

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 25.—The phenomenal record of the Sun Life Assurance Company is an inspiration to all Canadians. Its income of \$38,000,000 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.

Of even greater moment, however, were the 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.

Precautions to Maintain the Company Canadian in Character. We desire to ensure that the company shall remain Canadian in character, and that its control and management shall never be taken over by foreign interests.

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."

The income of the company for the year 1927 was \$38,000,000, of which \$14,000,000 was profit. This profit was divided among the policyholders, who received 95 per cent of the total profit.

Large Dividends the Result of a Wise Investment Policy. The company's investment policy is one of the reasons for its success. It has invested its funds in the most profitable and safe manner possible.

Remarkable Growth, Strength and Profits. The new assurance completed amounted to \$28,000,000 in the year 1927. This is a record for any insurance company in the world.

Our securities have been valued on a very conservative basis. We have set aside \$5,000,000 to provide for market fluctuations. This is a prudent policy, and one which we believe will pay for itself in the long run.

At the further \$1,500,000 for unforeseen contingencies, raising the fund to \$20,000,000 to provide for possible greater longevity of annuities, raising that item to \$25,000,000, and \$10,000,000 to increase our reserves on tropical business, making the total deduction for these items \$35,000,000.

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.

Profits to Policyholders Unexcelled in the World. We can say with confidence that in profitability to policyholders, we are not only the best life company in the world, but we are not far behind any other life company in the world.

Business Doubled in Four Years. The position we have attained justifies enthusiasm, but we must always look on the present as our mere vantage ground from which to plan for the future.

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THE GREATEST HUMAN DOCUMENT THE SILVER SHEET HAS EVER FLASHED — NEW YORK MIRROR PRINCE EDWARD — 4-DAYS STARTING TODAY



starting JOHN GILBERT with Renee Adore The Greatest picture in the history of the photo play... W. Ward Marsh, in Cleveland Plain Dealer.

MARCHING INTO THE HEARTS OF MILLIONS ASTONISHMENT, awe, world-shaking laughter, sweetest romance, tears, thrills and throbs—in a picture epochal in film history. In its second year in New York, playing to over five million people in its record-breaking runs the world over, here is the most spectacular success in the annals of stage or screen.

SATURDAY'S RACES ON VICTORIA PARK SPEEDWAY NEWSBOYS MEET GREAT SUCCESS

In spite of the intense cold Saturday afternoon, the races were held on Victoria Park Speedway, and as the track was a solid sheet of ice the time made was very fast, in fact the best time made this winter.

CLASS A TROT Bingen Aubrey (McTague) 1 1/2, Nellie Forbes (White) 3 1/2, Bonnie Brook (Kelly) 2 3/4, Best time, 28 3/4 seconds.

CLASS B PACE York Ola (Walker) 1 1/2, Evaline Patch (Walker) 2 1/2, Best time, 30 seconds.

Trips To The Moon; (By British United Press.) PARIS, Feb. 25.—There are a number of eminent scientists in France who believe that a trip to the moon and back is not beyond the bounds of human possibilities.

BRITAIN IS BOOSTING NEW IMPROVED ROPE. LONDON, Feb. 25.—The 22nd where the British are going after world trade was displayed at the British Industries Fair, which opened today in Shepherd's Bush section of London.

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BILLIE DOVE CAPITOL 3-DAYS-3 STARTING TO-DAY BEAUTY that entrances DRAMA that grips you!



Her father sacrificed her beauty to the beast. But he had not counted on the fighting love of the man who owned her heart. Billy Dove, the Screen's Bird of Paradise, in the season's most magnificent romance! "The Stolen Bride" WITH LLOYD HUGHES

THE SEASON'S BIGGEST MUSICAL COMEDY MONDAY-TUESDAY MARCH 5-6th. SEE THE SPECIALLY MADE HANDSOME COSTUMES THE TRAPPY, SNAPPY LITTLE MILITARY GIRLS A SHOW YOU'LL ALWAYS REMEMBER

'IN COLLEGE' WITH AN ALL STAR CAST 50-PEOPLE-50 DIRECTED BY MRS. A. J. HOULE PRINCE EDWARD UNDER THE DISTINGUISHED PATRONAGE OF HIS HONORABLE GOVERNOR AND MRS. HEARTZ

NOVELTY SPECIALTIES "CARMEN" (in costume) MISS BARBARA McNEILL CLASSICAL DANCES MISS LELLA WORTHY PRICES - ENTIRE LOWER FLOOR 75c. BALCONY 35c, 50c, 75c. COURTESY SALE BOTH NIGHTS OPENS THURSDAY, MAR. 1st.

Gold Digger And Doctor AGRICULTURAL MEETINGS

(By British United Press.) LONDON, Feb. 25.—Times when doctors performed operations with the aid of unskilled "Sarah Gamp" nurses smoking clay pipes, were recalled the other day by Sir David Serjeant, a retired doctor, who recently celebrated his 98th birthday.

C. P. R. Will Spend Over \$1,000,000 In New Brunswick. SAINT JOHN, N. B., Feb. 25.—The Canadian Pacific Railway will spend over one million dollars on the maintenance and construction of their lines in the New Brunswick district during 1928.

ENMORE Held their meeting in the schoolhouse with eight members and three visitors. Roll Call was answered with a "Vale in the verso".

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Frostbites Minard's Liniment counteracts inflammation, eases the pain, soothes and heals. MINARD'S "KING OF PAIN" LINIMENT

To Oppose Budget OTTAWA, Feb. 25.—An intimation that he, together with several other members sitting on his side of the House, would vote against the budget was conveyed today in the House of Commons by J. S. Woodsworth, when the Labor member for Winnipeg North Centre expressed his disapproval of the production in the income tax rates. There were some who felt that they could not consistently vote for the budget as it stood, said Mr. Woodsworth.

Stock Quotations HALIFAX, Feb. 25.—Quotations furnished by Johnston and Ward, Members of the Montreal Exchange. New York Exchange At Top and Santa Fe Ry. 186 American Can Co. 73 Am. Cit. and Fy. Co. 107 Am. Smelt. and Refng. Co. 172 Can. Pacific Co. 205 N.Y. Cep. and Hud. Riv. R.R. 156 Con. Gas Co. (New York) 131/2 Hud. Motor Car Co. 82 International Paper Co. 71/2 International Petroleum 36 Standard Oil of N. J. 38 1/2 Mis. Kar. and Tex. Ry. 100 Reading Co. 267 Southern Pacific Co. 119/2 Union Pacific Ry. 195 1/2 U. S. Industrial Alcohol Co. 110 Westinghouse Electric 102 United States Steel 140 Montreal Stock Exchange Abitibi 73 1/2 B. E. Steel Ist Pfd. 131 Laurentide Pulp 171 Montreal Power 90 National Breweries 114 1/2 Winnipeg Electric 113 Asbestos Com. New 32 Edmonton 57 1/2 Canadian Traction 187 Steel Co. of Canada 187 Shawinigan 34 Can. Steamship Pfd. 61 Dominion Bridge 92 Massey Harris 37 1/2 Banks Bank Royal 355 Bank Montreal 343 Bank Nova Scotia 387 Wheat—March, 133 1/2; May, 134 1/2; July, 132 1/2. Corn—March, 94 1/2; May, 97 1/2; July, 100. Oats—March, 54 1/2; May, 56. Wheat—May, 138 1/2; July, 139 1/2; October, 133 1/2.