



Nova Scotia Illustrated,

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

10,000 copies of this Journal are printed and distributed each month.

The C. A. & P. S. S. Co. distribute them in Boston, New York, Prince Edward Island, and Halifax to probable patrons of the "great and well-known line."

The L. C. R. Co. distributes them regularly through their agents, also from offices in Halifax and St. John, N.B.

Copies are mailed to 475 different individuals, to 15 advertising agencies, to the leading newspapers and representative social clubs of Canada and the United States, to the different summer and winter resorts bureaus to be distributed to their patrons.

Copies are mailed to the leading hotels of the Provinces each month, as well as to 400 of the leading Hotels of the United States.

Copies are distributed from the waiting rooms of the Halifax Street Railway Co., Halifax, N.S.

500 copies are sent out each month as a Supplement to the "Times-Guardian" published at Truro, N.S.

500 copies will also be sent out every month as a supplement to the SYDNEY ADVOCATE published at Sydney, C. B., the leading newspaper of Cape Breton.

The NOVA SCOTIA ILLUSTRATED will be mailed to any address regularly for one year for one dollar. Send along your subscription and show us you appreciate what we are doing to boom Nova Scotia, the "Land of Evangeline."

Address all communications pertaining to this journal to office of publication.

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.

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The Steamers of the Plant Line between Boston and Halifax carry both the Royal Canadian and United States mails.

The Armstrong Transfer Co. of Boston check baggage through and transfer same from all railroad stations in Boston via the steamers of the Canada Atlantic and Plant S. S. Line.

Tourists desiring to make a tour of the Provinces should write to the Agents of the Plant Line for full particulars and rates, giving outline of the trip they desire to take.

The steamers "Olivette" and "Halifax," well known as the Plant Line flyers, have recently been making some quick passages, the "Olivette" landing her passengers in Halifax 24 hours after leaving Boston.

The Plant Line are now building at Newport, News, a new steamer, which will indeed be a "Flyer." She will be the fastest steamer of her size ever built in the United States, and will be a marvel of magnificence. She will be launched shortly and will be completed next Spring.

There are many who cannot stand the frigid weather of the North and who seek a warm climate. To such, no place offers such inducements as the State of Florida. It has become the popular Winter resort owing to being easily reached. Those desiring to spend the Winter South, should write to the Agents of the Plant System for information, maps, etc.

The finest wharf, warehouses and offices in the City of Halifax, are those of the Plant Line situated on "Plant Wharf," foot of Sackville Street. The buildings present a very striking appearance, being painted in the well known Canary color of the Plant System. The offices at the Plant Wharf are the Canadian Headquarters of the Plant Line, being very large and finely fitted up. Mr. H. L. Chipman is the Canadian Agent.

The Plant System have moved their New England office from 268 Washington St., to 207 Washington St., Boston. The new office will be found more commodious and conveniently situated for the Patrons of the Canada Atlantic & Plant Line. The Office is in charge of Mr. A. P. Lane, New England Agent, who is one of the popular Agents of the Plant Line. Mr. Lane will be pleased to see enquirers and give full information.

FLORIDA.

SUMMER IN WINTER. LAND OF THE MAGNOLIA.

If you have any idea of locating in the South permanently or to escape the rigors of a Northern winter, in either case you want to know all about Florida, and should write to agents of the Plant System for Illustrated Books, Maps, Rates, etc.

The finest Hotels in the South are operated by the Plant System.

Passenger Traffic.

The most important position in any Transportation Company is the official who has direction of the Passenger traffic, as under his Management all arrangements for Time Tables, Advertising, Rates, Tickets, etc., are controlled. The official is generally titled as the "General Passenger Agent," but in a few of the larger "Systems" the services of a higher official is required, who is called "Passenger Traffic Manager." The Plant System has such an Officer in the person of Col. B. W. Wrenn, who became the Passenger Traffic Manager of that System last January. No person is better known in Transportation circles than Col. Wrenn, a genial and popular man, the friend of everybody, and one whose whole aim seems to be the comfort of the passenger. It is therefore not surprising that President Plant secured his services to look after the increasing traffic of the Railway and Steamship Lines comprising the Plant System.

Last July Col. Wrenn's jurisdiction was extended to cover the Canada Atlantic & Plant Line, between Boston and the Provinces, and he immediately made a tour to acquaint himself with the people and their country. He was more than pleased with the beautiful Summer resort, and made no hesitation in saying that the charms of the Provinces were not known sufficiently in the United States.

The increased advertising matter which the Canada Atlantic & Plant Line have issued through the Canadian Office is attributed to Mr. Wrenn's management, and it is understood that he is already making preparations for a very extensive advertising of the Provinces in the United States the coming Season, which must certainly be of advantage to Nova Scotia.

MEN'S and BOYS' CLOTHING

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