

As Others
See Us.

In a cleverly written article on "Life Insurance in China," in the August Insurance Bulletin, the Sun Life of Canada receives cordial reference. The article is presumably from the pen of Mr. J. A. Wattie, Managing Director of "The China Mutual Life Insurance Company," and The Sun Life of Canada appreciates the friendly spirit in which it is referred to.

It says: "Canada should certainly be proud of two of its institutions—that is, the Sun Life Assurance Company of Canada, and the Canadian Pacific Railway and Steamship Company. I speak of the Sun Life first, because that Company is really better known than the C. P. R., and I really and truly believe has done more to advertise Canada than anything in the world. Go where you will, you will meet people who say, 'Oh yes, I know the Sun Life of Canada.' Talk to a Chinaman about Canada and he will ask you if it is near Hong Kong or Peking, but talk to him about the Sun Life of Canada, or 'Yung Ming,' the Chinese name, 'Oh, yes, I savee.'" When the Queen is giving honors to Canadians, as she gives each birthday, for advertising Canada, no man in the world deserves that honor more than President Macaulay. If the honors are given to the man who has made the most money out of Canada, then he should not have it. But if it is given to the man who has done the most good to Canada—has made Canada better known than any other man in the world—then that honor certainly belongs to R. Macaulay of the Sun Life of Canada, and to no other.

"The Bank of Montreal is not so well known here as the Sun Life of Canada—I do not speak of this particular part, but of the whole East. I am conducting a rival company now, but nevertheless I feel proud that I began my career with a

company that has done so much for Canada."

To which the Insurance Bulletin adds:

"This is a glowing tribute, and shows that the meritorious services of the Sun Life of Canada, in making Canada favorably known abroad are recognized, and that Mr. Wattie, though a rival, has large respect and esteem for his old company and its president. President Macaulay, though he is not, in our opinion, the sort of man who cares much for either personal praise or censure, should be gratified to know that the Company he has constructed is looked upon in that light."

ST. JOHNS, P. Q., Aug. 21st, 1899.

MR. C. H. BEAUCHEMIN,

Agent for the Sun Life Assurance Co. of Canada,
St. Johns.

DEAR SIR,

I am particularly indebted to the Sun Life Assurance Co. for the prompt manner in which my claim was settled after the death of my late regretted wife, Albiana Benoit, and in justice I owe the Company many thanks.

Kindly convey to the Company my high appreciation of their action in the matter, and believe me, sir,

Very faithfully yours,

L. A. GOSSELIN.

"Dere's always bound to be kickers," exclaimed Meandering Mike. "Did you ever know a time when de people agreed unanimously dat dey had the right man in de right place?" "On'y once," replied Plodding Pety. "I was bein' put into jail on de occasion."

Habit.

"Habit" is hard to remove. If you take away the first letter, "a bit" is left. If you take away another letter, you still have a "bit" left. While if you take off another the whole of "it" remains. If you remove another it is not "t" totally used up. All of which goes to show that if you wish to get rid of a bad habit you must shake it off altogether.