



Players Please  
Players  
NAVY CUT CIGARETTES "MILD"  
PLAYERS "MILD"  
Players Please  
THEY'RE **D**ouble-  
**F**resh!

MILD OR MEDIUM-CORK TIP OR PLAIN

# Easy to Read . . . Worth Reading

That's why the great majority of homes throughout Nova Scotia regularly read The Halifax Chronicle-Herald and The Halifax Mail-Star.

That's why the circulation of these papers in the Halifax metropolitan area is greater than the total number of homes.

You, too, will enjoy reading these papers . . .  
and find it profitable to use them in selling,  
buying, renting, and offering services.

## **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.

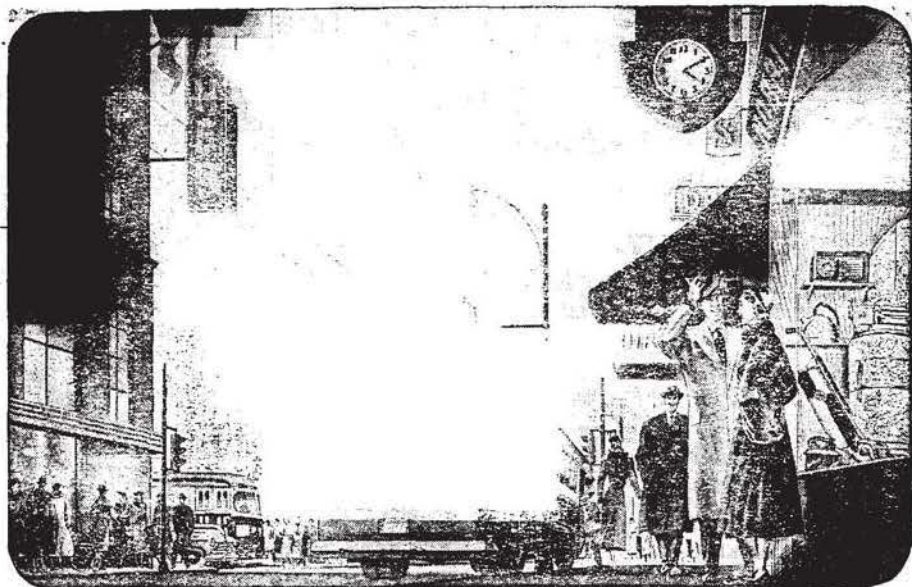
The saving through using this class of service amounts to as much as thirty per cent on calls during the day. On calls after six p.m. the average saving is larger still. Besides, your call goes through much more quickly—usually while you hold the line.

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

---

---



## **MORE GOODS FOR MORE PEOPLE ... AT LESS COST**

Almost everybody has had dealings with Canadian General Electric—whether it's the housewife buying lamps and labor-saving devices from her neighborhood appliance dealer, or business concerns and municipalities purchasing electrical equipment.

C.G.E. builds generators which turn waterpower into electrical energy . . . transformers and switch gear which control and distribute it . . . makes wire and cable to carry the electricity into homes and factories, farms and mines . . . makes motors and a multitude of appliances and lighting equipment that put this power to useful work.

By manufacturing this equipment on an ever-increasing scale, the company makes life easier, better, fuller for everyone today by helping to provide more goods for more people at less cost.

**GENERAL  ELECTRIC  
EQUIPMENT**

**CANADIAN GENERAL ELECTRIC CO. LIMITED  
HEAD OFFICE : TORONTO**

# **E** X P E R I E N C E T E A C H E S U S

Today you are occupied with the business of preparing yourself for a full and useful later life, concentrating on learning those things which will be of service to you later on. But you will find as you grow older that education does not stop when you leave school or college . . . that success will not come unless you continue to learn all your life.

That is the underlying principle responsible for the growth of the Northern Electric Company. In this year 1949—we are sixty-six years young . . . young, because with each new year we remain in the position of the student, meeting new problems, gaining new knowledge, continually profiting by experience.

***Northern Electric***

COMPANY LIMITED

27 DISTRIBUTING HOUSES ACROSS CANADA



## *Trade Profits All Men\**

\* This is the title of a profusely illustrated brochure describing in detail the many specialized banking services for Canadian importers and exporters provided by the Royal Bank. Copies are available on request to the Advertising Department, Head Office, Montreal.

# THE ROYAL BANK OF CANADA

Compliments of

## S. CUNARD & COMPANY, LIMITED

*Head 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**  
W. STAIRS, SON & MORROW, LTD.

*Wholesale - Shell 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**



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

working with Canadians in  
every walk of life  
since 1817

**"MY BANK"**  
TO A MILLION CANADIANS

**B of M**

**BANK OF MONTREAL**

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



YOU'LL  
ENJOY  
SHOPPING  
AT

- Fine quality merchandise
- Complete assortments
- Attractive surroundings
- Large free parking area

*Simpson's*

THE ROBERT SIMPSON EASTERN LIMITED

TELEPHONE 44111

# Maritime Dental Supply Co., Limited

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



## HOW TO BECOME A SUCCESS

There's no sure-fire formula for success, of course. But by establishing a banking connection now, before you finish your education, you will have made an important move in the right direction. Start by opening a Savings Account today.

**THE BANK OF NOVA SCOTIA**

# SUN LIFE of CANADA

BRANCH OFFICE AND AGENCY SERVICE  
THROUGHOUT THE NORTH AMERICAN CONTINENT •

*Compliments*  
*of*  
SUPERLINE OILS  
LIMITED



# 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.

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  
J. 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

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

## 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.



# 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