



# Nova Scotia Illustrated,

AN ILLUSTRATED MONTHLY JOURNAL, PUBLISHED AT HALIFAX, N. S.  
BY G. H. BRADFORD, FROM 41 SACKVILLE STREET.

NO LESS than (10,000) TEN THOUSAND copies of this Journal will be distributed EACH MONTH.

They will be given out by ALL Station Agents of the I. C. R., and the C. A. and P. S. S. lines, and connections, and will be mailed regularly each month to ALL HOTELS and CLUBROOMS in the MARITIME PROVINCES.

Also be given to ALL passengers of the Canada Atlantic and Plant Steamship Company's Line.

The circulation each month will be personally vouched for.

ADVERTISING RATES MADE KNOWN ON APPLICATION.

All notices in Local Column and changes in advertising cards for this publication must be sent in on or before the 1st of each and every month.

VOL. I.

MAY, 1895.

No. 2.

To the Friends of the C. A. & P. S. S. Co. and I. C. Ry. Co.:

Your attention is called to the fact that "Nova Scotia Illustrated" will be mailed regularly to any address for one year on receipt of One Dollar.

We would call your attention to our representative business firms, whose names appear in the columns of this paper. Any one purchasing will do well to call on them and promote home industries.

You must remember the expense of mailing to the many that request them compels us to make this charge. It will be worth a dollar a year to you. Don't wait, we have already received a large number of names. Send in your subscription and show us that you appreciate what we are doing to boom this beautiful Province of Nova Scotia.

We had a great number of calls for copies of our April issue, that is what we are after. When we get it so people will call for it we are satisfied. We have set the ball a rolling and we shall keep on rolling it.

If you read the columns of this paper you cannot help reading the advertisements. We do not expect everyone who receives a copy of this paper will read every card, but they are as apt to read yours as any.

Keep your name and business before the people, you must remember people cannot remember more than 24 hours at a time, therefore keep at them.

If you want to reach the masses use the columns of Nova Scotia Illustrated. You must remember that each one of these papers are seen and READ by a great many different people as we take great pains to place them where they will be seen by the largest number of READERS, each issue being mailed to all Hotel and Club rooms each month to be kept on file.

An inexperienced young man from the country, at his first hotel dinner, found a 'programme' printed in French; and after intently examining the bill of fare from top to bottom, he called to the waiter, and pointing to the word menu at the top, said: 'Fetch me a dish of that for a starter.'

## TRUTH AND POETRY COMBINED.

For advertising business of every style and kind  
In the Nova Scotia Illustrated you space can surely find.  
For a neat, attractive journal we quote the lowest rate,  
And a large amount we guarantee to freely circulate.  
We give the running time of the I. C. R., which does from Halifax run,  
And little spicy reading—to read it will be fun.  
We advertise the rates of fares on I. C. R., to all the stations,  
And give the distance, as well as the population.  
We tell you where you will find the best HOTELS for feed,  
And lots of other matter 'twill do you good to read.  
In Halifax, 41 Sackville St., our office you can find,  
Where we prove to all we have a sheet that don't get left behind.  
For information and jokes you can take your pick,  
We will allow no flies to linger on Nova Scotia Illustrated.

## Are You A Good Guesser?

THIS MONTHLY is essentially a Journal of Travel and its readers travelers, or hope to be, hence the manner of prizes to be offered to its subscribers should in the very nature of things be tickets of travel. It is therefore determined to offer the following FREE—

One First Class Ticket Halifax to Havana, Cuba, and Return by way of New York and Tampa, Florida, Atlantic Coast Line, to be given to the person who guesses nearest the number of words the August issue, 1895, will contain, providing it is a paid subscriber for the term of one year. The lists will close on the last day of June next.

## If you Want a Rubber Stamp

of any Description

WE USE THE AIR CUSHION IF YOU PREFER.

A Steel Stamp, a Dating Stamp, a Rubber Stamp, a Brass Stamp, a Numbering Stamp, a Stencil Stamp, a Seal Press, a Wax Seal, a Check Protector, Steel Alphabets or Figures, Checks for Hotels, Rubber Stamp Ink any Color, Rubbers any color, write or call on the

HALIFAX RUBBER STAMP CO., 41 Sackville Street, Halifax, N.S.

All kinds of Stamps for Bank and Office use. State what you want and get our Prices before ordering. Best Goods. Right Prices. Telephone 700.

## How To Guess.

Guesses may be made at any time prior to the closing of the list, but the earliest subscriptions will have the preference in the awarding of the prize, that is persons subscribing early may guess when they please and their guess will be recorded opposite date of subscription. It is not difficult to guess approximately to any of the propositions. For instance the reading columns may be measured with a printer's rule and the number of ems calculated for each column; the advertising columns can be averaged or easily counted, the number of words in a line and the number of lines on a page may be multiplied to formulate a guess. The question is simply one of multiplication and addition. Where replies by mail are required return postage must be enclosed. Ticket will read from the home of the guesser. All guesses and subscriptions must be sent to Office of Publication, Halifax, N. S.

## MEN'S and BOYS' CLOTHING

BEST VALUE FOR MONEY IN THE DOMINION.

Clayton & Sons,

JACOB STREET, - - - HALIFAX, N. S.

## All Subscribers Insured Against Accident.

From and after the first issue each subscriber who holds a receipt for ONE DOLLAR for one year's subscription is insured against accidental death in the sum of ONE HUNDRED DOLLARS, to be paid promptly on receipt of proofs. The subscription receipt is an accident policy for \$100.00.

The amount of insurance offered is small, but the premium asked is smaller and you get \$100 ACCIDENT INSURANCE with a FIRST CLASS Journal thrown in

THE BEST { ICE CREAM } IN CANADA  
{ ICE CREAM }

DON'T FORGET TO VISIT OUR NEW PARLORS.

HUBLEY, TEAS & CO., BARRINGTON ST.

HALIFAX, N. S.

NOTE.—We carry a large Stock of Confectionery and Fancy Groceries suitable for Tourists.

Souvenirs.

REPAIRS.

J. CORNELIUS,  
99 GRANVILLE ST. 99



Diamonds

GOLD AND SILVER  
FANCY WARE.

BULLS EYE  
CAMERAS and FITTINGS.

32000