

Our Cleaning Prices

On and after Feb. 1st, 1928

Suits steamed and pressed 75c

Suits cleaned and pressed \$2.00

Coat and vest \$1.25

Trousers 75c

Trousers, white \$1.00

Overcoats, steamed and pressed 75c

Overcoats, cleaned and pressed \$1.75

Trench Overcoats \$2.50

Raincoats \$2.00

Fancy Vests 50c

Boys' Suits \$1.00

Caps 35c

Silk Shirts 75c

Mufflers 25c

Ties 15c

Sweater Coats 75c

Pioneer Laundry

(1921) Ltd.

Phone — 118

Prices at Prince Rupert of the New

Chevrolet

Light Delivery Chassis \$631.00

1-1/2 Ton Truck Chassis \$800.00

Roadster \$808.00

Roadster Delivery \$808.00

Touring \$808.00

Coupe \$931.00

Coach \$931.00

Sedan \$1030.00

Cabriolet \$1030.00

Imperial Landau \$1086.00

Front Bumper and Rear Bumperettes standard equipment on all Passenger Models.

Disc Wheels Standard equipment on Imperial and Cabriolet only. On other models \$30.00 extra.

Spare Tire and Tube, \$19.00 extra.

Kaien Garage

Phone 52

Trappers!

Are you getting enough for your fur? If not, come to Goldbloom. Just now we want mink, marten, ermine, coyote, wolf, foxes of all kinds, and lynx.

We have large orders from manufacturers in the East, and if we cannot fill them we lose our bonus. We pay top prices for everything.

If you have a large lot, wire me and I shall call personally. Remember, if you want a square deal sell to

Goldbloom

"The Trappers' Friend." Second Avenue

OUR GREAT CLOSING out SALE

MEN'S AND BOYS' CLOTHING AND FURNISHINGS is still on

Montreal Importers

Third Avenue

J. B. Miller, Proprietor

PACKED HOUSE FASHION SHOW

Between Seven and Eight Hundred People Were Out Last Night to Westholme Theatre

MANY PRETTY DRESSES

Mrs. Cullin Was in Charge With Local Girls as Models Giving Interesting Exhibit

Between seven and eight hundred people were out last night to the Westholme Theatre to see the fashion show put on by Richmond's Louvre where some splendid gowns coats and furs were exhibited on living models artistically displayed by local young ladies.

Mrs. Cullin was in charge of the show and she kept the interest going by frequent changes, setting off to the best advantage clothes that would be a credit to an establishment in one of the large cities. There were various examples of sports wear and afternoon frocks designed by the best makers on Fifth Ave; coats of special design by continental tailors and neckwear.

The ladies who acted as models were Miss Dora Heilbroner, Miss Bessie Thompson, Miss Irma Brooks, Miss Johnson, Miss Menzinger, Miss Zarelli, Miss M. Campbell and last but by no means least, except in stature, was tiny Sheila Richmond, daughter of the proprietor of the Louvre, who daintily but not showily dressed, was the cynosure of all eyes.

The announcements were made by S. A. McPherson who also sang two songs. Tea was served on the stage to the young ladies and the whole affair proved most attractive and was a credit to the establishment putting it on.

The picture "Swim Girl, Swim" is a comedy of college girl life which is amusingly funny and is well worth seeing.

The fashion show and picture will be repeated tonight with some additions which it is understood will make it even more attractive than last evening.

So pleased was Mr. Richmond with the success of the affair that he last night donated \$25 to the hospital to show his appreciation to the public.

NOTICE.

TAKE NOTICE that an application will be made to the Parliament of Canada at the next session thereof for an act.

For the incorporation of a company to be known as The Alberta Peace River and Pacific Railway Company, or such other name as may be given, to construct and operate a railway as follows:—

(a) Commencing at a point at or near the City of Lethbridge; thence in a Westerly direction to a point at or near the Town of McLeod; thence Northwesterly and Northerly in a direction generally parallel to the Calgary and McLeod Branch of the Canadian Pacific Railway to a point at or near the City of Calgary; thence Northerly and West of the Calgary and Edmonton railway to a point at or near Lacombe; thence Northerly to a point at or near the City of Edmonton.

(b) From a point at or near the City of Edmonton by the most feasible route to and along the right bank of the Simonette River to a crossing of the Smoky River near its junction with the Watari River at or near Besanson to the Town of Grande Prairie in the Province of Alberta; thence South Westerly through the Monkman Pass to a point at or near Aeneas Lake on the Canadian National Railway to the Province of British Columbia.

(c) From a point at or near Grande Prairie in a North Westerly direction to a point at or near Pouce Coupe and from a point at or near Pouce Coupe in a North Westerly direction to a point at or near Hudson's Hope on the Peace River; thence in a general South Westerly and Westerly direction and North Westerly by the most feasible route through the Pine Pass to a point at or near the Town of Stewart in the Province of British Columbia at the head of Portland Canal.

(d) From a point at or near Hudson's Hope crossing Peace River in a general Easterly direction to a point at or near Whiteclaw; thence in a Northerly direction to a point at or near Fort Vermilion and thence Northerly and Westerly to the right bank of the Hay River at or near its intersection with the Northern boundary of the Province of Alberta.

The said railways being declared to be for the general benefit of Canada.

2. To authorize the said Company to construct wharves, docks and piers and to operate vessels and to collect charges on telegraph and telephone messages of the public, to file upon and acquire water power sites and to generate electric and other energy and to dispose of the surplus from and collect charges therefor.

3. To authorize the said Company to issue securities in respect of the said line of railway to an amount not exceeding Forty Thousand (\$40,000.00) Dollars per mile for the prairie sections and not exceeding Sixty-five Thousand (\$65,000.00) Dollars for the mountain section.

DATED at the City of Edmonton, in the Province of Alberta, this 4th day of January, A.D. 1928.

(Signed) J. STEWART CLARK,
On behalf of the Applicants.

c/o Ewing, Harvie & Bury,
Barristers, Solicitors, etc.,
Office: Bank of Toronto Bldg.,
Edmonton, Alberta,
Canada.

HOW THE SUN LIFE MADE THIRTY-EIGHT MILLIONS PROFIT IN THE YEAR 1927

Participating Policyholders Receive Ninety-Five Per Cent. of Profits—Dividends to Policyholders Again Increased—Company Seeks Legislation to Maintain Canadian Control.

MONTREAL, February 28.—The phenomenal record of the Sun Life Assurance Company is an inspiration to all Canadians. Its income of \$102,000,000 is already equal to the total revenue of the Government of Canada in the year 1910, and \$38,000,000 is certainly an amazing sum to have earned as profit in one year. Not many corporations anywhere can report such figures. The President's intimate, practical comments at the annual meeting explaining how these huge profits were made were illuminating.

Of even greater moment, however, were his statements regarding the danger that this great Canadian institution may pass from Canadian control. Some months ago, Mr. Macaulay referred to the activity of Wall Street, in the buying of Sun Life stock, and cautioned policyholders and shareholders of the menace it involved to an institution which was founded and developed by Canadians and which has obtained its phenomenal growth under Canadian management. Subsequent events have justified these misgivings, and at the meeting today the first public intimation was given that the Sun Life directors are seeking legislation at the present session of Parliament which is intended to effectively forestall this danger.

Precautions to Maintain the Company Canadian in Character.

In concluding his address to the shareholders and policyholders the President made the following reference to the matter:—

"There is but one cloud on our horizon. Our very prosperity has created a remarkable demand for our capital stock. We desire to ensure that this great company shall always remain strictly Canadian in its control and in particular that its investments shall never come under Wall Street domination. A bill which we have introduced into Parliament will be submitted for your approval. If it be passed, it will give us the protection we so much need, and I know we can rely on the whole-hearted sympathy and support, not only of our stockholders and policyholders here present, but of our army of policyholders throughout the country."

The meeting unanimously approved of the measure in question. How important and how vital to Canadians are the interests at stake is disclosed in the report submitted to the annual meeting of the Company.

In moving the adoption of the report, President Macaulay said:—

"You gentlemen have become so accustomed to our presenting every year a statement surpassing all previous records that you come prepared to hear another report of that description. I am quite sure, however that not one of you, in his most optimistic mood, expected a report so favorable as that which you now have. Our record for 1927 is indeed a remarkable one. Let me touch on the main features:—

Remarkable Growth, Strength and Profits

"The new assurance completed amounted to \$28,000,000, an increase of over \$62,500,000.

"The amount in force at the close of the year had risen to \$3,487,000,000, and at the present moment is well over \$1,560,000,000.

"The income exceeded \$102,000,000, an increase over the previous year of \$23,900,000. To me, this is very impressive. Not only has this item passed the one hundred million mark, but the increase alone is equal to what was our total income but eight years ago, which had been accumulated by forty-nine years of strenuous effort. A life company with a total income no greater than our increase would be an important corporation.

"The assets have increased by \$56,000,000, and now exceed \$400,000,000. But the most wonderful of all these wonderful figures is the amount earned as profit—\$38,000,000. How great this figure is may be judged from the fact that the earnings of the previous year, in which we so rejoiced, were \$20,500,000. It would be hardly reasonable to assume that our earnings of future years will continue on such a tremendous scale, and we have therefore set aside a large part of this sum to provide for future contingencies.

A Great Surplus and Contingency Fund

"Our securities have been valued on a very conservative basis, but from even those moderate values we have set aside another \$5,000,000 to provide for market fluctuations, making the total deduction under this heading \$10,000,000.

"We have also set aside the following amounts:—

"A further \$1,500,000 for unforeseen contingencies, raising that fund to \$12,500,000; \$500,000 to provide for possible greater longevity of annuitants, raising that item to \$2,000,000; and \$1,300,000 to increase our reserves on tropical business; besides writing off another \$1,000,000 on our Head Office and other buildings.

"We have distributed \$11,100,000 in profits to our policyholders, and have also set aside \$6,200,000 to cover profits accrued on policies.

"After providing for all these amounts, we have added \$11,000,000 to our undivided surplus, raising that sum from \$34,000,000 to \$45,000,000.

Scale of Profits Increased for Eighth Successive Year

"The announcement, however, that will be received with the greatest enthusiasm is that for the eighth consecutive year we have increased the scale of profit payments to our policyholders. The basis of distribution for 1928 will call for nearly \$900,000 more than would the basis of last year.

Profits to Policyholders Unexcelled in the World

"We can already say that in profitability to our policyholders, we are not excelled by any life company in the

world; but we are not satisfied and will not be satisfied until we can make an even stronger statement than that of years ago. I told our field force that we hoped to be able to announce an increase in our profit scale for ten consecutive years. We have maintained that record for eight years, but the ninth and tenth years have yet to come, and their story has yet to be told. Our huge undivided surplus and our great contingency funds are the best guarantee our policyholders can have as to their future dividends.

Large Dividends the Result of a Wise Investment Policy

"You ask how we are able to make these huge profits. The \$38,000,000 earned may be divided as coming approximately \$14,000,000 from the regular life assurance operations of the Company, \$5,000,000 from profits actually realized by the redemption or sale of securities and \$19,000,000 from increase in market values. And, of all the profits made in the participating branch, the policyholders get ninety-five per cent.

"I would not have you suppose that we ever speculate. We do not. We, of course, do not hesitate to sell bonds or other fixed-interest securities when they rise to such premiums that the yield is no longer satisfactory, but when we buy a stock we buy for permanent investment, we buy to keep, and we never sell merely because the market value may have risen to a high figure. We have, however, had an epidemic of security redemptions, and as a result we have the \$5,000,000 of realized profit.

High Interest Rate Earned, With No Arrears

"Even the normal earnings of a life company depend very largely on the rate of interest it can obtain on its investments. The current rate of interest has been steadily dropping for years, and there is every indication that it will continue to drop—for how long we cannot tell. The outlook for investors in bonds and mortgages is not encouraging. That fact causes us no anxiety. We have enlisted many large groups of the continent to work for us to maintain our interest earnings. We get their co-operation by becoming stockholders in the outstanding basic corporations of the country, so that we share in all the profits that they make. The dividends which we receive on our stock holdings are already two millions more than were payable on the same stocks when we bought them. Our interest account, of course, includes also our dividend receipts, and our record is illuminating. In 1921 the average rate earned by us was 6.07 per cent; in 1923 it was 6.20 per cent; in 1924, 6.38 per cent; in 1925, 6.41 per cent; in 1926, 6.69 per cent; and in 1927, if we were to use the same basis of calculation as in previous years, the rate would be 6.81 per cent. We, however, do not wish to show such a high rate, and as we always made a charge of 5 per cent against our interest earnings for investment expenses, you will note that we are quoting only the net rate, 6.47 per cent, after deducting that investment expense. The falling rate of interest has no terrors for us.

"The quality of our securities may be judged by the fact that not one dollar of interest or dividend on any bond, preferred or common stock listed in our assets is in arrear for even one day.

Business Doubled in Four Years

"The position we have attained justifies enthusiasm, but we must always look on the present as a mere vantage ground from which to plan for the future. What is that future to be? Year after year we have been confidently predicting the glorious future yet to come, and that promised future is now unrolling itself before our eyes in all its greatness and strength. But what of today's future? I have just been reading my own remarks of two years ago, and already the figures of which we were then so proud look small and outgrown. We have doubled in size now every five and a half years since the Company began, but our last doubling has taken only four years, and we are today growing more rapidly than ever before in our history. I predict that the figures of two years hence will make even the figures of today look small and outgrown in their turn.

Sun Life Sets Its Own Pace

"People sometimes say when speaking of our progress:—'Yes, life assurance is growing wonderfully.' So it is; but the Sun Life is not content to grow only at the rate of life assurance generally. Statistics now available indicate that in 1927 the aggregate new busi-

Save the "POKER HANDS" that are packed with

TURRET

MILD VIRGINIA CIGARETTES

and exchange them for VALUABLE PRESENTS

20 for 25¢

Man in the Moon

TROUBLE is about the only thing you can borrow without danger of being asked to return it.

THE reason there are no female electricians is that they are too easily shocked.

JAKE says he has known women who might easily have been electricians, but Jake never was very careful of the company he keeps.

A SLOGAN for Vancouver might be "Now you see it and now you don't."

IF you are not criticized, you do not amount to much.

BREVITY is the soul of wit—Yes, the soul and skirt.

SOME people are so dumb they think that ink has to be hatched in an incubator.

SOME young musicians practice so hard they paralyze the piano and send the listeners crazy.

"DON'T come hanging around me; I'm not running a private school," said the flapper when the young man remarked that he had never kissed a girl in his life.

IT is said that in Vancouver one of the stores fired two assistants and the next day advertised a fire sale.

Ten Years Ago in Prince Rupert

FEBRUARY 28, 1918.

Yesterday as the steamer Prince Rupert was coming north she came abreast of the Admiral Evans, one of the Admiral line of steamers plying

ness of all the companies operating in the United States exceeded the total for 1926 by only one per cent and in Canada by seven per cent. But the new business of the Sun Life of Canada shows an increase of twenty-three per cent. We set our own pace. Our prosperity and popularity, and the enthusiastic support of our six hundred thousand policyholders, makes our growth both rapid and certain. The future still before us will, I am convinced, be more wonderful than anything we can now imagine. And it is indeed a happy thought that all that growth in size and all that growth in prosperity mean increased service to humanity, and service to steadily lowering cost to our policyholders.

The President closed his remarks by his reference to the need of safeguarding the future of the Company, as above quoted.

The Board of Directors of the Sun Life is composed of the following:—T. B. Macaulay, F.I.A., F.A.S., President and Managing Director; Arthur B. Wood, F.I.A., F.A.S., Vice-President and Actuary; Robert Adair, W. M. Birks, Hon. Raoul Dandurand, J. Redpath Dougal, Sir Herbert S. Holt, Abner Kingman, J. W. McConnell, C. E. Neill, Carl Riorand, John W. Ross, His Honour James C. Tory, Hon. Lorne C. Webster. Three new directors were added at the meeting.—Hon. L. A. Tachereau, Ross H. McMaster and C. B. McNaught.

DEMAND "Rupert Brand" Kippers

"THE DAINTIEST BREAKFAST FOOD."

Smoked Daily by

Canadian Fish & Cold Storage Co., Ltd.

Prince Rupert, B.C.

between Seattle and Alaska, fast aground about two miles north of Seymour Narrows. The freighter Latouche was reported to be coming to the assistance of the Admiral Evans.

The majority of Col. C. W. Peck over Fred Stork as a result of the soldiers' vote in the recent federal election, now stands at 404. This is exclusive of the vote in England which is likely to increase the Peck lead.

Hallbut boats in today include the Teddy J., 12,000 pounds; Albatross, 12,000; Liberty, 45,000 pounds.

Advertise in The Daily News

H. S. WALLACE CO. LTD.

MERCURY PURE SILK

Hose

In all latest shades. Guaranteed Pure Silk. The best value at the price

\$1.25 pair.

Large Front Room to Rent—Apply Office

H. S. Wallace Co. Ltd.
Phone 9
3rd Avenue and Fulton

NOTICE.

Re-Certificate of Title No. 2094 I to Lots five (5) and six (6), Block nineteen (19), Section six (6).

Re-Certificate of Title No. 2901 I to Lots seventeen (17) and eighteen (18), Block twenty-six (26), Section six (6).

Re-Certificate of Title No. 8902 I to Lot nineteen (19), Block ten (10), Section seven (7).

Re-Certificate of Title No. 2447 I to Lots forty-three (43), forty-four (44) and forty-five (45), Block twenty-seven (27), Section eight (8), City of Prince Rupert, Map 923.

Whereas proof of loss of the above Certificates of Title issued in the name of Ira E. Mahon, has been filed in this office, notice is hereby given that I shall, at the expiration of one month from the date of the first publication hereof, issue a provisional Certificate of Title in lieu of each of the said lost Certificates, unless in the meantime valid objection as to any be made to me in writing.

DATED at the Land Registry Office, Prince Rupert, B.C., this 3rd January, 1928.

H. F. MacLEOD,
Registrar of Titles.

IN PROBATE

IN THE SUPREME COURT OF BRITISH COLUMBIA.

In the Matter of the Administration Act; and

In the Matter of the Estate of Sidney Scott Marsh, Deceased, Intestate.

TAKE NOTICE that by order of His Honor, F. McB. Young, the 14th day of February, A.D. 1928, I was appointed Administrator of the estate of Sidney Scott Marsh, deceased, and all parties having claims against the said estate are hereby required to furnish same, properly verified, to me on or before the 15th day of March, A.D. 1928, and all parties indebted to the estate are required to pay the amount of their indebtedness to me forthwith.

NORMAN A. WATT,
Official Administrator,
Prince Rupert, B.C.

Dated the 15th day of February, A.D. 1928.

(SELVIG BROS.)
Third Ave. Phone 765

KJOT
FISK
GRONSAKER
GJETOST
NOKKELOST
FETMYSOST
PRIMULA
GAMMELOST
FISKEBOLLER
FLATBROD
MULTER O.S.V.

1st kl. varer. Billige priser.
Hurtig omringelse.

PAIN in BLADDER

Promptly Eased by SANTAL MIDY

Be sure to get the Genuine Look for the word "MIDY" sold by all druggists

MILK -- PRICE Reduced to

12 pints for \$1.00

7 quarts for \$1.00

Cash price tickets.

McBride Street store now closed

Valentin Dairy

Office and Dairy - 11th St.

Telephone 677.