

# New Corporate Symbol For Bank of Nova Scotia

The Bank of Nova Scotia is introducing a new corporate symbol—an unusual treatment of the word "Scotiabank", according to local branch manager, Mr. K. J. Macdonald.

At the same time the bank is adopting a standard type face for its signature.

Some time ago several leading Canadian designers were invited to discuss creating an appropriate symbol for the bank. The project was finally placed in the hands of Allan R. Fleming, Toronto.

Mr. Fleming was asked to see if the word "Scotiabank", which is the bank's cable address, could be treated as a symbol and if not to develop a recommended alternative; and he was also asked to suggest an accompanying type face that could be used for the bank's name.

From a design point of view, the problem was to create a symbol that would reflect the two diverse aspects of The Bank of Nova Scotia — the stable, secure, traditional character of an international banking institution, nearing the century and a half mark, and the imaginative, progressive spirit that marks the bank's approach to modern banking needs. Both these qualities are embodied in the new Scotiabank design. The word "Scotia" appears in a traditional letterform, an 18th Century "Roundhand" style, perhaps better known as "Spencerian Script". This style comes directly from the mainstream of banking and in fact is still known as the famous mercantile hand of England.

For the contemporary form, used in the word "bank", a new type-style was designed, based on the magnetic ink figures used in the mechanized cheque processing that will soon become standard in the banking field.

The new symbol will generally be seen with the bank's signature in fairly close proximity; and therefore the type face for the bank's name had to be one which would look well with Scotiabank. The type selected is 20th Century Bold, which has clean, readable, modern lines.

The new symbol and signature will be introduced into advertising, promotional literature, and outdoor signs, and will often be incorporated into the design of bank forms.

## Mrs. A. Mikkola Celebrates 93 Years

NORTH COBALT — Mrs. Anna May Mikkola celebrated her 93rd birthday recently amid many congratulatory messages and many relatives, friends and neighbors called to wish her the best.

Mrs. Mikkola is living with her son John, in the home her late husband built in 1909.

When asked the secret of a full and long life, she replied, "Live plainly, keep regular hours, eat lots of good food and let your Bible be your guide."

## James H. Nicolls

Funeral services were held from St. Paul's Anglican Church, Haileybury, on January 30th, for James Henry Nicolls of Burlington, formerly of Haileybury, with Rev. Roy H. Nixon officiating.

Mr. Nicolls, whose death occurred in the Hamilton General Hospital on January 26, has been in ill health since September. He was born in Haileybury fifty-two years ago and was the son of Mrs. Lillian Nicholls and the late Charles Henry Nicholls. He followed the trade of painting and was employed by the Ontario Hydro. He was a member of the Masonic Order.

He is survived by his wife, the former Miss Vera Hopper, whom he married on August 29, 1937; three sons, John and William at home, and James, a student in the Provincial Mining School, Haileybury; also his mother, Mrs. Lillian Nicholls of Haileybury.

Interment was in Mount Pleasant Cemetery. Acting as pallbearers were John Hopper, Thomas Poppleton, Frank Cooper, Henry Poppleton, John Hallworth, Robert Poppleton.

Among the friends and relatives from out of town who attended the funeral were Mr. Henry Poppleton, Mr. and Mrs. Fred Houslow, Mrs. Amy Parnell, and Mrs. Helen Childs, all of Timmins; Mr. and Mrs. Al. Smith of Kirkland Lake.

## St. Andrew's WF Hold Valentine Tea

A successful Valentine Tea and Bake Sale was held in the basement of St. Andrew's United Church, under the auspices of the Women's Federation, on Tuesday, February 14. Mrs. C. Lowery was the convener.

Greeting the guests as they entered were the president, Mrs. C. E. Peacock and Mrs. J. Rodgers.

The head tea table was beautifully laid with a Madeira cloth, silver services and candlesticks holding tall red tapers. Red-rust chrysanthemums made an effective floral centrepiece. Pouring were Mrs. M. B. Glazier and Mrs. Mel Austin.

Serving at the small tea tables and looking after the kitchen duties were Mrs. S. Orr, Mrs. W. C. Arnold and Mrs. D. W. Atchison.

Looking after sales at the bake table were Mrs. G. Thoday, Mrs. Leslie and Mrs. L. Childs. Mrs. Fred Thompson and Mrs. C. Wilson were in charge of a table of novelties, knitting and aprons.

The room and table decorations, all carrying out the Valentine theme, were the work of Mrs. C. Lowery and Mrs. C. E. Peacock.

## Harry Miller

(Continued From Page One)

Lake, halfway between Sixty-Six and Silver Center.

Soon after, Silver Center boomed when the Keeley mine proved to be a winner, and at one time where today there is nothing but one empty shack, there was a movie theatre, two schools, several stores, and the Farmer's Bank.

The Keeley, Frontier, Trout Lake and Wettlaufer mines were all major producers. The Trout Lake mine holds the record for the richest carload of high grade silver ore ever shipped, it was worth \$250,000.00.

The Keeley mine has a monument to itself in the Parliament buildings at Toronto. At the entrance there is a chunk of silver ore containing 60,000 ounces.

The T. & N.O. operated a branch line to Silver Center until 1931. The right of way is now being used by the hydro trucks as a service road. All mill and mine buildings as well as every sign of the once prosperous little town has now vanished. But many mining companies are now investigating the area again.

### Trotting

The first International Championship Trot was held at Long Island last year and eight countries took part. It was won by the French champion, Janin.

### CLASSIFIED ADS BRING RESULTS

# Strand

A FAMOUS PLAYERS THEATRE

Haileybury Phone OSborne 2-3533

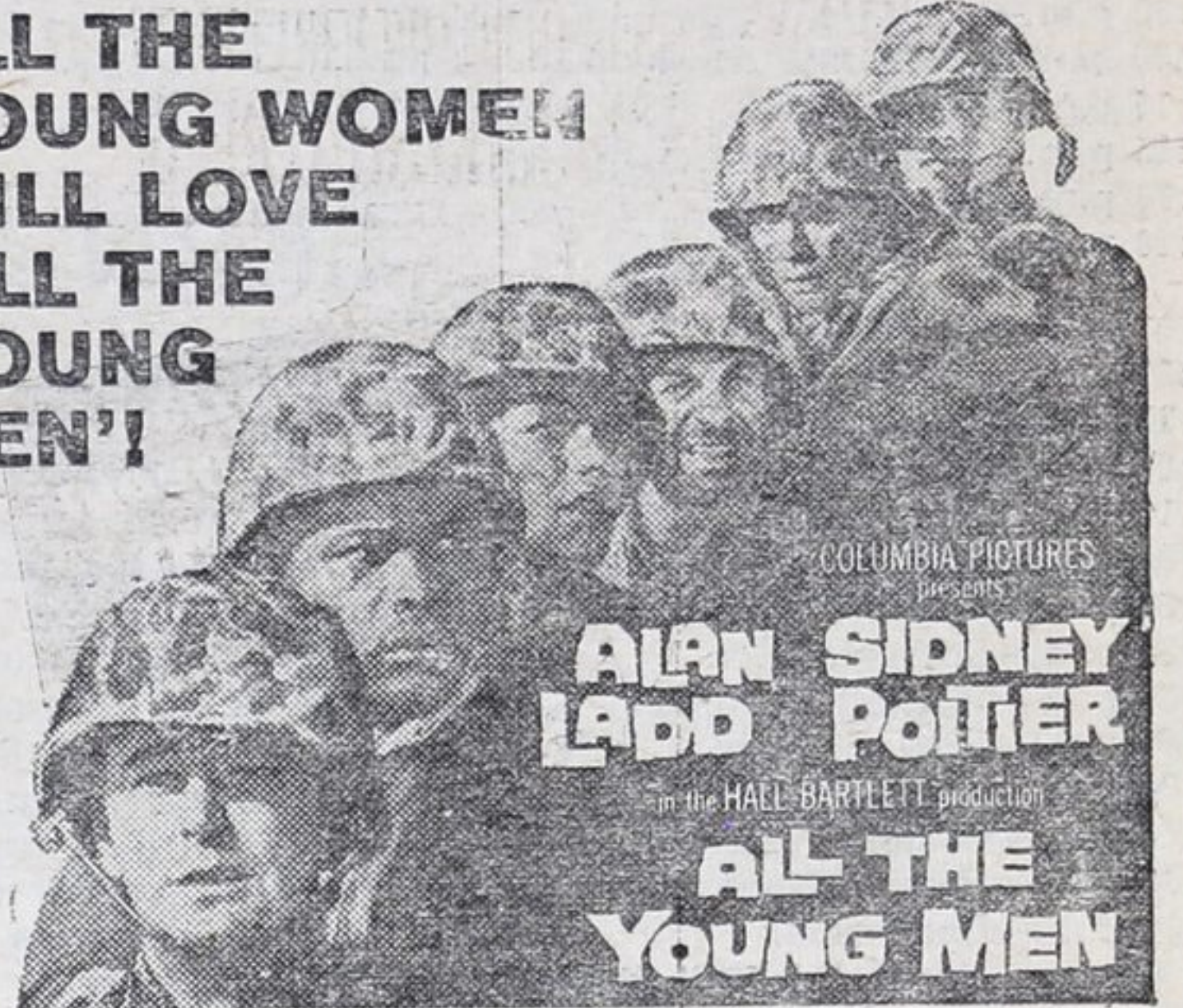
TODAY, FRI. & SAT.

FEB. 16-17-18

PATRONS PLEASE NOTE: Due to the length of this Program there will be one complete showing nightly only. Boxoffice will open at 6:45 p.m. Show starts at 7:15 p.m...

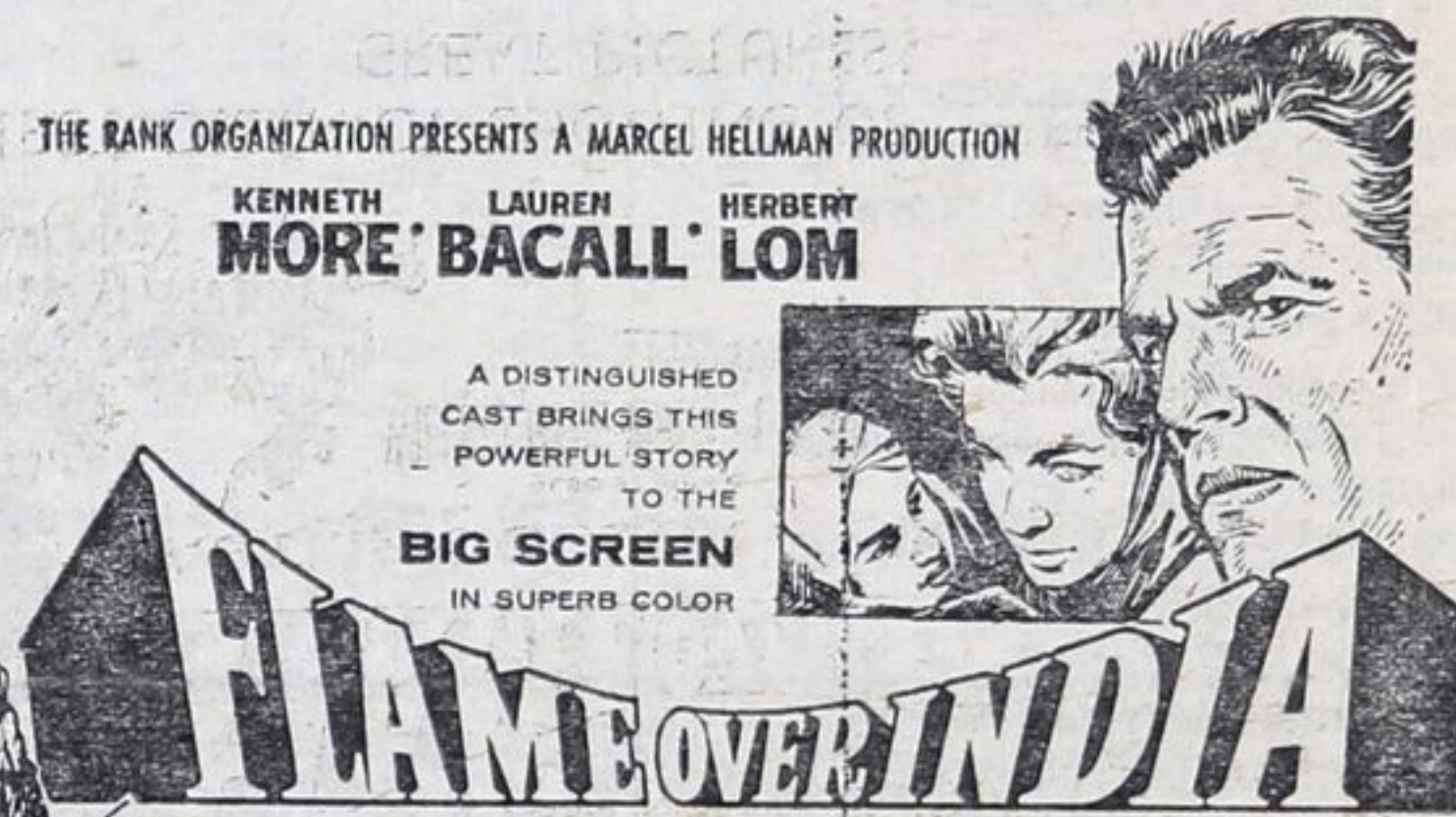
"FLAME OVER INDIA" starts at 7:15  
"ALL THE YOUNG MEN" starts at 9:30

ALL THE YOUNG WOMEN WILL LOVE 'ALL THE YOUNG MEN'



CO-STARRING JAMES DARREN - GLENN CORBETT - MORT SAHL - ANA ST. CLAIR  
and introducing INGEMAR JOHANSSON ... In his first big role! - Written, Produced and Directed by HALL BARTLETT

SECOND BIG FEATURE



THE RANK ORGANIZATION PRESENTS A MARCEL HELLMAN PRODUCTION  
KENNETH MORE LAUREN BACALL HERBERT LOM  
A DISTINGUISHED CAST BRINGS THIS POWERFUL STORY TO THE BIG SCREEN IN SUPERS COLOR  
EASTMAN COLOR CINEMASCOPE  
ALSO STARRING WILFRID HYDE WHITE - I. S. JHAR  
Directed by J. LEE THOMPSON  
Screenplay by ROBIN ESTRIDGE  
RELEASED BY 20th CENTURY FOX

FIRST DISTRICT SHOWING OF THESE TWO GREAT PICTURES!

STARTS SUNDAY MIDNIGHT! PLAYING 5 DAYS!  
MON., TUE., WED. THUR., FRI. FEB. 20-21-22-23-24  
TWO SHOWINGS NIGHTLY AT 7:10 AND 9:20 P.M.  
ADULT ENTERTAINMENT



No one... BUT NO ONE... will be admitted to the theatre after the start of each performance of PSYCHO.

ALFRED HITCHCOCK'S NEW AND ALTOGETHER DIFFERENT SCREEN EXCITEMENT!

# DEVALUO PSYCHO

ANTHONY PERKINS VERA MILES JOHN GAVIN  
and JANET LEIGH... MARION CRANE  
Directed by ALFRED HITCHCOCK A PARAMOUNT RELEASE

\* This is to help you enjoy PSYCHO more. By the way, after you see the picture, please don't give away the ending. It's the only one we have.

## COME BY BUS!

Why drive in the cold weather? You can catch a bus at Cobalt at 6:40; Haileybury 7:00 and arrive at New Liskeard in time for SHOWTIME 7:30.

It's nice and warm inside. The shows are good and the seats are comfortable.

SO — COME BY BUS TO THE EMPIRE THEATRE IN NEW LISKEARD.

# EMPIRE THEATRE

NEW LISKEARD

MI 7-4102

Showtime 7:30 p.m.

Saturday Matinees 2 p.m.

THURS., FRI. & SAT.

FEB. 16-17-18

Chas. Herbert and Jo Morrow

## "13 GHOSTS"

Free Ghost Viewer To All Who Attend!

Jeff Chandler, John Saxon

## "THE PLUNDERERS"

Plus a Cartoon and Chapt. 5: "Pirates on the High Seas"

MON., TUES. & WED.

FEB. 20-21-22

RESTRICTED

## "ROOM AT THE TOP"

Laurence Harvey and Simone Signoret

Edmund O'Brien and Mona Freeman

## "The World Was His Jury"