

### "Prosperous and Progressive."

The "Insurance Index" of New York and London, in its April issue, gives a very flattering review of the successful career of the Sun Life of Canada, as follows:

"'Prosperous and Progressive,' the slogan of the Sun Life Assurance Company of Canada, has in truth become less of an oriflamme and more of a habit with that ever-prosperous company. Within the past year or so the disposition to be 'prosperous and progressive,' at least so far as we on this side of the line are concerned, has been from various causes superseded, and some of our fixed and invariable life assurance institutions have felt the all-persuading pinch, and have had to trim ship accordingly.

"Not so the Sun Life of Canada. This Company, now among the great international institutions upon whose harvest the sun never sets, has felt no pinch nor any hardness in the times. It never does. Like the skylark, it never has any sorrow in its song nor winter in its year. It has never to apologize and promise to do better next year, or at most the next again, for it finds profit in all its endeavors and plenty of business of the right sort wherever it plants its banners and its field-men take the field.

"Well may the Company be proud of its showing for 1908. It was not a good year for life assurance, it was not much of a year for business of any kind, but despite this fact the Company made relatively greater gains than formerly, and its business all round is a splendid tribute to the energy and quality of its well-ordered field-force the world over.

"It is a remarkable thing that this Company's income, assets and assurance in force have practically doubled in the last five years."

"These are figures which speak eloquently of the progress which makes for

strength, solidity and permanency of organization. We venture to say that the report will be received with great satisfaction by every one concerned, and that a perusal of it will pave the way for future business of the sort for which the Company has always an open door and a true Canadian welcome—the very best—the business that stays with the Company and reflects credit on itself no less than on the Company as a whole.

"The Sun Life Assurance Company of Canada, more than any other company we know of, has a peculiarly happy, whole-souled way of dealing with its men in the field and its friends everywhere. As regards its field-men, this is reflected in the tone and style of the Company's little monthly paper, *SUNSHINE*, one of the most artistic and interesting little papers we know of. We refer to the way in which *SUNSHINE* always, when dealing with any of the Company's friends in its columns, makes mention of them. There's something so friendly, so much which speaks of the spirit of *bon camaraderie*, in the way the thing is done that we have frequently made mention of it. There is a reason for it, too (it would be rash to say there was no reason for it), and that reason is to be found in the spirit which has filled and inspired the life work of the estimable veteran President of the Sun Life of Canada, Mr. Robertson Macaulay, one of nature's gentlemen, and a Saul among his fellows. Of a most gentle, kindly, courteous nature, and a true lover of his kind, Mr. Macaulay's long years of labor in the great business of life assurance and in the upbuilding of the Sun Life of Canada have been singularly blessed. His years have been long and filled with labor—with that labor which is destined to endure and make the name of Robertson Macaulay honored in many a household in the years to come. He is a dis-



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