

THE SMOKE OF THE BRITISH EMPIRE



ST. GEORGES, Hanover Square, has seen great weddings in the past—Disraeli, George Eliot, Emma Harte the friend of Nelson, and many more besides. And now, on a strip of red carpet, hemmed in by smiling crowds, another bride and bridegroom are standing, radiant. Away they drive, to some great house or fashionable hotel, for the Reception. There will be feasting and hand shaking—the offering and accepting of cigarettes and, nine times out of ten, they will be Gold Flakes, the English classic among cigarettes.

W. D. & H. O. WILLS'

GOLD FLAKE CIGARETTES

a shilling in London—a quarter here



CORK TIP
OR PLAIN

pocket tin of fifty 55c



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Board a Canadian National "Lady" Steamer at Halifax or Boston and leave behind all the cares and worries that Winter brings. Sail into the South—to isles of Summer sunshine tempered by gentle trade winds—to gaiety or quaint enchantment.

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Simpsons at Halifax has the largest furniture floor east of Montreal.
 Kroehler "Hidden Quality" living-room suites and Simmon's bed-
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●

One million more people use Frigidaire than any other electric
 refrigerator. They are found in the finest homes—sold exclusively
 by Simpsons in Halifax.

●

Whatever you wish—for the home or your own personal use—you
 will find your needs best filled by Simpsons.

THE **SIMPSON** EASTERN
 ROBERT LIMITED
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More for your Money

When you advertise, what do you get for what you pay?

That's far more important than what you pay...Invariably the best value is that which is priced the most because it costs the *least* in point of returns.

Advertising rates in the Halifax
Herald and Mail are the Lowest
per line per Thousand Circulation
of any medium in the Maritimes.

Experienced advertisers know this. That is why The Halifax Herald and Mail in the past year carried more than *twice* as much advertising as the next nearest Nova Scotia daily.

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.



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New Gymnasium, Dalhousie University.

A. A. MCDONALD,
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Engineer.

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on your purse may be more easily met if you have formed the habit of saving regularly.

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Nova Scotia Savings, Loan and Building Society

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The professional man—doctor, lawyer, engineer, clergyman—has a different problem from that of his commercial brother. His chief assets are his ability and experience. These are revenue-producing only while he lives. They die with him or become inactive when he retires.

Life insurance gives him the privilege of perpetuating the revenue from his profession for any amount or period he chooses. He can prolong his income far beyond his productive years. He can “peg” a regular income for his own old age. Or he can definitely fix it for his dependents. And he can liquidate the cost of doing so during the income producing years when such payments entail little or no sacrifice.

A Sun Life representative will be glad to draw up a plan suited to your own individual requirements upon request

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Head Office - Montreal

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
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ESTABLISHED 1832

See What Dividends Can Do For You

Let us show you what dividends can do for you under The Great-West Life profit-sharing plan of insurance. They can be put to work to your advantage in many ways, combining protection with profit, savings with security.

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New Brunswick Office:
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Phone: 3-2500

Nova Scotia Office:
R. C. HEBB, Representative,
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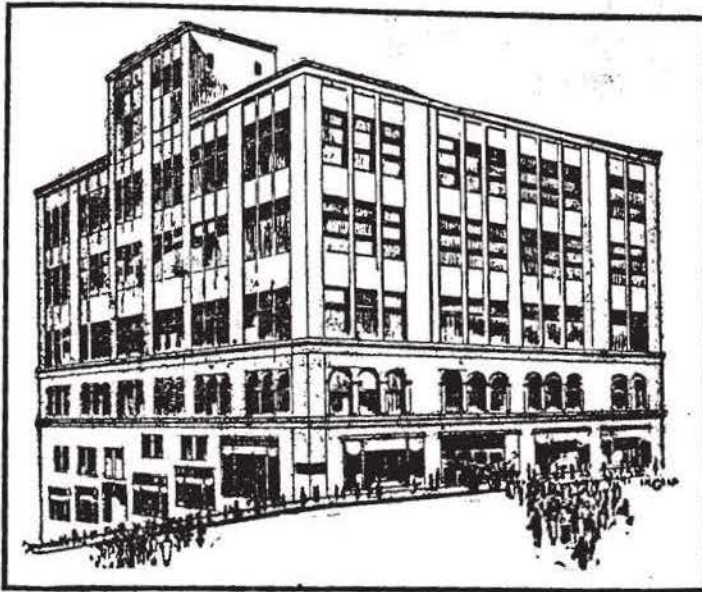
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A Departmental Store that Offers Many Attractions to the Visitor!

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.

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MARITIMES LIMITED

DOMINION HOTELS



● Maritime residents are proud of the fine hotels which now grace their countryside...and indicate in practical fashion their appreciation by patronizing such hostleries. Why not invite your friends to holiday in the Maritimes and enjoy with you the hospitality of these hotels?

● THE PINES at Digby offers beauty of location, swimming pool, golf, tennis. CORNWALLIS INN at Kentville serves the picturesque Evangeline Country. The LORD NELSON at Halifax, [operated by Associated Canadian Hotels], provides true English hospitality.... LAKESIDE INN does likewise at Yarmouth, renowned for its "wooden ships and iron men." Furthermore, excellent service to these hotels is provided by the Dominion Atlantic Railway.

● Be travel-wise...include in your tour the popular ALGONQUIN HOTEL at St. Andrews-by-the-Sea, and storied Quebec with its stately, seigneurial CHATEAU FRONTENAC. All are Hotels of High Standard at Low Cost.

● For complete information ask any agent of the Canadian Pacific or Dominion Atlantic Railway.

**Dominion Atlantic Railway
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4½%

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Our Debentures are largely held by fire and life insurance Companies and Fraternal Organizations.

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Established 1855

Branches from Halifax to
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HALIFAX, N. S.

The Pilot Doesn't Worry

Fifty below in the Arctic night—and a plane down, with a defective spark plug and an empty tank.

The spark plug can be replaced, but that won't help without gasoline to turn the motor—and the nearest "town" is a few Eskimos and a trading post across the lake at Blackfish Point.

But the pilot doesn't worry. He knows there is a cache of Imperial Gasoline at Blackfish, and someone there to help him.

The great wealth of Canada's north is being found from the air many years before it could be reached afoot, because men are willing to adventure and supplies are there when they are needed.

These supplies come from the Imperial Oil Refineries. By ship up through Hudson Strait into the Bay, by rail beyond the Pas, by paddle wheeler down the Peace and MacKenzie Rivers they go to distributing points. In winter, dog teams and sleds drag them further into the wilderness.

For fifty years Imperial Oil has been meeting the new needs of transportation and industry. Because it has met each need with enterprise and energy, Imperial has become a great company—serving every corner of Canada—its ships on the Atlantic and Pacific—its pipe-lines in the tropics.

Fifty years of constant enterprise are in the products Imperial Oil sells to-day.

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Which means that nothing finer can be put in your car.



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Wainwright University

HALIFAX, NOVA SCOTIA

Faculty of Arts and Science (founded 1818)

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

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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.

Entrance Scholarships in Classics and in Mathematics.

Classics: one scholarship of \$600; one scholarship of \$400.

Mathematics: one scholarship of \$600; one scholarship of \$400.

These Scholarships are open to boys only. Full information on request.

Other Entrance Scholarships. Five scholarships of value from \$250 to \$100, awarded on results of the matriculation examinations held in September.

New First and Second Year Scholarships.

The Sidney C. Oland Scholarships of \$100 each in Classics and in Mathematics, to be awarded to the student ranking highest in first-class standing in the first year of the four years' advanced course in each of these subjects.

The Robert Maclellan Scholarship of \$150, to be awarded to the student ranking highest in first-class standing in the second year of the four years' advanced course in Classics.

Other First, Second and Third Year Scholarships.

Graduate Fellowships.

University Aid and Loan Funds.

Residence: Shirreff Hall, accommodates all out-of-town women students of the University.

Registration Days:—For Arts and Science students—September 26th for new students from Halifax and Dartmouth; September 27th for other new students; September 28th, and 29th (to 12 o'clock noon) for other than new students; and October 1st for students who have written Entrance or Supplementary examinations.

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

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Boys accepted from 9 years and up. Separate house and playing field for junior boys. Preparation for matriculation, etc.,

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