

SUNSHINE

PUBLISHED BY THE
SUN LIFE ASSURANCE COMPANY OF CANADA,
AT HEAD OFFICE, MONTREAL.

A. M. MACKAY, *Editor.*



HEAD OFFICE BUILDINGS
SUN LIFE ASSURANCE COMPANY
OF CANADA.

DIRECTORS :

R. MACAULAY, Esq.
President.

S. H. EWING, Esq.
Vice-President.

J. P. CLEGHORN, Esq.
CHARLES CUSHING, Esq.
J. R. DOUGALL, Esq.
ABNER KINGMAN, Esq.
T. B. MACAULAY, Esq.
JOHN MCKERGOW, Esq.
JAMES TASKER, Esq.

T. B. MACAULAY, F.I.A.
MANAGING DIRECTOR AND SECRETARY.
GEO. WILKINS, M.D., M.R.C.S., ENG.
CHIEF MEDICAL OFFICER.

ARTHUR B. WOOD, F.I.A.
ACTUARY.

E. A. MACNUTT,
TREASURER.

FREDERICK G. COPE,
ASSISTANT SECRETARY AND
SUPERINTENDENT OF AGENCIES.

SUN		MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	Nov 28	Nov 29	Nov 30	Dec 1	Dec 2

Brains and Life Assurance.

Elbert Hubbard, that presenter of sane things in unusual garb, tells an interesting story in the New York American, of how life assurance took on a new appearance to him. In the financial flurry of November, 1907, he found himself and his Roycroft plant in dire need of money—even his ability could not ward off the demands that come to every business man. Approaching a financial man for a loan one day, he was informed that a hundred thousand dollars would be loaned on the plant, but Mr. Hubbard himself must hand over a life assurance policy for the same amount. As the banker said, "Your brains are the chief asset in this business. Your initiative evolved the business and you know the work in every part. The buildings were built and the machinery installed with your mental raw stock in mind. With you there, the value of the plant is reasonably assured. With you gone, it is a conjecture, why, people would not consider a loan for an instant without the assurance on your life."

It was more than a compliment to Elbert Hubbard; it was a straight business transaction and Mr. Hubbard recognized it as such. Many a business man looks upon his plant, the business he has

built
guaran
family
assets
consid
assets
in an in
that m
ger or
it to
the bra
do so a
the sar
The
expres
suranc
or it is
says it
necessi
built o
faith in
and en
life. A
a great
tressing
society
cline.
Ernst
and soc
and on
for the
assure.
gives se
doubt.
that lif
or bene
a matte
It is tru
lence, a
passing
but now
lite asst