



IN BRITISH COLUMBIA.—FULLEN CREEK MILLS.

Assurance Office Magazines.

Among the many life assurance journals received by us there is no more welcome visitor to our office than the Finance Chronicle, published in London, Eng., by Mr. William Bain. The following extract from the July issue of the Chronicle gives the editor's impressions of the value of the company magazine. The kindly reference to *SUNSHINE* is greatly appreciated, and encourages the editor in his modest efforts to produce a really readable company paper :

"The regular issue of a well organized and carefully compiled readable magazine to the staff by any assurance company must be of considerable advantage to the management, as it undoubtedly is to the staff. It talks in a way, and brings about a comradeship, especially amongst the field force, that no other means could attain, and as this comradeship is so essential in the general pushing along of the business, these magazines should be as far as possible entertaining, while, of course, points in the business of assurance must necessarily be carefully dovetailed. . . . We specially would refer to the current issue of *SUNSHINE*, the official

organ of the Sun Life Assurance Company of Canada, and a serial that is always bright and interesting. Its front page is fully taken up with a portrait of our late King Edward VII., and the opening paragraph is devoted to loyal mourning at the nation's loss. Then follows what may be taken as the General Manager's helpful and encouraging words to the whole of the members of the staff, inside and outside. Then there follows a most entertaining and instructive description of Guatemala, the most important and progressive republic in Central America. The four columns of most interesting matter is enhanced by a number of excellent illustrations, which convey to the reader an intelligent idea of that rapidly extending country. This is followed by a group of portraits of the Sun Life of Canada's Guatemala official staff. Then follow jottings and helps in the business. Altogether *SUNSHINE* is one of the brightest of office magazines."



Stern Parent.—"So you would be willing to die for my daughter, would you?"

Ardent Suitor.—"I would indeed."

Stern Parent.—"All right then, get your life assured for \$20,000, and make good."—*St. Louis Times*.