

**The Agency Convention, at the Queen's
Royal Hotel, Niagara-on-the-Lake,
August 29th to 31st, 1905.**

Organization is the soul of any business, and whatever aids in strengthening the organization of any concern is of vital importance to it. There can be a mechanical organization, which may be perfect in every detail but still lacking, unless infused with the personality of all connected with it.

Years ago the management of the Sun Life of Canada, seeking to build up a

desire of all to do everything in their power for the Company's advancement.

The Convention of 1905 was, perhaps, the best yet held. Matters of much importance to the successful working out of the Company's plans were discussed, and much good will surely be the result. The place where the Convention was held was ideal, away from the noise and bustle of the mart, those present had an opportunity of measuring their work at its true standard. The business end of the Con-



Queen's Royal Hotel, Niagara-on-the-Lake, where the Agency Convention was held.

strong organization, gave its attention to the laying of a solid foundation, both from the Head Office and Agency standpoint.

The Agency force is in "the firing line," and unless there is a perfect understanding between its members and the Head Office officials success cannot be attained.

The idea of getting the two forces—Head Office and Agency—together in annual conference was adopted by the Sun Life of Canada many years ago, and the result may be seen in the strong Agency organization the Company has built up and is maintaining, and the

vention was exceedingly practical. At the reception held by the Directors an hour or so was given to speeches. The great success of the Sun Life of Canada makes a good text for the extempore speech-maker, and the Company's prosperity was the theme.

Mr. T. B. Macaulay, Secretary and Actuary, presided, and introduced Messrs. C. Cushing and J. McKergow, representing the Directors, who conveyed to the representatives the good wishes and thanks of the Board of Directors for the great work the Agency staff is doing for the Company. Hon. J. V. Barry, Commissioner of Insurance for Michigan,