



**Mr. Phiroze C. Sethna,**

Secretary for India, Burma and Ceylon,  
Sun Life of Canada.

If we were to judge the people of India by our Secretary for India, Mr. Phiroze C. Sethna, we would prophecy that in a few years, that great Empire would set the pace for us all. We sometimes hear that the Western people work harder and are more energetic than the Eastern, but never have we met a person who can pack more work into an hour than the subject of our sketch. Mr. Sethna graduated from the Bombay University, and had intended studying law, but instead joined his father in business, which the latter still carries on. Prominent among the varied business enterprises in which he is connected and holds a seat on the directorate, is that of cotton spinning mills and gins. But Mr. Sethna's time is not wholly given to business; the advancement of his people, the Parsees, is near his heart and to this he gives much attention. He is a delegate to the Parsee Matrimonial Court. Mr. Sethna has been connected with the Sun Life of Canada, as its Secretary for India, since

1901, and is indefatigable in advancing the Company's interests. Mr. Sethna visited Head Office on two occasions. He was present at the Agency Convention of this year, and added much to its helpfulness by his presence and counsel.



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design. This handsome office pile has a frontage to the main road of 58 feet, while its side abuts on the adjoining street for a distance of 180 feet, and the height to the top of the flat roof is 65 feet. The building has a basement, ground floor, and three upper stories. The architects are Messrs. Gostling, Chambers and Fritchley, a firm which has been responsible for the designing of a large number of fine buildings in Bombay.

"The Sun Life of Canada's offices, which are entirely of fireproof construction, are built of yellow Coorla stone, with a liberal introduction of white porebunder stone for dressings and enrichments. An artistic use of the emblems of Canada and of the Company—the maple leaf, the beaver and the rising sun—has been made by the architects in their scheme of decoration. The building has an ornamental tower at the angle of its two street frontages, and the main building facades flanking this on either side are of a similar harmonious design, while each is surmounted by a prominent classic pediment. The tympanum of these pediments is composed of an allegorical figure, a charioteer, driving a chariot and four fiery horses out of the rising sun. The whole subject is carved in bold relief out of the solid stone and is larger than life size. The upper stories, after the custom observed in regard to most of the modern street buildings in Bombay, project over the footway, in order to provide shelter from the elements to passers by, and are supported on handsome stone archways.