

*Player's Please*  
THEY'RE **D**ouble-**F**resh!

MILD OR MEDIUM-CORK TIP OR PLAIN

## 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 . . . accomodation . . . 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*

---

---

# *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.

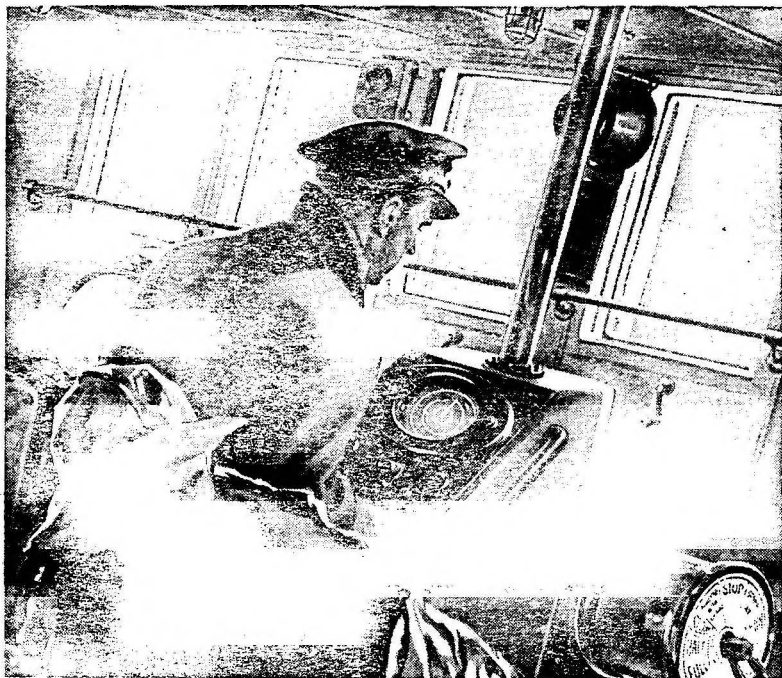
Save yourself money and get quicker service by using Station-to-Station Service whenever possible. Remember it especially on Sundays, as Night Rates are effective all day then and your saving is still greater.

MARITIME TELEGRAPH AND  
TELEPHONE CO., LIMITED

---

---

# **RADAR** A GUIDING EYE... *for Ships in Fog or Darkness*



## **GENERAL** **ELECTRIC**

### **ELECTRONIC NAVIGATOR**

● Radar has solved the mariners' problem of plotting a safe course through storm and darkness. The viewing screen of the Electronic Navigator shows the exact locations of the shore line, buoys, and other surface obstacles. The G-E Electronic Navigator is designed specifically for use on merchant ships to provide warning of navigational dangers. It may be operated by any crew member with 15 minutes training. In this way G-E brings the marvels of the Electronic world into daily life.

**CANADIAN GENERAL ELECTRIC** CO. LTD.

---

---

# DISTRIBUTION

THE immense breadth of our country imposes definite distribution difficulties. In the early nineteen hundreds, in Winnipeg, we opened our first distribution house. Today there are twenty-six Northern Electric distributing centres stretching from Newfoundland to British Columbia. They are strategically placed to give on-the-spot service to communication and power companies — municipalities — factories — mills — mines — contractors — and to the Northern Electric Dealers who retail the many electrical appliances under the Northern Electric Banner.

Thus, in its distribution policy, Northern Electric recognizes its nation-wide responsibilities as we go Forward With Canada.

## *Northern Electric*

COMPANY LIMITED

*Everything Electrical — Nation Wide*

*Have you talked it over  
with your bank manager?*

When you are faced with an important business decision or serious financial problem, the wise course is to see your bank manager. Through long training and experience our managers are well qualified to analyse business plans, to assist in developing good ideas—at times to sound a word of caution.

The financial advice of your local bank manager is worth having. He invites you to talk things over.

**THE ROYAL BANK  
OF CANADA**

YOU CAN BANK ON THE "ROYAL"

Compliments of

**S. CUNARD & COMPANY, LIMITED**

*Heat Merchants Since 1835*

**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**

WM STAIRS, SON & MORROW, LTD.

*Wholesale Shelf and Heavy Hardware*

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

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



**THE T. EATON CO.  
MARITIMES LIMITED**

**HALIFAX**

**CANADA**



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



# BANK OF MONTREAL

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

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



**DALEY, PHINNEY & RITCHIE**

**Barristers, Solicitors, Etc.**

TRAMWAY BUILDING

HALIFAX, N.S.

Cable address: Dawapir

Gordon McL. Daley, K. C.

Lawrence F. Daley

Roland A. Ritchie

W. J. MacInnes

*Compliments of*

**Thompson, Adams & Co., Ltd.**

*General Insurance*

(except Life)

166 Hollis St., Halifax

Phone 3-7371

**Maritime Dental Supply  
Co., Limited**

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

# SUN LIFE of CANADA

BRANCH OFFICE AND AGENCY SERVICE  
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  
 Bachelor of Education  
 Bachelor of Music  
 Bachelor of Nursing Science  
 Bachelor of Science  
 Master of Arts  
 Master of Science

### Diplomas In:

Education  
 Engineering  
 Engineering Physics  
 Food Technology  
 Hospital Pharmacy  
 Mining Geology  
 Music  
 Pharmacy

### Pre-Professional Courses requisite for Law, Medicine and Dentistry

The Faculty of Graduate Studies Offering Master's Degrees in many  
 Departments

THE FACULTY OF LAW, granting the degree of LL.B.

THE FACULTY OF MEDICINE, granting the degree of M.D., C.M.

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

The School of Graduate Nursing granting Diplomas in  
 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.



YOU'LL  
ENJOY  
SHOPPING  
AT

- Beautiful new street level Fashion Floor
- All departments increased in size and stock
- Complete selections of fine quality merchandise
- Greatly enlarged free parking area

*Simpson's*

THE ROBERT SIMPSON EASTERN LIMITED

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

# = 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  
 Maritime - National  
 Fish Limited

## Burchell, Smith, Jost, Meagher & Burchell

Barristers, Solicitors, Etc.

*Chronicle Building,*

HALIFAX, N. S.

C. J. BURCHELL, K.C.  
F. D. SMITH, K.C.  
W. H. JOST

A. J. MEAGHER  
C. W. BURCHELL

## McInnes, MacQuarrie & Cooper

BARRISTERS, SOLICITORS, &c

35 BEDFORD ROW,  
HALIFAX, N. S.

DONALD MCINNES, K.C.  
JOHN T. MACQUARRIE, K.C.  
A. G. COOPER

G. P. FLAVIN, K.C.  
J. H. DICKEY  
G. B. ROBERTSON

J. M. HUTTON



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



# Stewart, Smith, MacKeen, Covert & 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, K.C.

CLYDE W. SPERRY.

GORDON S. COWAN.

W. S. KENNEDY JONES.

GORDON DUNNET.

## The Canada Permanent Trust Company

EXECUTOR ADMINISTRATOR GUARDIAN TRUSTEE

Estates and Properties Managed

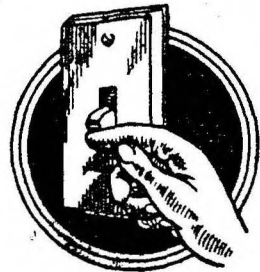
ENQUIRIES INVITED

NOVA SCOTIA BRANCH.

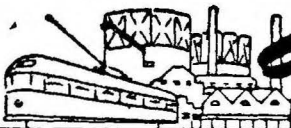
436-440 Barrington Street, Halifax, N. S.

C. F. MACKENZIE, Manager

*Switch to*  
**BETTER LIVING**



Modern living is made more convenient in a hundred different ways at the flick of an electric switch. Night becomes day . . . the family's meals are cooked to perfection . . . wash day is reduced to hours. These are only a few of the home tasks performed by low cost dependable electric power.



*Nova Scotia*

**LIGHT AND POWER**  
COMPANY 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

**Hader'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.



**10,000 dealers**

**to serve you**



**everywhere**

**in Canada**

# 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



THE  
**HALIFAX**  
**INSURANCE**  
COMPANY

---

Head Office  
88 HOLLIS STREET  
HALIFAX, NOVA SCOTIA

---

Canada's Oldest  
Insurance Company

---

Representatives  
in any  
CANADIAN CITY  
OR TOWN

# NOVA SCOTIA HOLDS HER OWN

*in an expanding Canadian Economy!*

For example, during the past two years 60 new industries have gone into operation in Nova Scotia! One of these new industries is the Canadian headquarters for the internationally known Bendix Home Appliances Inc., makers of Bendix Washers.

Two other new industries are branches of outstanding British producers—Fairey Aviation Company, Limited, which has opened a plant here for the servicing and production of their Fairey Firefly multi-purpose naval reconnaissance fighter plane; and A. C. Cossor Limited, locating here for the production of radar harbour control and television appliances.

Another development is Maritime Industries Limited, a subsidiary of Standard Chemicals, operating a million dollar plant for the production of table salt. Still another new industry is a development of the National cheese manufacturers, Kraft Foods, in connection with Irish Moss. Two of the smaller new industries are Industrial Shipping Company, Limited, Mahone Bay, making plywood boats for home and export markets and Ven-Rez Products, Shelburne, producing plywood furniture.

They're coming to Nova Scotia and staying here! There were 14,000 more people in the Province this year—80,000 more during the past 10 years, an increase of 13%, greatest gain of any decade since Confederation . . . And they're coming here in droves to visit. Tourist purchases in Nova Scotia averaged \$1,000.000 each week of the 1948 season.

**NOVA SCOTIA HAS MUCH TO OFFER YOU—  
WRITE FOR PARTICULARS!**

---

---

**DEPARTMENT of TRADE and INDUSTRY**

HOWARD BROWN, MINISTER