

# "The Proof of the Pudding"

LIFE insurance benefits.... can be Proved while you are still ALIVE!

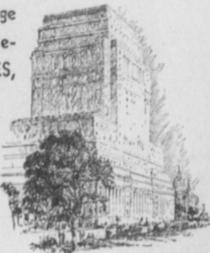
LIVING policyholders of the Sun Life were paid in benefits during 1931 \$68,000,000—THREE TIMES as much as beneficiaries of deceased policyholders.

This was due, partly, to the fact that trained Sun Life representatives, when selling insurance, counsel their policyholders how to secure a dual advantage—the maximum benefit to THEMSELVES, and the greatest protection to their DEPENDANTS. The insured no longer have to "die to win."

The wisest insurers vigilantly protect their policies and allow nothing to impair them. The Sun Life enjoys a remarkable record for the persistency of its business—largely the result of sound advice and expert service to its policyholders, by its representatives.

Sun Life representatives sold \$528,000,000 new paid-for insurance last year, making the Company's total business in force over Three Billions—an impressive reflection of public confidence.

To-day prudent men are not only taking on MORE life insurance; they are doing so after consultation with competent representatives of such a company as the Sun Life.



Consult a Sun Life representative or return the attached coupon to the local or head office of the company:

Forward leaflet "The Popular Policy" (D. 45715) advertised in.....  
 Name.....  
 Date of Birth.....  
 Month..... Year.....  
 Full Address.....

Sun Life Assurance Company of Canada

Head Office: MONTREAL

## LOCAL ITEMS

Special meeting Carpenters' Union tonight, 8 o'clock. Urgent. 45

It costs no more to ride in a Nash Special than in any other car. Just call Nelson's Taxi 849. 44

Special Sunday chicken dinner, 50c, at the Commodore, where you get good eats, comfort and service. 77

H. Chantrell of Massett is paying a visit to the city, having arrived last night on the ss. Prince John from the Queen Charlotte Islands.

Coffee should be pure. There is no chicory in "Supreme."

Mrs. A. Carswell of Shannon Bay arrived in the city on the Prince John last night from the Queen Charlotte Islands for a brief visit to town.

Get your garden tools at Gordon's Hardware. We carry a complete stock of garden tools, seeds, fencing and poultry netting. Our prices are the best. Phone 311. 44

**Baby's Colds**  
 Best treated without dosing—Just rub on  
**VICKS VAPORUB**  
 FOR COLDS OF ALL THE FAMILY

Mr. Justice W. A. Macdonald, in Supreme Court in Vancouver, has granted an absolute decree of divorce to Sophie Kalakaylo from Emil Kalakaylo of Anyox whom she married in Vancouver on February 6, 1927.

## BE HAPPY SAVE MONEY BUY RIGHT

A summary of business conditions shows low prices on wheat, fish, lumber and metals, with high taxes by Dominion and Provincial Governments and municipalities. The outlook for Western Canada is not too bright. What shall we do to make the best of our present condition?

- First, of course, practice all economy possible.
- Second, do not try to "keep up with the Joneses."
- Third, convince yourself that you can live and be happy without spending money foolishly.
- Fourth, read something of the history of our forefathers in the early days of Canada, in Ontario and Quebec.
- Fifth, picture Prince Rupert without automobiles, electric light, steam heat or telephone.
- Lastly, before buying lumber, building materials, or fuel, consult ALBERT & McCAFFERY, LIMITED, who are in a position to quote prices to your advantage. Phones 116 and 117.

## Announcements

United Church Easter Sale March 31.

Royal Purple bridge and whist March 31. Boston Hall. Admission 35c.

Eagles' box social and dance, Friday, April 1. Special prizes for ladies bringing boxes. Admission, ladies, refreshments; gentlemen, 50 cents. Everybody welcome.

Seal Cove Parish Hall Dance, April 7.

Catholic Woman's League Spring Sale April 7.

Presbyterian spring sale April 14

The "Laughing Cure" United Church April 14 and 15.

Anglican Cathedral Spring Sale, April 19.

Prince Rupert Singers April 20 Capitol Theatre.

Ridley Home Bazaar May 5.

Three Plays, Presbyterian Church May 5th and 6th.

Spring Sale, St. Peter's Church, May 19.

# Annette's Clock Sale

FRIDAY, APRIL 1st.  
FROM 2 TILL 4

## Latest Style Dresses

25 Dresses (just arrived from the south) in Green, Blue, Back, Brown & Red; in latest styles and modes  
Specially priced at **\$3.95**

12 Only Hats, latest spring fashions; Specially priced **\$1.95** at .....

50 Pairs of Shoes, specially priced to clear at **\$1.95**

25 Pairs Silk Hose Special at, per pair **35c**

8 Only Spring Coats; in Polo and Tweeds; specially priced at **\$12.95**

Bath Towels Specially priced at, pr. .... **79c**

Dish Towels Specially priced at 4 for **95c**

Pillow Slips Specially priced at, pr. .... **49c**

Large Hemmed Sheets Specially priced, pr. **\$1.95**

Gloves, in Silk, Chamoisette, specially priced **79c, 98c, \$1.25** at ..

Annette Ladies Wear Company Limited

**S.J. (Sam) Jabour** Northern Representative  
 Phone 645 Prince Rupert, B.C. **SUN LIFE**  
 Office No. 14, Smith Block

# Christie's



In the big, new, family-size package. Pure, crisp, light, flaky and always FRESH.

## SNOW FLAKE SODAS

The concentrated goodness of prime beef is in **BOVRIL**



Awarded over 140 gold medals and diplomas

Because it doesn't pay to advertise poor products, It does pay to buy those advertised.

## Easy to Make Five Dollars

Dollar a Line For Limerick To Be Paid By Stewart & Mobley

For the winning limerick in their competition Stewart & Mobley of this city will pay a dollar a line or five dollars in all. That seems an easy way to make five dollars. It is the prize for the best entry. So far there are not many so the prize is anybody's yet.

One entry has been received without any name attached. Will the writer kindly send in his name to either Stewart & Mobley or the Daily News, not for publication but as a guarantee of good faith. Then the entry will be published. Here is one of the entries received:

I know of a coffee, Supreme,  
 In flavor its simply a dream,  
 Such aroma was never  
 concocted so clever  
 As in this super-coffee, Supreme.

D. A. T. Cooper, sound engineer for the Northern Electric Co., who has been on one of his periodical visits to the Capitol Theatre here, will sail by the Prince George tonight on his return to Vancouver.

## SPECIAL

From April 1 - April 15

- We will wash your—
- Double Blankets for 60c
- Single Blankets for 40c
- Lace Curtains . . . . 50c (per pair)
- Scrim Curtains . . . . 30c (per pair)
- Pillows, each . . . . 35c
- Carpets . . . . . 35c (per square yard)

Let us help you do your spring house cleaning  
**Canadian & Pioneer Laundries Limited**

## Local Items

It costs no more to buy the best. Try "Supreme" coffee.

V. S. Moore left on yesterday afternoon's train for a brief visit to his home at Terrace, returning to the city this morning.

F. R. Mitsch of the Marlyn Fish Co., Ketchikan, arrived in the city from the Alaska town on the Bellingham yesterday morning and entrained here yesterday afternoon for a trip to Boston, New York, Chicago, Cincinnati and other United States business centres on company business.

The County Court case of J. R. Mitchell et al vs. A. Richmond, in which a claim of \$122.48 is made for labor, was adjourned until April 15 on coming up before Judge F. McB. Young this morning. There are a number of defences including one of bankruptcy. J. T. Harvey is appearing for the plaintiff and L. W. Patmore for defendant.

J. R. Duffy, accountant and a former resident of this city, who has done a good deal of travelling around the world during the past few years, having been, among other places, in South America and South Africa, now registering as coming from Peru, and Mrs. Duffy arrived in the city yesterday on the Princess Norah from Vancouver and sailed later in the day on the Prince George for Anyox where they will pay a week's visit, returning to Vancouver on the Prince George on Thursday of next week.

## ANNOUNCEMENT

Jasper Wildfire Coal is now the hottest in the domestic field. Government analysis shows it to be the highest in B.T.U.'s and less ash. It starts quick and lasts longer. Furthermore, for your benefit don't think for one minute because our coal is lower in price that we are giving you a cheaper grade as other coal dealers may state to you.

Your next order "Jasper Wildfire," egg or lump. Note our adv. for cash prices and save your dollars. (tf) Hyde Transfer—Phone 580

## USED CARS

At less than Vancouver prices and sold with a guarantee:

- One 1929 Chevrolet Sedan . . . . . \$500.00
- One 1929 Ford Tudor Sedan . . . . . \$425.00
- Three 1929 Ford Deliveries at . . . . . \$350.00

Thoroughly reconditioned and licensed. We have several 1925 to 1927 Ford Model T Passenger, Delivery and Truck models, in good running order at snap prices.



S. E. Parker Ltd. - Phone 83

## Income Tax Returns

All limited Companies must file Dominion forms T4 and T5 by 31st March.

**GEORGE KORIE & CO.**  
 Accountants and Auditors  
 243 Second Ave. W. Phone 387

## Queen Hatchery

36 W. Cordova St.  
 Vancouver, B.C.  
 Baby Chicks, Queen Quality Leghorn, Rhode Island Red, Barred Rock, of high egg production. Catalogue free.  
**QUEEN HATCHERY**  
 36 W. Cordova St. Vancouver

## UNION STEAMSHIPS LIMITED

Steamers leave Prince Rupert for Vancouver:—  
 U.S.S. CATALA EVERY TUESDAY, 1.30 P.M.  
 Via Ocean Falls, arriving Vancouver, Thursday p.m.  
 U.S.S. CARDENA EVERY FRIDAY MIDNIGHT  
 Arriving Vancouver Sunday midnight approx.  
 Weekly sailings to Port Simpson, Alice Arm, Anyox, Stewart and Naas River points. Sunday, 9 p.m.  
 Further information regarding all sailings and tickets at —  
 PRINCE RUPERT AGENCY: Second Avenue. Phone 368

## Watts' Grocery

PHONE 55 PHONE 56  
 THE BEST FOR LESS

SEEDLESS RAISINS, Nabob 16c  
 15-oz. pkgs. per pkg.  
 LIFEBOUY SOAP, The 15c  
 "Health" Soap, 2 bars  
 GOOD QUALITY BROOMS, 5 string 50c  
 With Cap and Ring  
 LOGANBERRY JAM 13c  
 per jar  
 CHERRY JAM 14c  
 per jar  
 NABOB BAKING POWDER, A high 22c  
 quality product  
 12-oz. tins  
 2 1/2-lb. 70c  
 tins  
 PEACHES In heavy syrup 16c  
 No. 2 tins, per tin  
 BEST FOODS MAYONNAISE, "The 22c  
 Best"  
 per 8-oz. jar  
 16-oz. 41c  
 jar  
 HONEY GRAHAM WAFERS, 1-lb. 22c  
 Cello packages  
 per pkg.  
 JELLY POWDERS, Nabob 24c  
 or Empress, 5 pkg.  
 PORK & BEANS, Clark's 8c  
 Med. tins, per tin  
 KIPPER SNACKS 5c  
 King Oscar Brand, per tin  
 SNOWCAP PILCHARDS 5c  
 flat tins, each  
 B.C. WHITE BEANS 25c  
 6 lbs.  
 ARGOOD JAM 4-lb. tins, Straw- 48c  
 berry, Raspberry,  
 Blackcurrant, per tin  
 SHREDDED WHEAT 10c  
 per pkg.