

This Month's Sunshine.

In this number of **SUNSHINE** we give several illustrations of Alberta, one of the Dominion's youngest provinces. The capital of Alberta is Edmonton, which was incorporated as a city in 1904, and now has a population of about 20,000. It is very unsatisfactory to give the population of these western cities, for the number to-day will be very far astray a few months later. Other cities and towns of importance in Alberta are : Calgary, with a population of about 20,000, a very important commercial city, being a divisional point of the Canadian Pacific Railway ; Lethbridge, Macleod, Lacombe, Medicine Hat, Red Deer, etc.

Nature has been lavish in her bestowments to Alberta. Not only has it great wheat-growing lands, which produces wheat of the best quality, but there is an abundance of coal, natural gas and other features that hold out attractions to the home or fortune seeker. Ranching is extensively carried on, and Calgary has what is said to be the largest purebred cattle auction sale in the world. At Edmonton, Swift & Co., the great meat-packers, have their Canadian branch.

A writer in the Calgary Herald is very enthusiastic about Alberta, and describes it as a garden with a future only circumscribed by man's ability to use it. He says :

"Alberta is lavishly endowed with physical blessings. It has a chinook. It has warm soil. It has endless prairies easily and inexpensively farmed. Its south gets the chinook, and its far north. Its far north is the warmest north in the world. The elements that combine to make this so is the Japan ocean stream, which influences the North Pacific coast for warmth, low mountain altitudes and narrow mountain range. The warm winds from the warm Pacific stream flow over

"The Narrows" to the Peace River country and North Alberta. They flow through numerous mountain passes over Southern Alberta and so moderate is its climate that Southern Alberta weather is equally beautiful with that of Spokane. "Sunny Southern Alberta" is no misnomer, no joke but a beautifully true descriptive appellation."

We would like to have space to tell of Alberta's mineral wealth, its great manufacturing enterprises, its schools and churches, and the hundred and one other advantages offered to settlers ; but our space is limited.



Mr. W. D. McCallum.

Mr. W. D. McCallum, the Company's manager for Alberta, whose portrait appears on another page, gained his life assurance spurs while working in the Montreal City Branch. Coming from an active commercial life to this Company, he put into effect the characteristics of a successful "drummer" and won out. He came into prominence by continuously appearing on the Special Mention list of the Company each month, and the cumulative power of a continuous appearance on this list was one of the spokes in Mr. McCallum's wheel of fortune ; but back of that was determination, energy and systematic effort.

Mr. McCallum is again meeting with success in showing the wide-awake people of Alberta that it is to their best interests to be associated with a "prosperous and progressive" enterprise such as the Sun Life of Canada, and each month's batch of applications for assurance is but evidence of his success.



The Sun Life of Canada is
 "Prosperous and Progressive."

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