

Player's Please always

Mild or Medium

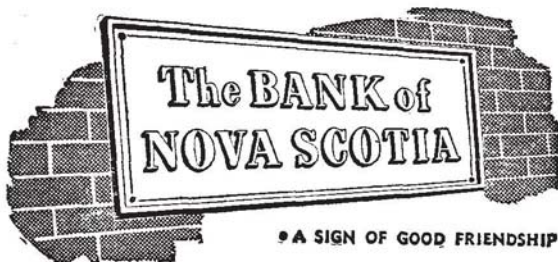
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CORK TIP**



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that
friendly
feeling

when banking at . . .



• A SIGN OF GOOD FRIENDSHIP

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In the history of human endeavour the chapters of greatest renown have been written through the efforts of teamwork.

From the proud growth of the ancient Grecian culture through the struggles of the Renaissance to the hopeful birth of the United Nations men have found that working in harmony has produced lasting benefits of inestimable value.

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Northern Electric

COMPANY LIMITED

26 Distributing Houses Across Canada



He sells something

MORE

than your money's worth

Your Imperial Esso dealer has had a lot of experience with all kinds of cars.

That experience has given him the specialized ability to know *more* about your car's individual requirements, *more* about the products it needs for top performance.

For example, take gasoline. Your Imperial Esso dealer knows that Esso and Esso Extra gasolines are balanced to give you fast starting, quick warm-up, surging power on hills and highways.

Stop in at your Imperial Esso station.

If you become a regular customer, your Imperial Esso dealer will be able to give you better service, give you more than your money's worth.

GET HAPPY MOTORING
WITH ESSO GASOLINES



the sign that says **MORE** TO STOP FOR

IMPERIAL



BANK OF MONTREAL

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817 ADBE

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



62 Branches Abroad

To those engaged in foreign trade, The Royal Bank of Canada offers a service that is complete and in some respects unique. Outside Canada, The Royal Bank operates its own branches throughout Cuba and the West Indies, where it has been established for over half a century. In Central and South America the Royal Bank has been established for over 37 years, now operates its own branches in 18 important commercial centres. Officers of the bank speak the language, know the people and their ways of doing business. They can open doors for you.

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ROYAL
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Over 730 Branches in Canada, Cuba, Haiti, Puerto Rico, Dominican Republic, British West Indies, Central and South America. Offices in New York, London and Paris. Correspondents the world over.

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3-6361

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173 HOLLIS STREET

HALIFAX. N. S.

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FOR 140 years the Story of Stairs has been synonymous with the Story of Progress.

Starting as a small general store in 1810, the firm has kept pace with the advance of time and has contributed much to the progress and growth of the city and province in which it was established.

To-day, Stairs has become known as the supply house for much of the Hardware and Plumbing and Heating business conducted in the Maritimes. In addition, the firm is representative for the leading Canadian and American manufacturers of heavy construction machinery and equipment.

Stairs, to-day, embraces the four Maritime Provinces with branch offices located in Saint John, N. B., Sydney, N. S. and St. John's, Newfoundland.

STAIRS

WM STAIRS, SON & MORROW, LTD.

Wholesale Shelf and Heavy Hardware

PLUMBING & HEATING SUPPLIES • MACHINERY

HALIFAX • SYDNEY • SAINT JOHN

**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

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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.

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Insurance Agents and Brokers
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D. K. McDermaid, Managing Director
W. A. Camp, Secretary



One of the two 66,000 kva., 12,000 volt G-E power transformers — (Canada's largest) — at Horne Payne, Vancouver substation of the B.C. Electric Company.

30,000 kva. air-cooled G-E synchronous condenser at the Horne Payne substation of the B.C. Electric at Vancouver.

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Across the Dominion, in every province, huge, precision-built G-E Equipment is used by Electric Utilities to help provide low-cost electric power. This power will help Canada to grow even stronger, wealthier... will help make this a still better land in which to live.

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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.

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SUPERLINE OILS
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HALIFAX, NOVA SCOTIA

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THE FACULTY OF LAW, granting the degrees of LL.B. and LL.M.

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

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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 Maritime Provinces, and awarded on the basis of educational attainments.

TEACHING FELLOWSHIPS

10 Teaching Fellowships of value \$450.00 and \$750.00 per annum are available in the Faculty of Graduate Studies.

WRITE TO THE REGISTRAR

for full information as to fees, courses,
 residence facilities, and date of registration.

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The importance of being a customer of a Bank which is prepared to cooperate with you in advancing your interests in every way is apparent to thinking people. We have been serving Canadians since 1867 and are ready to render a complete and efficient banking service at all times.

We invite you to consider using our facilities.

The Canadian Bank of Commerce

Capital Paid Up	- - - - -	30 Million Dollars
Reserve Fund	- - - - -	30 Million Dollars

Halifax, N. S. Branch
T. A. Pugsley, Manager

Maritime Dental Supply Co., Limited

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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.

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FOR SALE, the complete forty-eight (48) volumes of the publications of *The Champlain Society*. These books are in excellent condition and offers for them may be submitted until the last day of February 1951 to Box 1025 in care of *The Dalhousie Review*.

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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.

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2 STORES

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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.



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