

look ahead and fix for winter. The best way for a father to look ahead for his loved ones and leave them with comfort if he should die, is to keep his life insured for them.

There is a lot of good sound common sense in this little fellow's essay. He was doing some thinking as he saw the provident savings of the squirrels and the bees who laid up in store for the cold days of winter.

Perhaps John's father was one of the men who believed that it exhibits a lack of faith in Providence to provide for the future after death has done its work. Providence provides for the squirrels and bees by giving the nuts and flowers, but the squirrel is too wise to believe that Providence will have the nuts gathered and stored, so he hustles all summer and profits from it during the winter. So does the bee keep ever buzzing from flower to flower, contracting all the sweetness it can get, keeping a weather eye on the time when there will be no sweetness around.

Many men with their supposedly higher intelligence live only for to-day. No unassured man can logically explain how Providence is going to look after his family should he be taken from them by death unless he looks ahead and makes some effort now? Providence helps the man who helps himself!

most prosperous year that they actually dazzle the imagination.

The Sun Life's business record for March, for example, outstripped the best month's achievement in the Company's history, and for the first quarter of the year the corporation is well ahead. How is it that the year which is generally looked upon as rather lean should be fat to the assurance man? There are several explanations for it. Temperamentally the business man, when he finds his returns not quite so good, undergoes a change. He looks with a more favorable eye on life assurance. He listens with a more willing ear to what the assurance agent says. As the head of one of the departments of the Sun Life put it the other day a man's more straitened circumstances causes him to think of his home, his wife, his children, and what would befall them should anything happen to him. It is the cheapest and best provision for them he can make. But aside from family claims he feels that when trade is moving a little bit the wrong way it is a good time to increase his assurance. On general principles the investment in a life policy is a good one. It brings a safe return when other investments may seem for the time a little shaky. Then there is another type of business men who turns to assurance for help. He sees in it a means of raising money when his business needs to be propped with fresh capital. He can get this money by mortgaging his assurance policy when the bank has closed down upon him. All these considerations operate in favor of the assurance companies at such times as these."



Changes at Head Office.

The following changes at Head Office are announced :

Mr. Robertson Macaulay, President and Managing Director, has relinquished the office of Managing Director, retaining the office of President.

Mr. T. B. Macaulay, F.I.A., Secretary and Actuary, has been appointed Managing Director, retaining the office of Secretary.

Mr. Arthur B. Wood, F.I.A., Assistant Actuary, has been promoted to

Life Assurance and Hard Times.

The Montreal Herald of May the 9th has the following interesting editorial on life assurance, giving special reference to this Company's business :

"The fact that the assurance companies have created an immense volume of fresh business since the financial stringency laid a depressing finger upon industrial progress has excited a good deal of discussion among shrewd and practical men, some of whom they say show not only bigger business than usual, but in some cases results that are so far ahead of the