new things from the fashion centers. While our prices are consistently modest, we never sacrifice **QUALITY** for **PRICE**. Shop "WOOD'S" with complete confidence.

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 \$765,000.00

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



Old-World Autumn in Quaint QUEBEC!

Autumn... most brilliant time of year in the glamorous old city of Quebec. Come and wander through the narrow, twisted streets, where breath-taking vistas of the scarlet hills are framed by centuries-old grey stone. See the lazy St. Lawrence, shimmering in the mellow sunlight. Go out to Montmorency for golf... to Ile d'Orleans, or Tewksbury, or Indian Lorette... past little villages whose silver spires pierce the hazy Autumn air. Stop at the great Chateau Frontenac where congenial souls, and fine food and vintages add the last note to the perfection of your holiday. Unsurpassed service. Moderate rates.

For further information ask any agent of the Canadian Pacific or Dominion Atlantic Railway; or write to the Manager, Chateau Frontenac, Quebec.

**Dominion Atlantic Railway
Canadian Pacific Hotels**

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

A LITTLE COMPANY GROWN BIG

IMPERIAL 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.

To-day 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."

**IMPERIAL OIL
LIMITED**

CAPITAL \$1,000,000.

COMPLETE TRUST SERVICE COVERING

Wills and Trusts
Mortgage Loans
Real Estate and
Investments

Registrar and Transfer
Agents.

Safety Deposit
Vaults.

The EASTERN TRUST COMPANY

MONTREAL, P. Q.
SAINT JOHN, N. B.
ST. JOHN'S, NFLD.
CHARLOTTETOWN, P. E. I.
MONCTON, N. B.

Head Office:
HALIFAX, N. S.

"Sincerity"

Possibly never before in the history of Canada has the word "Sincere" been so prominent as in the present election campaign but—as one speaker has said—"Sincerity alone is not enough—there must be ability to achieve". These apply to Commerce as well as to state. Many a man has entered business in the greatest sincerity to trade fairly and succeed but has failed through inability.

Both Sincerity and Ability can only be confidently judged by experience—the proved value of a given word and the measure of success formerly achieved. On this basis we are prepared to have prospective customers judge us—by our reputation acquired in one hundred and twenty-five years service to the people of the Maritimes.

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

Faculty of Arts and Science (founded 1818)

Undergraduate courses leading to degrees or diplomas in:

ARTS	SCIENCE	COMMERCE
MUSIC	PHARMACY	FISHERIES
ENGINEERING	HOUSEHOLD SCIENCE	EDUCATION

In this Faculty special advanced courses are offered to those who enter with Grade XII or equivalent standing of a prescribed kind in Chemistry, Classics, Mathematics, Modern Languages and History, and Physics.

Graduate Courses leading to Master's degree in Arts and in Science.

Professional Schools of the Maritime Provinces, as follows:

Faculty of Law (established 1883).

Faculty of Medicine (established 1868).

Faculty of Dentistry (established 1908).

Each of these Schools requires a specified preliminary course extending over two years in the Faculty of Arts and Science.

Scholarships:—There is a long list of Entrance and Undergraduate Scholarships offered in many departments and subjects. In the Arts and Science Faculty it is possible for a brilliant student to win his way through College.

There are Prizes and Scholarships offered in the **Professional Faculties.**

University Aid and Loan Funds:—These provide Bursaries for students in good standing.

Graduate Fellowships:—A few of these are offered in the Arts and Science Faculty.

Expenses:—Inclusive fees, including the assessment by student organizations, in the B. A. course average about \$160.00 a year; in the B. Sc. course, including laboratory charges, about \$190.00 a year.

Halifax living expenses have been greatly reduced in recent years. Board and lodging may be had in the city from \$6.50 per week up.

In addition, Pine Hill Divinity Hall, in affiliation with Dalhousie University, offers board and lodging to Dalhousie students at very reasonable rates.

Residence for women Students:—Shirreff Hall affords unsurpassed accommodation at reasonable rates.

For full information and Calendar apply in person or by letter to the Registrar.

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. SEER ON, D.Sc., L.L.D., *Principal.*

HALIFAX, N. S.

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

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. PATILLO

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