



Nova Scotia Illustrated,

AN ILLUSTRATED MONTHLY JOURNAL, PUBLISHED AT HALIFAX, N. S.
By G. H. BRADFORD, FROM 131 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.

APRIL, 1895.

No. 1.

TO OUR READERS.

The initial number of the NOVA SCOTIA ILLUSTRATED is before you.

Its purpose can easily be seen by a perusal of its pages.

It will always contain correct and reliable information in regard to the railroad and steamship lines of Nova Scotia as to schedules through sleeping car service, special rates, stage connections, distances, population of principal cities, etc., punctuated with spicy bits of selected humor and condensed information of various sorts, description of prominent resorts reached by the different railroad and steamship lines and which can be recommended as being first class in every respect, will be found from month to month. It is natural to suppose that in connection with such descriptive matter our readers will also be told the BEST and QUICKEST route to reach such resorts.

NOVA SCOTIA contains more to interest the human eye than all the world, and therefore can well be called the LAND OF EVANGELINE; The Tourist's Paradise; The Sportsman's Arcadia; The Wonderland of Artists, and The Best Climate on the Footstool.

This monthly will sound its glad tidings on the first of each and every month, and will contain ILLUSTRATIONS of principal points of interest, also fine half-tone cuts of some of our well known residents and reputable business men.

Relying on your kind patronage we anticipate a long and happy existence.

A NEW IDEA.

A new idea has come to town,
And come, I know, to stay;
You hear it too from every mouth
As you homeward wend your way.

The legend strange perhaps you think,
And one that is quite new,
But when you know just what it is,
And what it will do for you,

You'll try as others have,
And say with all the rest
That the columns of Nova Scotia Illustrated monthly
For advertising are the best.

What does it do? List unto me
And its merit I'll explain.
It prevents keeping old stock in trade,
Is food for nerve and brain.

For home reading it has its sway,
And adds to all things good,
There's nothing in this world compares
With Nova Scotia Illustrated for advertising wares.

Of testimonials there's no lack,
And science lends its aid
In praising nigh the virtues,
But the HALF HAS NOT been said.

Of what a boon and priceless treasure
Is the monthly of whose praise I sing,
For with the constant use of its columns
Will make your pockets with money ring.

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

A Steel Stamp, a Dating Stamp, a Ribbon 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, Ribbons any color, write or call on the

HALIFAX RUBBER STAMP CO., 31 Sackville Street, Halifax, N.S.

All kinds of Stamps for Bank and Office use. State what you want and get Prices. Best Goods. Right Prices. Telephone 946.

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

We intend opening our magnificent Saloon on
EASTER & SATURDAY.

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,
89 GRANVILLE ST. 89



Diamonds

GOLD AND SILVER
FANCY WARE.

BULL'S EYE
CAMERAS and FITTINGS.