



CANADA, THE ANGLER'S PARADISE

14-lb. salmon trout caught last August in Smoke Lake, Algonquin National Park, Ontario.

Courtesy, Grand Trunk Railway System.

Mr. W. Lyle Reid is the worthy successor to a worthy predecessor and a man who can be depended upon to measure well up to his father's well established standards. He is a Sun Life man born and bred. At the age of sixteen he entered his father's office in Ottawa as a junior clerk. At eighteen he went to our Hamilton office as cashier under the late Holland A. White, from which office he returned to Ottawa as cashier in 1898. Some years later he was made Joint-Manager, with his father, of the Eastern Ontario Division. Mr. Reid's services to the life assurance business in general have been many and important. When, in 1913, the Dominion Life Underwriters' Association met in Ottawa, Mr. Reid was President of the local Ottawa Association. In the same year he was elected secretary of the Life Underwriters' Association of Canada, which position he occupied until the Toronto Convention of 1915 when he was elevated to the Presidency, an office which he retired from in July last. Like his father, Mr. W. Lyle Reid is prominent in the civic and religious life of the Capital. He is an Elder in the Presbyterian Church, a Sabbath School Superintendent, a Director of the Y.M.C.A. and a member of the Board of Trade and of the Board of the Ottawa Ladies' College.

That our new Manager for Eastern Ontario will achieve conspicuous success in his new position is a foregone conclusion. That he may derive much personal joy and satisfaction from the successful discharge of his new responsibilities is the unanimous wish of the Company's Officers and Staff.

"LESLIES' WEEKLY" ON THE MONTHLY INCOME POLICY

ONE of the most beneficial devices of modern life assurance is the monthly income policy, which is rapidly growing in popularity.

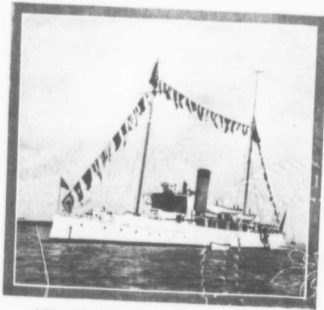
Under this plan the policy, like any other, requires payment of premiums for a limited period or for life. But in case of the policyholder's death the company, instead of paying a lump sum in full, pays the beneficiary a stated amount every month for twenty years or for life, as the assurant may have arranged, but for not less than twenty years.

If the policy is an endowment and the holder lives beyond its term, he may personally enjoy a monthly income for twenty years or for the remainder of his life.

The object of this arrangement is to prevent loss of the proceeds of a policy through unwise investment or speculation, as has been too often the experience of men and women unversed in business affairs. There is thus provided a steady, dependable income which persons of moderate means, especially, appreciate.

There may be attached to such a policy an immediate benefit feature, whereby money is provided for pressing expenses always incident to death in the family.

Naturally this plan of life assurance has commended itself to hosts of people and millions of dollars of monthly income policies are now in force.



ATLANTIC FISHERIES PROTECTION CRUISER "CANADA"