



Mr. Ignacio Borda

Director-General Sun Life of Canada for the Republic of Mexico.

Mr. Ignacio Borda, Director-General of the Sun Life Assurance Company of Canada for the Republic of Mexico, is a descendant of José de la Borda, one of Mexico's most famous millionaires and philanthropists, whose name appears very frequently in the history of the country as a well-doer.

Mr. Ignacio Borda resided in the State of Tobasco for about eleven years, where he owned and managed several farms, and at the same time was private banker for his district.

In 1889 he came to the capital, and established an importing and commission business, at which he was successful, but owing to the instability of the money market and immense increase in value of gold in 1893, he, along with many other

business men, were obliged to retire. Since that time he has devoted his time to life assurance with success, having started at the foot of the ladder, and through hard work gradually rose until he reached the position he occupies at present.

Mr. Borda stands high in the best social circles of Mexico, and counts among his friends the highest in the social and diplomatic circles of the capital.

In 1892 he was selected as Congressman for the important State of Puebla and is at present Consul-General for the Republic of Bolivia. As there is no legation in Mexico for Bolivia, Mr. Borda is naturally the highest representative there.

In November, 1904, he was chosen by the Sun Life Assurance Company of Canada as its Director-General for the Republic, and the results of the past year show that the Company did wisely in choosing him. The volume of business and the reputation which the Company enjoys to-day in the Republic speak highly of Mr. Borda's management.

A Bit of History.

The origin of the several tribes which peopled Mexico is not known, but of them all, the Aztecs most distinguished themselves for their courage and talent.

They established their realm in the centre of the country, and founded the great Tenochtitlan (Aztec name of Mexico City) in the place where, according to tradition, they found an eagle standing upon a cactus plant devouring a snake.

In 1519 the Spaniards, commanded by Cortez, landed on the Mexican coast. In their march towards Mexico some native tribes, the Tlaxcalans among them, joined the Spaniards, and the army reached that delightful country. They found the Aztecs very powerful. Mexico