



It is not generally supposed that life assurance men are "owin' sound" anything, but the staff of the Sun Life of Canada owe Owen Sound their warmest thanks for the good time given to them during their recent visit to their live city on the Georgian Bay.

It was fortunate that Owen Sound was selected. Its location, hospitable citizens and scenic beauty all go to make it an ideal place.

The King's Royal Hotel, across the bay, was the home of the party during its three and a half days' stay, and everything was done for the comfort of its guests that possibly could have been done.

We realize that it is no sinecure to take care of three-quarters of a hundred hungry men in addition to an hotel's regular patrons, but the management of the King's Royal arose to the occasion, and created such a favorable impression that some of the staff wish to return next season; provided, however, that the same guests are at the hotel as were there this year. Although all the party appreciated the friendliness of the permanent summer patrons at the King's Royal, some of the staff had a deeper interest than others, and in all probability their thoughts are lingering around the cosy corners even until now.

As it is natural for a father to think that the latest addition to his family is "the best yet," because it is the newest, so it is quite natural that we should say

that the 1903 outing was the top-notch. Apart from its newness, it had many characteristics which placed it among the best, if not *the* best.

The location of the hotel, with the placid waters of the bay all around, made it an admirable spot for a resting-place for men who wished to get away from the clang of the street-cars and the busy throngs of men.

The outing was purely and simply a social affair. There was not a sign of business; not once did the management mention business in an official way. Of course there were gathered, now and then, circles of men who were caught talking life assurance.

Some would do this even although they were to bid their final farewell to this world an hour afterwards and about to enter the place where life assurance men go.

The great object of the outing—to rest and get acquainted—was successfully carried out, and the men left feeling that they know the management and the other members of the field staff better than when they came together, and the bonds of affection for the good old Sun Life of Canada have been tightened.

It is rather a difficult matter to report "enthusiastic sociability," so we will not attempt it, but only give a few sketches of some of the more prominent events of the outing.

The itinerary, as given below, was carried out to the letter. It does not require a strong imagination to spell out "a good time" from this programme.

ITINERARY.

Tuesday, August 18th.

8.30 a.m.—Breakfast at McConkey's, King street, Toronto.

11.00 a.m.—Leave Toronto by special train for Owen Sound; arriving about 4 p.m., and thence to King's Royal Hotel by steamer "Canada."