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## SUN LIFE ASSURANCE COMPANY OF CANADA

AT HEAD OFFICE, MONTREAL

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It has been well and truly said that no single Canadian institutions have done so much to advertise to the world Canadian resources and to enhance Canadian prestige as have the Canadian Pacific Railway and the Sun Life Assurance Company of Canada.

Both are known the world over as typically Canadian corporations. Both found being and guidance in the faith and genius of Canadian master-minds to whom was vouchsafed a vision of things beyond the ken of the rank and file of their day and generation. International rather than national in their present-day significance, both stand forth as monuments to Canadian business statesmanship, the one a globe-circling giant in the field of transportation, the other an acknowledged world-force in the still higher realm of finance and organized beneficence.

WHEN, just thirty-seven years ago, the management of the Sun Life of Canada established in the West Indies the first Agency of a Canadian life assurance company ever opened beyond the borders of the Dominion, there was initiated a policy not only entirely novel in the field of Canadian life assurance but one almost untried by Canadian financial or commercial institutions of any kind. It was a bold move. It was the first step in the working out of a far-reaching plan the very conception of whose ultimate results demanded vision of the calibre that has built empires. It was a policy whose successful prosecution and fruition demanded constructive leadership and pioneering courage of the highest type, for it marked the beginning of the transformation of the then young Sun Life of Canada into a Company whose operations were to become world-wide in their scope.

AT the outset, the path of expansion was beset with difficulties of the gravest kind. Chief among them was the fact that our Company entered this phase of its development without the backing of a well-

defined Canadian national prestige. The Canada even of twenty years ago was a Canada practically unknown, even to her own people. The flow of European and American settlers and capital Canada-wards had barely begun; the past two decades of the phenomenal development of Canadian natural resources were as yet un-lived.

BUT, in its final issue, that policy of ambitious extension proved triumphantly successful. Little by little, the sphere of our Company's influence has widened until to-day it is co-extensive with the British Empire—and more. Its operations embrace the globe; the sun, indeed, never sets upon Sun Life of Canada Agencies.

SO it was that, in the days gone by, our Company's name became a household word in many a land where naught else Canadian was known. Side by side, the prestige of Canada and the prestige of its greatest life Company have grown. To-day, both are more nearly universally known than ever before; but, even yet, in not a few of the two score countries in which the Sun Life has established itself, it is the sole representative of the name and fame of Canada. So true, indeed, is this that for many of our policyholders in distant climes the "Sun Life of Canada" and "Canada" are terms synonymous.

FOR these of our readers, as well as for the largely more numerous thousands who either are residents of our young Dominion or are familiar with Canadian conditions, it has been thought that a short series of editions of SUNSHINE as fully descriptive as may be of Canadian industry and resources will be of interest. More particularly is this believed to be the case at a time when Canada and things Canadian claim a larger share of the world's attention than ever before.

Accordingly, in this, the first of these numbers, we deal with the most important of Canadian industries—Agriculture.