



EACH MONTH The Bank of Nova Scotia prepares an authoritative report on some important phase of Canadian business or finance. Many business and financial men receive this report. A copy is yours for the asking. Simply ask the manager of any branch for a copy of the "Review", or write to the General Office of the Bank in Toronto.

THE BANK OF NOVA SCOTIA

Compliments of

S. CUNARD & COMPANY, LIMITED

Heat Merchants Since 1835

COAL

COKE

FUEL OIL

Domestic and Industrial
Oil Burners Installed and Serviced

Wholesale

Retail

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

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.

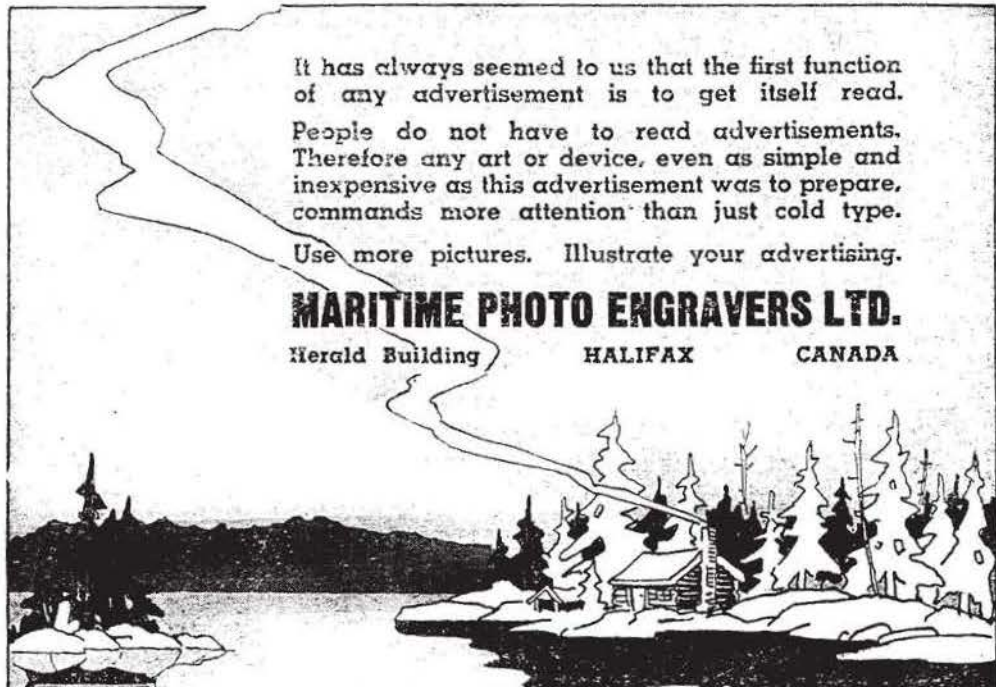
Use more pictures. Illustrate your advertising.

MARITIME PHOTO ENGRAVERS LTD.

Herald Building

HALIFAX

CANADA



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

For What You Should Know!
For What You Want to Know!

For NEWS . . .

That Is A Major Part of Your Curriculum
Read . . .

The Halifax Chronicle

and

Halifax Daily Star

Listen to . . .

RADIO STATION C J C H

920 on your Dial

COMPLIMENTS OF

**The Brookfield Construction Company
Limited**

Contractors and Builders

HALIFAX, N. S.

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

Dalhousie University has bestowed such wealth upon thousands of young men and women . . . many of whom leave to play prominent parts in the industries and professions at home and abroad.

As large employers of office executives, engineers and skilled service men, we are always ready to give Dalhousie and other university students a sympathetic hearing when they are qualified for a position.

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***



T. EATON CO.
MARITIMES LIMITED

HALIFAX

CANADA

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.
 ROSS A. MACKIMMIE.

W. S. KENNEDY JONES.

HALIFAX, N.S.,

April 24th 1948

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

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.





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. 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

Wise Folk
SAVE...

MORE THAN A MILLION
SAVE AT THE B of M...

BANK OF MONTREAL



WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

JACKSON & MORELAND

ENGINEERS

PUBLIC UTILITIES—INDUSTRIALS
RAILROAD ELECTRIFICATION
DESIGN AND SUPERVISION—VALUATIONS
ECONOMIC AND OPERATING REPORTS

BOSTON

NEW YORK

These Newspapers Give You The Best

- TWO Press services . . . Canadian Press and British United Press . . . for world coverage
- Complete coverage of local and provincial news, well edited and attractively presented
- Expert news commentary . . . able editorial comment
- Inimitable Chambers' cartoons
- Complete, well-written sports news and commentary
- Outstanding Comics
- Full coverage of stock markets and financial news
- The best in pictures . . . including Wirephoto
- Comprehensive papers . . . 18 to 32 pages or more every day

*The Greatest Value in Daily
Reading in Eastern Canada*

THE HALIFAX HERALD
and **THE HALIFAX MAIL**

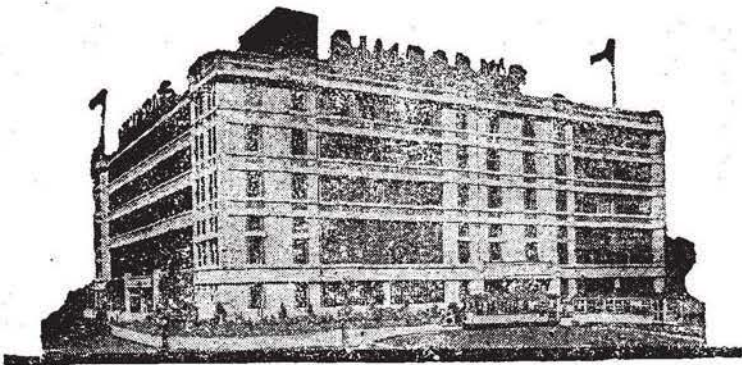
Two of Canada's Great Newspapers
A. B. C. Circulation 90,947 Daily

OPEN TO ALL!

Our Policy and aim is to render banking service and assistance not to any narrow section, either in a business or geographical sense, but to all classes of clients in the different communities served by our branches. Our doors are open to all who need a banking service. Your local Royal Bank manager will be glad to talk over your financial needs any time you say.

THE ROYAL BANK OF CANADA

Branches throughout Canada, Newfoundland, The West Indies, Central and South America. Offices in London, New York, Paris. Correspondents the world over.



YOU'LL ENJOY
SHOPPING AT...

Simpson's

THE ROBERT SIMPSON EASTERN LIMITED

NEVER IN HISTORY
has it been so necessary
to take care of tomorrow
with the resources of
today. And that is exactly
what you do when you
become a policyholder
of the

SUN LIFE
OF CANADA

ESTABLISHED
- 1 8 6 5 -

HEAD OFFICE
MONTREAL

Compliments
of
SUPERLINE OILS
LIMITED

= 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, N.F.L.D.	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

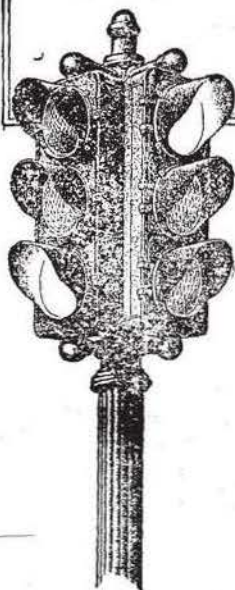
HEAD OFFICE - - HALIFAX, CANADA

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



Compliments of
**Maritime - National
 Fish Limited**

Safe, Swift Movement of Modern Traffic Depends on **ELECTRIC TRAFFIC CONTROL**



GENERAL ELECTRIC **TRAFFIC CONTROL EQUIPMENT**

A trip by car or a-foot, on business or pleasure . . . the work of private and public services . . . all depend upon unimpeded, controlled movement on our roads and streets. The smooth uninterrupted flow of traffic provided by an automatic electric control system is essential to all the community. Electric traffic control protects pedestrians, alleviates congestion . . . prevents accidents and facilitates the handling of crowds in busy centres, bringing everyone greater safety.

The specialist engineers of CGE are leaders in the development of electric traffic control equipment. Trained in the planning of traffic signal systems in towns and cities, large and small, their services are at the disposal of all authorities interested in the application of better traffic control.

Whatever your problem may be, engineers at CGE can advise on the best system for your requirements so that you can install signal lights which will give your city better traffic control.

CANADIAN GENERAL ELECTRIC CO LTD

HEAD OFFICE - TORONTO

EXECUTORADMINISTRATORTRUSTEE*A Complete Trust Service***General Trust and Executor
Corporation**General Trust
BuildingBarrington at Prince,
Halifax, N. S.**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

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.
A. J. MBAGHER
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

DOWN THROUGH THE YEARS

The years roll on. Our business life extends over a period of sixty-six years reaching from 1882 to 1948. This has been a time of vast expansion in the history of our Dominion. It has been our task to keep pace with this immense national development. The future presents an even greater challenge than the past, for we are undoubtedly on the threshold of unprecedented growth. Canada is a rich heritage. It imposes great responsibilities on all. We should prepare ourselves to face the future with faith and fitness for the years that lie ahead.

Northern Electric

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

for INFORMATION

On Nova Scotia

- INDUSTRIAL DEVELOPMENT
- TOURIST TRAVEL PROMOTION
- FISHERIES
- HANDICRAFT
- FISHERMEN'S LOAN BOARD

Please Inquire Of
DEPARTMENT OF INDUSTRY
AND PUBLICITY

Provincial Building
Halifax, Nova Scotia.