

## THE SCOPE OF THE ENTERPRISE

The charter of the Company gives the widest possible scope for engaging in enterprises which are related to the fishing business, and which may be carried on profitably in conjunction with it. The business of fishing and selling fish, however, is pre-eminent. The acquiring of fishing rights and the acquiring of property for cold storage plants, for canneries and for wharves, is all directly related to the profitable handling of fish.

The S.S. Alaskan is essential to the Company for transporting the fish to Prince Rupert so that they may be trans-shipped to the markets. In addition, however, to carrying the fish of the Company, the steamer can profitably carry both passengers and freight and thus increase the revenue without increasing to any extent the operating expenses. There is a great deal of interest in Graham Island, and a great many passengers will be carried back and forth so that a considerable revenue may be expected from this source.

With the increase in population of Graham Island, the carrying of freight also becomes of increasing importance. At least one of the railways for which a charter has been granted on Graham Island will have its terminus at Masset. This, of course, assures a large volume of freight to be handled between here and Prince Rupert. Another probable source of revenue is the mail contract for which the Company is now tendering. This is prospective revenue to the extent of \$100 per week.

## WHERE YOUR PROFITS WILL COME FROM

The previously mentioned sources of revenue are of course incidental, and each prospective investor will remember that the main issue is the fishing business proper. The Company has completed arrangements for over 60 boats to fish for them, at the rate of  $1\frac{1}{2}c$  per pound for the fish caught. Let us estimate the profits on this basis, and we find the returns as follows:—60 boats taking 1,000 pounds of fish, each, per day for four days in the week—total fish caught, 240,000 pounds. For the sake of being conservative, reduce this by one-half, or 120,000 pounds of fish at  $1\frac{1}{2}c$  per pound makes a cost of \$1,800 per week for fish. An estimate of the operating