

contract handed you by a Sun Life of Canada agent cannot be excelled in the whole wide world; and when we feel safe in saying this, we have a strong talking point.

The policy contract of the Sun Life of Canada is plain in its wording and therefore easily understood, which in itself oftentimes may prevent a headache; and it contains all the information regarding its cash value, etc., that is so necessary at times to know. It anticipates the wants and needs of the assured, and on the whole is a policy contract that is regarded by those who know, to be unique. The Insurance Times of New York, after reviewing the policies of the Company, recently, said: "The Sun Life of Canada has a series of policies that will bear comparison with those of any company in the world." This is expert opinion.

The Company makes the policyholders' interests its own and treats them courteously and generously. In the matter of profits it gives remarkable results. One policyholder, who carries over \$800,000 of assurance with many representative life companies, says that the dividend paid on his policy in the Sun Life of Canada was by far the largest ever received on any of his policies, and this is but a common experience as evidenced by the batch of letters received every day by the agencies throughout the world, from satisfied policyholders.

We could write columns along this line; but we don't wish to give the "horn blowing" impression; so,—back to the flour mill advertisement—"Eventually"—a policy in the Sun Life of Canada—

"WHY NOT NOW?"

## Congratulations to Mr. and Mrs. Robertson Macaulay.

Fifty years!—Not very long after viewing English cathedrals many centuries old! But cathedrals and men are different! Fifty years of continued association with loved ones is a long time. A half century of companionship, with all sorts of circumstances and experiences crowded in between—is a lifetime.

Our respected and beloved President, Robertson Macaulay, has just passed the "fifty" mark. He is older than that, but his genuine and best life—(Bachelors listen!)—began fifty years ago; for on August 18th, 1859, he was married; and on August 18th, 1909, away down in a quiet seaside home on the shores of Prince Edward Island, he thought he would celebrate the memorable event quietly, with his beloved partner, unaware to everybody.

But in these days it is hard to find a quiet nook. The peace of this occasion was broken into by telegrams, cables, letters and what not?—from friends all over the world where the Sun Life of Canada has its interests and men.

The little community of Brackley Beach, never, we are sure, received so many telegrams in one day before. The Board of Directors, through its Vice-President, Mr. S. H. Ewing, telegraphed this greeting:

ROBERTSON MACAULAY,

Brackley Beach, P.E.I.

"The institution that has grown so monumental in your hands pays homage on this auspicious occasion, and the members of the board who have so long worked under your Presidency, send their personal congratulations."

On behalf of the Directors,

S. H. EWING, Vice-President.

The Head Office staff also sent their loving greetings; and on their return to Montreal the honoured couple were presented with a magnificent tea service.