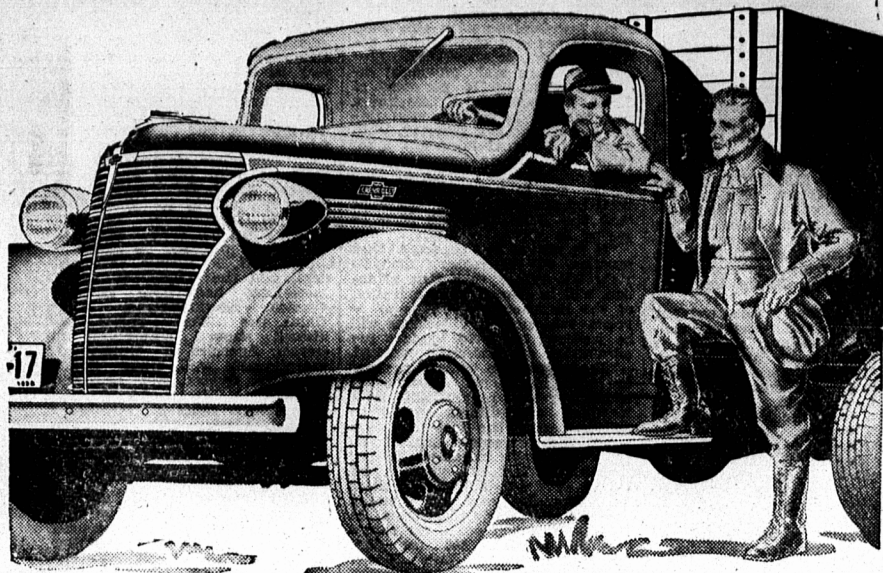


DOLLARS SAVED ARE DOLLARS EARNED



NEW CHEVROLET TRUCKS

Chevrolet trucks give more miles per gallon of gasoline... go farther on a quart of oil. The famous six-cylinder valve-in-head special truck engine is the standard by which operators compare power units, Chevrolet trucks are easier to service, more economical to maintain. Chevrolet trucks offer nation-wide parts and service facilities. Built in Canada, on special truck assembly lines, they are available in a wide choice of factory-built bodies.

These points explain why so many individual unit and fleet owners use and recommend Chevrolets. For your information, may we remind you that there is a model for every hauling job ready to pay its own way as you buy it on the easy monthly payments of the General Motors Installment Plan. Dollars saved through lowest purchase price and minimum upkeep—are dollars earned. Your Chevrolet dealer will give you more vital facts!



UP GOES POWER... DOWN COME COSTS...

BRITISH MILLINERY CARD SHOWS NEW COLOR COMBINATIONS

The millinery card, "Incorporating dress cloths and ribbon colors for spring and summer, 1938," issued by the British Color Council, is exceedingly interesting, both for the selection of colors and the manner in which they are presented. Complementary colors are arranged on pages, as for example, Iris Blue (with mauve cast), Dahlia, and Cavalry Blue together; silver gray, Graphite, slightly darker, with Hyacinth and Night Blue on a second page. Mermaid Blue, which is similar to duck blue, is shown with Commander Blue, a very deep navy. Then, on a fourth page is popcorn yellow and Tiger gold. Meadow, Sylvan and English greens, ranging from medium to dark tonalities. Another page is devoted to Shepherd Beige and Smoke Beige, slightly darker, Robin Red and Maroon Red. Karro Beige is allied with Rusty, Murrey, which is a rusty brown. Maple Brown and Black Coffee, both latter dark hues.

One page is devoted to pastels, which are listed as Banana, a yellow beige, and Bearley, a deeper shade. Spray Green, Maribrown Blue Shell line, Pastel Beige and Kashmir Beige.

There is also a charming page with suggested color schemes in which four strips are shown. One has a straw band in Tiger Gold trimmed with Mermaid Blue and Popcorn Yellow. Mermaid forms the basis for a second band with accent of Commander blue and Banana yellow. Smoke Beige is trimmed with Murrey, the coppery brown and rusty, and Firenze Blue adds silver gray and night blue.

2 STEPS in FIGHTING DISCOMFORT OF COLDS



1. ENTERS BODY THROUGH STOMACH AND INTESTINES TO EASE PAIN.

2. RELIEVES THROAT PAIN RAWNESS.

No family need neglect even minor head colds.

Here is what to do: Take two "Aspirin" tablets when you feel a cold coming on—with a full glass of water. Then repeat, if necessary, according to directions in each package. Relief comes very quickly.

The "Aspirin" method of relief is the way many doctors

DEMAND AND GET-ASPIRIN

now approve. You take "Aspirin" for relief—then if you are not improved promptly, you call the family doctor. "Aspirin" tablets are made in Canada by the Bayer Company, Limited, of Windsor, Ontario.



Crown Life President Crown Life Manager



HON. G. HOWARD FERGUSON who addressed the Annual Meeting of the Crown Life Insurance Company reviewing the outstanding progress made by the Company during 1937.



H. R. STEPHENSON General Manager of The Crown Life Insurance Company, who reported an increase of 18 millions of insurance in force, the largest in the Company's history.

Crown Life Sets Records in 1937

INSURANCE IN FORCE GAINS EIGHTEEN MILLIONS—LARGEST IN COMPANY'S HISTORY

Hon. G. Howard Ferguson, president of the Crown Life Insurance Company, in delivering his first-of-its-kind address at the annual meeting in Toronto this week, paid eloquent tribute to the memory of The Rt. Hon. Sir Robert L. Borden, late president of the Company who died last year. "It was my great privilege," said Mr. Ferguson, "to know him intimately for many years, both as a private citizen and as a great public figure. By any test he was outstanding."

Commenting on his own appointment to the presidency of the Crown Life, Mr. Ferguson said: "To one like myself, engaged the greater part of his life in public affairs, it is an interesting and stimulating experience."

"The life insurance companies," said Mr. Ferguson, "are great reservoirs of the nation's thrift. Their assets are the property of the multitude of citizens who comprise their membership. Their investment activity is widespread and lends strength to all phases of the national economy."

Mr. Ferguson discussed briefly the highly successful 1937 year of the Company. In relating the achievement of the Crown Life to national affairs, he said: "We are extremely fortunate in having so well survived the unparalleled depression that has smitten the world, and has perhaps most seriously affected countries with whom we are most closely allied in many respects. I think it can be said that this happy position is not the result of accident, but is due to the sound fundamental basis not only of our practical structure but of our great financial organizations which have supported us during the long and trying years of our country's development."

"We still have our problems, and they are grave ones, but with foresight and courage our business men are meeting and gradually overcoming the various difficulties as they arise, so that we can today rejoice in an assured outlook of prosperity."

Dealing with the annual report presented at the meeting, Mr. Ferguson pointed to the breaking of records in insurance in force increased more than 18 millions in 1937, the gain of more than 10% being the largest in the Company's history. Total insurance in force was \$188,299,886 at the close of 1937. Assets increased over 13% to \$30,771,877, the gain of \$3,578,999 establishing a record for the Company. Reserves for all policy liabilities gained more than 13%, amounting to \$27,187,872, compared with \$23,200,561 in 1936.

"The average rate of interest realized on investments, 5.17%, is extremely gratifying in these days of abnormally low investment rates," said Mr. Ferguson.

\$1,483,912, the highest in the Company's history. The analysis of assets shows that approximately half of the increase of the Company's investments in 1937 was in its holdings of government and municipal bonds, the other half being distributed among public utility and industrial bonds, mortgages, and preferred and common stocks.

Of total assets government and municipal bonds make up 34% and mortgages on real estate 32%. Public utility and industrial bonds represent 9% of the total and preferred and common stocks 5%.

The board of directors, re-elected at the meeting, is: Hon. G. H. Ferguson, P.C., K.C., L.L.D., C.W. Somers, Toronto; H. D. Burns, Toronto; F. E. Brown, K.C., Toronto; G. A. Mosson, Havana; W. E. Morson, Toronto; His Honor The Hon. E. L. Patenaude, P.C., K.C., L.L.D., Quebec; F. R. M.D. Russell, K.C., Vancouver; G. O. Somers, Pasadena; G. E. Sprague, Toronto; H. R. Stephenson, Toronto; W. F. Watkins, Toronto and N. F. Wilson, Ottawa.

The Company has been busy working for their Tenderfoot Tests, for which the Division Commissioner for Westminster passed them, on exactly the same standard, of course, as all other Guides. A Pack attached to the Company has been formed by Princess Margaret and her friends, and they take it in turn to be Secret.

During the fine weather the Gardens of the Palace have proved a happy hunting ground for tracking, woodcraft and fire making can all be put into practice there and

they also play cricket which they all love. Whenever possible the Company meets out of doors.

However, during the winter, when the weather is really too unkind even for such out of door people as Guides the Company retires to a room which has been set apart for them. Drill games and test work go on apace, and, of course, as Princess Elizabeth has had such unequalled opportunities for seeing drill carried out so beautifully by the Guides, she very quickly became adept at it herself.

The Company and Pack took part in the Christmas Stocking making their stockings, one of which, embroidered with "A Merry Christmas" in bright wools, contained among other treasures, a

Crown Life Record of Unbroken Progress and Stability Continued During 1937

	1936	1937
Assets		
First Mortgages on Real Estate.....	32%	32%
Government and Municipal Bonds...	34%	34%
Public Utility and Industrial Bonds...	9%	9%
Preferred and Common Stocks...	5%	5%
Loans on Company's Policies.....	12%	12%
Home Office and Other Real Estate...	2%	2%
Cash and Other Assets.....	6%	6%
Total	100%	100%
New Policies Issued	31,464,276.00	32,185,644.00
Insurance in Force	170,268,583.00	188,299,886.00
Cash Income	7,836,444.21	8,012,984.83
Assets	27,192,878.62	30,771,877.96
Free Surplus	1,308,137.33	1,483,912.23

Average Rate of Interest Earned 5.17%

CROWN LIFE INSURANCE COMPANY

Home Office Toronto

Hon. G. Howard Ferguson, President
H. R. Stephenson, General Manager

J. C. SAINT, General Agent, 144 Richmond St. Charlottetown.
Branch Office for Maritimes, MacBeth Bldg., Moncton.
R. C. Macdonald, L.L.B., C.L.U., Superintendent.

Girl Guide News



The Buckingham Palace Company and Pack by Her Royal Highness The Princess Elizabeth, Royal Princess. All our readers will be delighted to hear this news.

The other Guides and Brownies who were enrolled that day are cousins of the Princesses and daughters of the members of the household. There are eighteen of them altogether and more will be joining shortly.

The Kingfisher Patrol have chosen Princess Elizabeth as their Patron.

The Company has been busy working for their Tenderfoot Tests, for which the Division Commissioner for Westminster passed them, on exactly the same standard, of course, as all other Guides.

A Pack attached to the Company has been formed by Princess Margaret and her friends, and they take it in turn to be Secret.

During the fine weather the Gardens of the Palace have proved a happy hunting ground for tracking, woodcraft and fire making can all be put into practice there and

TAKING FASHION FROM A BABY

Things are looking up for the babies, and it is probable that they'll get back the hood that was wrested from them—mothers having voted against it as being too "old-fashioned." But now mothers themselves are taking over the hood as a fashion for themselves, and according to our recent observation, it seems that, if it is youthful and smart enough for mamma, it is okay for baby, too. We refer to the youthful mother seen on the Sherebrooke street one morning last week, wearing a bright green knitted hood, steering a perambulator in which sat an infant wearing the identical hood, color and all. The baby didn't look half bad in it at that.

NEW TELEPHONE DIRECTORY

A NEW issue of the Island Telephone Directory is scheduled for publication on April 1st. Listings will be closed on February 15th. Persons who intend to become Telephone Subscribers at this time, and subscribers who wish changes made in their present listings, are urged to send their requests to our nearest Business Office at once. We cannot undertake to give effect in the new issue to orders received after February 15th.

Please note carefully this closing date.

ISLAND TELEPHONE CO., LIMITED

--By George McManus

Nerves Were So Bad Could Not Stand The Children Playing

The happiness of every home depends largely on the health of the wife and mother. If she is nervous, peevish and irritable, worried by the cares of the household and tormented by the pains and irregularities that accompany a run down system, there can be no happiness in the home for the husband and children.

Women who are weak and run down, nervous and irritable should take a course of Milburn's Health and Nerve Pills to help rest them to the blessing of good health.

Mrs. THOMAS KIRK, Neston, Alta., writes: "I was in such a weak, run down condition before I started using Milburn's Health and Nerve Pills I could not do my housework, and would be so nervous I could hardly stand the noise of the children at their play. Now, after taking three boxes of H. & N. Pills I feel like a different person."

I shall always tell anyone not feeling well to use your medicine." Put up by The T. Milburn Co., Ltd.

BRINGING UP FATHER



TWELVE O'CLOCK AND THAT SECRETARY OF MINE—SIR VON PLATTER—ISN'T HERE YET.

SAY—WHAT KIND OF A BUSINESS DO YOU THINK THIS IS—JUST A LONG VACATION?

NO—BUT IT IS AN EXCELLENT IDEA—WHEN DID YOU THINK OF THAT?

OH—THE REASON I'M LATE? YOU SEE—MY BROTHER'S SO SICK HE COULDN'T GO TO THE DOCTOR—SO I HAD TO GO FOR HIM AND WAS I SURPRISED TO HEAR THE DOCTOR SAY—?

I WAS IN PERFECT HEALTH—I'M GLAD I WENT FOR MY BROTHER—OR I'D NEVER KNOW IT—BY THE WAY—I WONDER HOW MY BROTHER IS???

I GIVE UP—