

sources. What would you have done had the increase in your resources not come along with your additional responsibilities? Could you not have managed to get along somehow? And remember, your extra responsibilities require extra provision in case of your demise. In other words the amount of life assurance protection you had before is *no longer sufficient*, and it is your duty to devote some portion of your extra income to increasing the protection.

If you argue that you and your family are entitled to some extra comforts and luxuries, you need hardly fear contradiction. The greater your means, the greater your comfort should be. Still, the higher scale of living to which you accustom your family during your life, the higher the scale they will expect when you are gone. For every step upward in the manner of your living now, provision should be made for a step upward in the prospective scale of your family's living later.

No matter in what direction you decide to expend your additional income, it is obvious that life assurance protection should receive consideration. The man who looks at the question fairly, without prejudice, will see the force of the above argument. More life assurance is necessary to *protect your increased responsibilities*. W.F.S.

Good Enough for the King.

The other day we read in the newspapers that King George V. of Great Britain had just received the proceeds of a large endowment policy which he had taken out a number of years ago. We call this to the attention of those who imagine that life assurance is something designed for the benefit and participation of the lower and middle classes alone, and not for those in receipt of established and independent incomes.

A Friend in Need.

"A Friend in Need—is a Sun Life policy."
We may be excused for altering this proverb, for whichever way you look at it, you will at least

admit that both in "need" and in "deed" a "Sun Life" policy is a friend above all friends.

In the time of adversity it will provide for your misfortunes.

In the event of death, it will sustain those who are left unprovided for.

As a matter of "business," a "Sun Life" assurance policy has been proved times out of number to be the key that unlocks the door to opportunity.

Your instant decision should be to know all that is worth knowing about "Sun Life" assurance policies.

The subject is no less an important one, because it is one which has been repeatedly dilated upon.

World's Assurance Congress.

The Canadian Life Assurance Officers Association, at a meeting recently held in Toronto, chose Mr. T. B. Macaulay, Managing-Director of the Sun Life Assurance, Company of Canada, its representative at the next meeting of the National Life Assurance Congress of the World, to be held in San Francisco. It is, perhaps, needless to add that the interests of the association will be well looked after by Mr. Macaulay.

President Macaulay.

We are pleased to be able to announce that our esteemed President, Mr. Robertson Macaulay, who recently underwent a very serious operation, is now well on the way to complete recovery. Some apprehension had been felt owing to the burden of the patient's eighty-one years, but the manner in which he rallied from the shock was a revelation to those attending him. To the physical condition of a man of sixty, Mr. Macaulay brought the aid of that indomitable will which has meant so much to the success of the Company whose upbuilding has been his life work, and the result has been his rapid recovery from an operation which might have well overtaxed the vitality and resistance of a man two score years his junior.

The outcome of the operation has been a triumph, not only for the skill of the surgeon, but also for that spirit of militant optimism which has characterized Mr. Macaulay throughout the course of an unusually long and active career. At the time of writing, April 29th, the President's condition is improving steadily and it is expected that within a few days' time he will be able to leave the hospital for his home.