



Player's Please

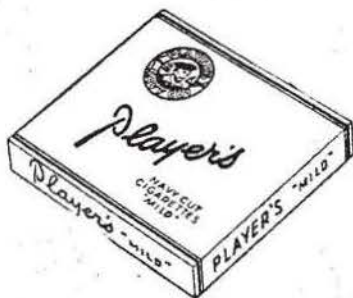
BECAUSE THEY'RE **D**ouble-**F**resh!

1 PLAYER'S ARE FRESH BECAUSE they are made to stay fresh by rigid moisture and temperature controls in Canada's most modern cigarette factory.

2 PLAYER'S ARE DOUBLE-FRESH BECAUSE they are Canada's fastest-selling cigarette.

Say "Player's Please". Mild or Medium. Smoke the cigarette that's fresh from the factory... fresh at the store... double-fresh for you.

Cook Tip and Plain
REMEMBER—
Player's "MILD" WITH WEATPROOF PAPER
DO NOT STICK TO YOUR LIPS



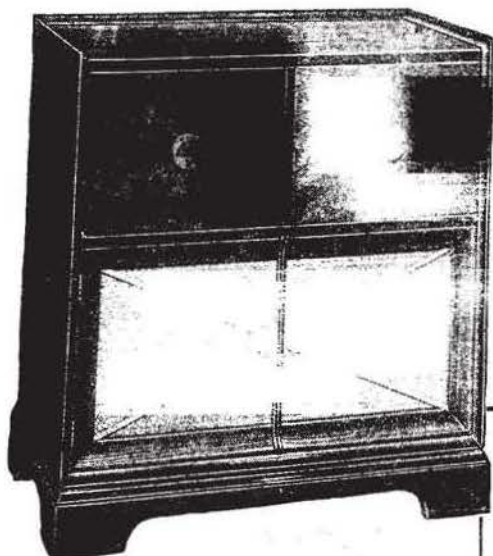
*FM an important step forward in the progress of culture

(*FREQUENCY MODULATION)

Pioneering in the development of frequency modulation broadcasting has enabled Canadian General Electric to make an important contribution to the world's appreciation of fine music.

Here is a means of transmission and reception of the world's best music that has won the ready approval of composers, artists and conductors alike.

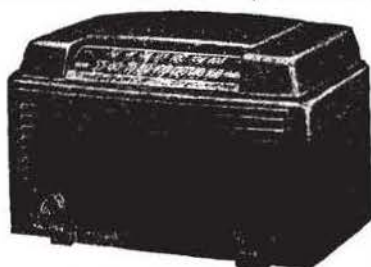
You'll approve of FM, too, when you hear it in your own home.



MODEL C375/6: The dignity and beauty of this console radio phonograph in walnut or mahogany will reflect your good taste. FM and standard broadcast, 9 tubes, 12" Dynapower speaker. The sensational noiseless G-E Electronic Reproducer. Automatic record changer plays ten 12" records or twelve 10" records for about 45 minutes of uninterrupted music. Liberal storage space for albums. Price: **\$395**



GENERAL ELECTRIC RADIOS



MODEL C356: This highly-finished rosewood plastic table model AM-FM radio receives and recreates all the original brilliance of music and voice. 8 tubes, G-E Guillotine tuner. Price: **\$99.50**

MRR-1548C

CANADIAN GENERAL ELECTRIC CO LTD

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

The Printing of Office Stationery

Such as Letterheads, Envelopes, Account Forms, Statements, Business Cards, Prescription Blanks, etc., requires taste and typographic knowledge, plus equipment, to be effective. We have all the essentials that go to make up a satisfactory business relationship. Your orders are invited.

IMPERIAL PRESS LTD. - PRINTERS

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

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

PLUMBING & HEATING SUPPLIES & MACHINERY

WHY WORRY? . . .



About
Your
Shopping

Take
Advantage
Of

EATON'S Shopping Service

BUSINESS and Professional men, like scores of other EATON Shoppers, will find the Shopping Service a great convenience! Experienced Shoppers will select the items you desire and have them forwarded to any address you may indicate . . . Plan NOW to make use of this EATON Service!

Remember The EATON Guarantee:

"GOODS SATISFACTORY OR MONEY REFUNDED"

THE T. EATON CO.
MARITIMES LIMITED

HALIFAX

CANADA

COMPLIMENTS OF

**The Brookfield Construction Company
Limited**

Contractors and Builders

HALIFAX, N. S.

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
C. J. Loughlin, Manager

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 ^{BY} 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

WORKING WITH CANADIANS
IN EVERY WALK OF LIFE
SINCE 1817 . . .

"MY BANK"
TO A MILLION CANADIANS

B of m

BANK OF MONTREAL

JACKSON & MORELAND

ENGINEERS

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

BOSTON

NEW YORK

These Two Great Dailies Thoroughly Cover Nova Scotia

With an even better newspaper service than
ever before. Wider news coverage.

More features . More comics . Additional
commentary . More Financial News .
Chambers' Famous Cartoons . More Sports
Coverage . Wirephoto Service.

*The Greatest Value in Daily
Reading in Eastern Canada*

**THE HALIFAX
CHRONICLE-HERALD**

and

**THE HALIFAX
MAIL-STAR**

•

Circulation Now Exceeds 100,000 Daily



*Carry Travellers Cheques
and you can't lose*

THE ROYAL BANK OF CANADA

*Over 700 Branches in Canada, Newfoundland, Cuba, Haiti, Puerto Rico,
Dominican Republic, British West Indies, Central and South America
Head Office, Montreal . . . Offices in New York, London and Paris.*

Compliments of

S. CUNARD & COMPANY, LIMITED

Heat Merchants Since 1835

COAL

COKE

FUEL OIL

Domestic and Industrial
Oil Burners Installed and Serviced

Wholesale

Retail

SUN LIFE of CANADA

BRANCH OFFICE AND AGENCY SERVICE
THROUGHOUT THE NORTH AMERICAN CONTINENT •

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.

CHARLOTTETOWN, P.E.I.
ST. JOHN'S, NFLD.

Branches at:
MONCTON, N.B.
MONTREAL, QUE.

SAINT JOHN, N.B.
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

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.

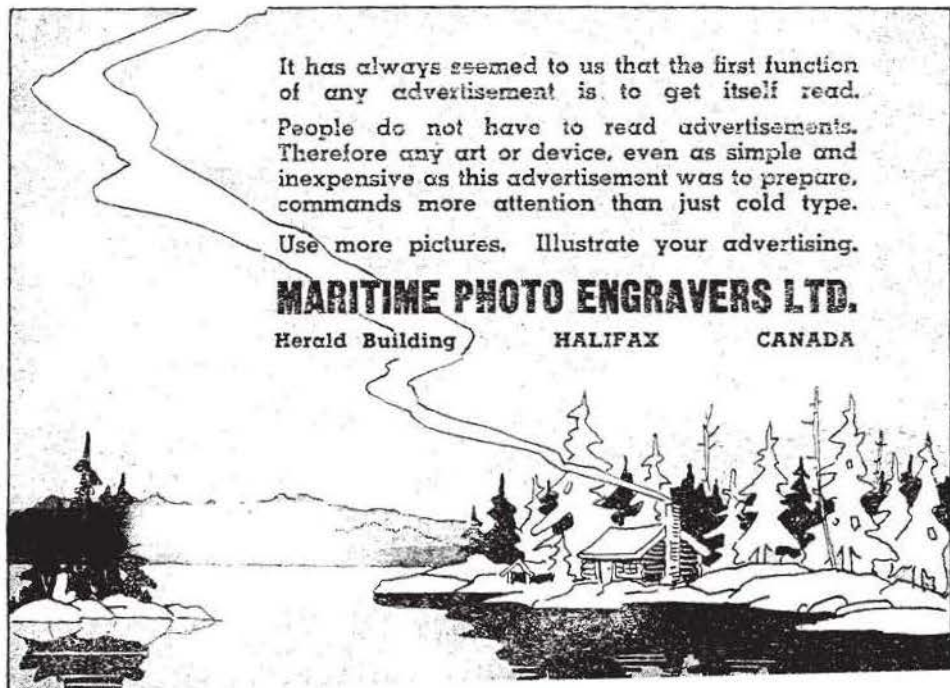
Use more pictures. Illustrate your advertising.

MARITIME PHOTO ENGRAVERS LTD.

Herald Building

HALIFAX

CANADA



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

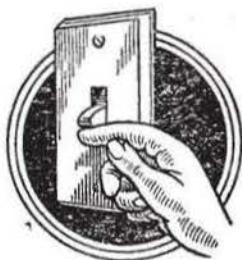
Estates and Properties Managed

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, 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

Working Together

In human relations, cooperation is the foundation of the noblest of accomplishments.

Working together in harmony makes the tasks of everyday living more agreeable and more productive for all.

This friendly spirit of cooperation is among our most valued possessions.

 *Northern Electric* 

COMPANY, LIMITED

26 DISTRIBUTING HOUSES ACROSS 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