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THE RUSSIAN KITCHENER.

The Grand Duke Nikolai Nikolaevich, Commander-in-Chief of the Armies of Russia and Uncle to the present Czar. Copyright, Underwood and Underwood, New York.

SUNSHINE

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A. D. EMORY, B.A., *Editor.*



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Torpedoed!

A MAJESTIC liner sails homeward bound. The very incarnation of fearless dignity, her towering hull pulses to the throb of engines whose unbridled power is that of three score thousand steeds. Swiftly she cleaves the waters—two captains on her bridge, a picked and hardy crew at their posts. But what need of precaution?

About her the rippling sea reflects the sun in a cloudless sky. No treacherous shoal, no hidden reef is near. Close off her bows lies the home-port; no sign of danger is seen, heard or imagined.

The crashing shock of an explosion!

Reeling under the blow, the leviathan swerves, stops—and lists. In seconds measured by heartbeats, amidst the hissing of steam and the shrieks of the lost she plunges to her doom—*torpedoed!*

To-day you may be sailing the Sea of Life in apparent safety.

Overhead may shine the sunny skies of prosperity. Through your veins may pulse the life-flood of ruddy health; no reef of accident, no shoal of sickness may be in sight.

But at any instant the Hidden Hand may strike, and down you may go—torpedoed *without warning!*

Then what of the passengers? What of the mother, the sister or the wife who relies on your skill and strength to keep her afloat? What of the helpless children? Are they, too, to be left struggling unaided amid the wide waste of waters—because you *hesitated too long?*

Or, will you provide them *now* with the only life-belt that can make their future sure—an adequate life assurance policy?

Decide *to-day.*

Tomorrow the torpedo may strike home!

LIFE ASSURANCE IN CANADA

IF evidence were required of the increasing popularity of life assurance among the Canadian people and of its permanent and important position in Canadian business affairs, that evidence is contained in the newly issued Preliminary Report of the Superintendent of Insurance for the Dominion of Canada for the business of 1914.

The development of life assurance in this country has been notable. Public records date from 1875, when the total amount of life assurance in force in Canada was but little over \$85,000,000. It was 1881 before the hundred million mark was passed; in 1902 the half billion level was reached, while by the end of 1912 the billion dollar mark was attained with a substantial margin to spare. That the instincts of home protection and of industrious thrift are deep-seated in the Canadian people is proven by the fact that they have more than doubled their life assurances in the past ten years and have more than trebled them in the past fifteen years. At the end of last year, no fewer than 1,765,492 life policies were in force in Canada for assurances totalling the huge sum of \$1,216,995,432.

Study these figures a moment. What do they mean? Simply that the life assurance companies operating in Canada to-day will distribute over the course of the next few years to policyholders, their widows and fatherless children the enormous sum of nearly one and one-quarter billions of dollars. Can any man conceive the incalculable benefits of philanthropy organized upon so vast a scale? Can he measure the loads such sums will lift from the hearts of widowhood and helpless old age? If so, he can estimate in some degree the value through the years to come of life assurance to the people of the Dominion of Canada.

A striking feature in the Report is the sum paid by Canadians in life assurance premiums, a total of \$41,129,724 representing an increase over the previous year of \$2,488,518. When it is remembered that this huge amount is derived from the savings of scores of thousands of individuals and families, it is at once evident that the Canadian people have faith in life assurance not only as an unrivalled stimulus to systematic thrift, but as a safe and profit-

able method of accumulating sums saved from income.

Turning more particularly to the record of our Canadian companies, singularly impressive is the increase during 1914 in their total assets by \$24,203,879 to \$257,448,374, an increase for the year of more than 10%. Taken in conjunction with the increase in the combined surplus over all liabilities (except capital) by \$3,218,085 to \$34,518,230, such a record affords one more proof of the essential soundness of the basic principles of assurance finance. Even in normal times such increases would call for comment; but achieved, as they were, in the face of world-wide depression, they are a legitimate source of sincere gratification to all friends of Canadian life assurance.

That the Sun Life of Canada occupies a conspicuous place in the field of Canadian assurance is indicated by the fact that it contributed more than one-third of the increase in assets registered by all twenty-six Canadian Companies and that at the end of the past year its assets were nearly one-quarter of the total assets held by these companies.

Though, as is only right, some proportion of the resources of Canadian companies is invested in countries outside of Canada in which a number of these companies operate, by far the greater part of the quarter of a billion dollars of the Assets of our home companies is invested in Canadian real estate, Canadian mortgages and Canadian bonds, debentures and stocks. Entirely aside from the benefits conferred by the payment of death claims and maturing policies, it is therefore not too much to say that the investment of so large a part of the Canadian life companies' funds in individual, corporate and municipal Canadian enterprises has operated as a primary factor in the development of the Dominion of Canada.

All life companies operating in Canada last year met their obligations to policyholders punctually and in full. Payments to policyholders by the Canadian companies totalled no less than \$19,400,983. Of this sum, \$7,252,151 helped carry the burdens of the widows and children of deceased policyholders; the \$3,706,267 paid in matured endowments relieved burdens incidental to advancing age,



THE IMPERIAL FAMILY OF RUSSIA.

Photographed recently on the occasion of the 300th anniversary of the Rule of the Romanoff Dynasty. Left to right: Back row—the Grand Duchesses Marie, Olga and Titania. Centre row—the Czarina, the Czar and the Grand Duchess Anastasia. Front row: the Grand Duke Michael Alexis, heir to the Russian throne, whose life was assured at birth for \$2,500,000.

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while policy dividend payments of \$2,630,776 attested the soundness of life assurance as a safe and profitable investment. It is noteworthy that dividends paid last year to the policyholders of Canadian companies were actually more than 5½% of the net premiums received. *A remarkable evidence of the earning-power and the liberality of the Sun Life of Canada is afforded by the fact that its dividends to its policyholders last year amounted to no less than 32% of the total policy dividends paid during that period by all twenty-six of the Canadian life companies.* When a record such as this is contrasted with dividend history for the year of scores of industrial, railroad and other corporations, the certainty of life assurance policy dividends is thrown into strong relief.

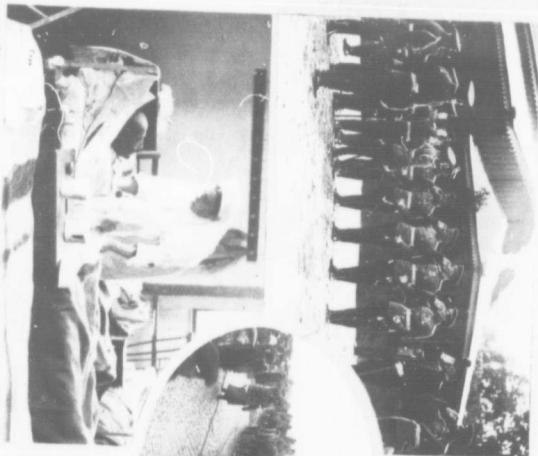
Due regard being paid to the abnormal conditions prevailing throughout the year, their record for 1914 is one in which the life companies may take just pride. For, subjected to the test of acute depression, by their manifold operations, and more particularly by their impregnable security, they imparted no small element of strength and steadiness to the Canadian

business fabric. And it must be particularly gratifying to our policyholders to know that the Sun Life of Canada contributed so largely to the success of what, in view of all the circumstances, may be justly regarded as the most satisfactory yet experienced by life assurance in Canada.

Thrift.

If a man does not provide for his children, if he does not provide for all those dependent upon him, and if he has not that vision of conditions to come, and that care for the days that have not yet dawned, which we sum up in the whole idea of thrift and saving, then he has not opened his eyes to any adequate conception of human life. We are in this world to provide not for ourselves, but for others, and that is the basis of economy.

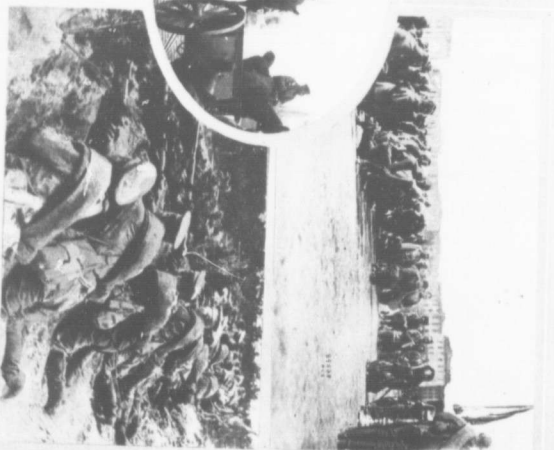
Woodrow Wilson



The Car looks good to his Flying Corps and their French instructor before they leave for the front.
A Russian Angel of Mercy ministering to the wounded.

RUSSIA AT WAR.

Russian Artillery entering Warsaw to repel German onslaught.
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Officers of a Russian Guards Regiment kneeling in prayer.
Russian Infantry in the Trenches.

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THE EMPIRE OF THE NORTH

IT is safe to say that no development of the present war has enthralled popular imagination so thoroughly as the unlooked-for recuperative power of the legions of the Czar. It is possible also that concerning none of the eleven participants do we know less than we do of Russia; for the Russian Empire is at once the largest and the least understood of the world's great Powers.

One foot covering more than half of Europe and the other more than half of Asia, Russia bestrides the top of the world, a Colossus of two continents fated by nature herself to wield an incalculable power in the shaping of human destiny.

In terms of area alone, the Empire of the Czar covers one-sixth of the land-surface of the globe. European Russia alone is eleven times the area of France and more than fifteen times that of the United Kingdom. The population of the Russian Empire totals over 170,000,000; its inhabitants in Europe alone out-number by two to one the most populous of European states. When it is added that more than one-half of its richest area is untenanted, and that its population is multiplying at the rate of three millions a year, we begin to grasp something of the potential power of an awakened Russia.

Even though the past decade has done much for the ponderous Russian Empire, to-day her government, her institutions, her customs and her social and economic life are not yet through the transition stage which Western Europe completed three centuries ago. In no respect is this clearer than in her methods of government.

High-minded and earnestly mindful of his people's welfare though he is, Czar Nikolai the Second is not so much the contemporary of George the Fifth of England as of Philip the Second of Spain. In spite of the Manifestos of 1905 creating the Duma an elective body representative of the people and granting a constitution, the government of Russia to-day is in practice a strongly centralized absolutism. The will and word of the Czar are law. In no country in the world to-day is there a centralization of autocratic power more inveterate, minute and excessive than that wielded on the

banks of the Neva. In the most insignificant things as in the greatest, it is the central power which commands, forbids, permits. From one extremity of the Empire to the other, not even a laundry or a lunch-room can be opened without the solemnly registered intervention of the State and the Emperor. No peasant, tradesman or workingman can travel twenty miles from home without a passport, the purchase price of which is added to the national exchequer. It is to this excessive government control, coupled too often with ignorance, indolence and venality on the part of Russian administrative officials, that much of the backwardness and unenlightenment of Russia is due.

Russia is perhaps the most uneducated of European nations. The hyper-refinement and culture of her educated classes contrast strongly with the ignorance of the masses of the people, for 79% of the population is illiterate. Government regulation of courses and teaching does much to nullify an otherwise high standard of university education, while the public and high schools of Russia leave much to be desired. But even in matters of education there are signs of promise, for the Russian mind has demonstrated superlative ability in the practical sciences, and it is characteristic of Russia's liberality toward women that the women of her well-to-do classes have shown particular zeal in scholarship.

In Russia there is no great professional, industrial and commercial middle-class such as we know in America and in Western Europe. On the one hand, and by far in the minority, is the ruling, official class and the landlords; on the other, and vastly in the majority, are the peasants—the tillers of the soil.

Commercial and industrial life is just budding in Russia. True, there are raw materials in abundance for almost every fabrication; particularly is Russia endowed with the two great agents of modern industry—coal and iron in vast deposits. To these, Turkestan adds cotton and the shores of the Caspian naphtha and petroleum. Lack of outlet to the trade-routes, save by the Black and Baltic seas, have prevented the growth of a large Russian mercantile marine with its attendant commercial



Nevsky Prospekt, the principal street of
Petrograd.
The "King of Bells," weighing 200 tons,
Moscow.

The Great Czar Cannon, weighing 40 tons,
Moscow Arsenal
"The Fountain" from Peterhof Palace, the
summer residence of the Czar.

RUSSIA AT PEACE.

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activities. Vast distances, inadequate transportation, and a rigorous climate have combined with the ignorance and poverty of the masses of the people to retard industrial development. But the Russian is nothing if not resourceful and practical-minded, and Russian industry, like Russian government and education, is but in its infancy. With the tapping of her unlimited natural resources, the time will undoubtedly come when Russia will take her place by the side of the world's greatest manufacturing nations.

But to-day, the mass of the Russian people is essentially rural and agricultural. In France, in England and in Germany the towns and cities contain one-third, even one-half or more, of the entire population; in Russia they contain scarcely more than a ninth. There are only a round dozen Russian cities with a population exceeding 100,000; Russian towns are little more than straggling villages. At least 75% of the Russian Empire tills the soil. The fibre of the nation therefore is found in the Russian farmer-peasants, the *mujiks*, a compact mass of one hundred millions of people covering the widest habitable region of the globe and out-numbering any other Christian nation in the world. It is from these that Russia derives at once her wealth and her military strength. What manner of man, then, is the *mujik*?

The Russian soil is no pleasant habitation, fashioned and finished for man by nature's kindly hand; the rigors of the Russian climate are severe both in cold and heat. In no other country in the world is existence so prolonged and ruthless a strife against nature, so endless a conflict against an ever-present and unvanquished foe. The unescapable tyranny of climate and of soil have prepared the peasant for the despotism of man. Prior to 1865 the mere chattel of his master, to-day, though a freeman, he is ground beneath the iron heel of debt to the State which purchased his small farm for him. Oftentimes he can retain scarcely enough harvested grain to tide him through the winter season. Starvation is often his lot: penury always his portion. Life, at one with history, has fashioned in the Russian peasant a patient stoicism, a power of physical endurance, a passive courage and a blind submission to authority which are unknown to Western nations. Nobody can suffer like a Russian; no one can die like him. There is no better soldier in Europe to-day than the Russian; yet the Russian people

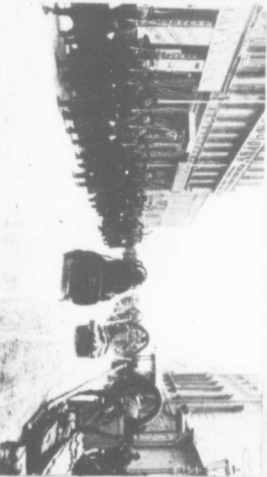
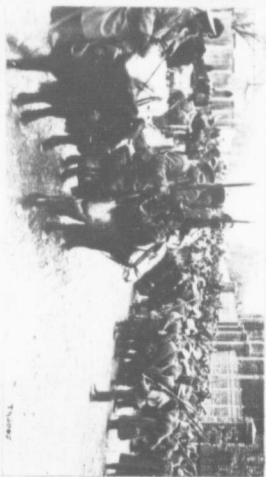
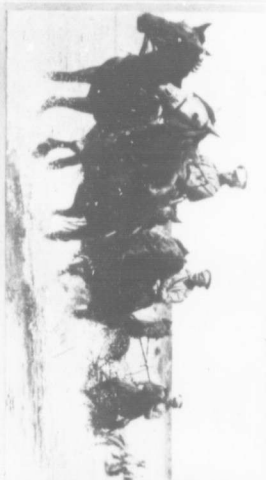
are naturally the least warlike people in the world. Essentially peace-loving, the Russian sees in war only a scourge to which he submits out of obedience to God and the Czar. For the deepest element in the Russian character is a serene religious conviction which finds its expression in a child-like, unswerving faith in the Czar—the "Little Father". It is here we find the source of both the strength and the weakness of the Russian nation and the Russian man. For the entire ponderous building of Russian power rests on this one sentiment, and on this alone. Religious veneration for the Emperor curbs revolution with a curb more powerful than all the authority of the police and the genius of bureaucracy.

The destiny of the Russian Empire, and perhaps of civilization, hangs upon the possibilities of the Russian peasant and all observers are agreed that, crude, sluggish and unlettered as he is, there are in him latent powers which need only the opportunity for development to enable him to take a moral and industrial place in the world proportionate to the immensity of the Empire he inhabits.

Russia has capacity for reform. For where does history afford a parallel for the sweeping Emancipation of 1865 by which Alexander the Second at one stroke not only freed millions of serfs but made them landowners as well? And has it not been left to Russia to show the way in temperance reform? For nowhere is there to be found a measure more startling than that which but a few months ago prohibited forever the government manufacture and sale of intoxicants, a business from which the exchequer derived annually no less a sum than half a billion of dollars.

Though yet in his infancy, signs are not wanting that the Russian Colossus is vaguely feeling his strength. Burned clean in the white flame of the Japanese War, the rejuvenated Russian Army of to-day typifies an awakening Russia. This war will bring to the Empire of the Czar a closer contact with the West than it has ever had before. After that, to bring out all the latent power that is in her, Russia will need but a chance—and time.

The Cash Income of the Sun Life of Canada during 1914 averaged no less than \$41,239 a day. The Sun Life of Canada is a "World Power" in Life Assurance.



A FEW OF THE C/AR'S 4,000,000 SOLDIERS.

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Russian Artillery of the Black Sea Division riding into action.

A Cossack Patrol occupy the Reich on the heels of the Germans.

A trainload of Russian Infantry heading for the front in Galicia.

Russian Infantry on the march in Poland.

Items of Business of the Life Assurance Companies of Canada

COMPILED FROM THE PRELIMINARY REPORT OF THE SUPERINTENDENT OF INSURANCE FOR THE DOMINION OF CANADA

FOR 1914

COMPANIES	Total Assets	Increase in Assets	Amount of Policies, New and Taken up 1914	Total Life Assurances in force Dec 31, 1914 (Net)	Net Premium Income (including consideration for Annuities)	Total Cash Income (Net)	Dividends paid to Policyholders	Total Payments to Policyholders
Sun Life of Canada	\$64,187,656	\$8,003,843	\$31,917,422	\$218,299,835	\$11,419,044	\$15,952,275	\$858,623	\$6,161,287
Canada Life	56,103,842	3,942,047	14,159,349	153,215,929	5,589,950	8,438,071	274,608	3,362,484
Mutual Life of Canada	29,306,233	2,460,300	14,172,097	92,747,586	3,281,085	4,539,073	429,013	1,591,446
Confederation Life	19,814,850	1,360,424	10,397,081	70,464,958	2,697,235	3,663,811	235,349	1,869,077
Manufacturers Life	19,180,388	1,640,001	12,465,813	80,610,684	3,150,020	4,236,231	194,373	1,899,298
Great West Life	16,736,444	2,367,581	22,125,599	106,871,969	3,233,960	4,225,456	212,974	1,046,301
North American Life	19,916,008	875,507	6,539,726	53,094,425	1,850,974	2,664,117	227,636	1,340,089
Imperial Life	10,310,576	1,199,181	7,073,880	43,529,880	1,590,711	2,132,225	49,787	469,724
Federal Life	5,913,182	520,178	4,231,537	28,046,779	1,007,546	1,318,936	48,967	524,265
London Life	5,294,263	648,568	9,619,219	30,849,327	1,174,923	1,464,819	18,659	370,368
Dominion Life	3,738,939	431,035	2,271,695	15,595,821	484,694	680,334	35,323	224,654
Excelsior Life	3,660,635	402,256	3,336,295	20,001,879	593,417	858,219	37,023	245,425
National Life	2,886,003	447,762	4,354,350	22,179,798	692,135	811,729	1,854	125,513
Northern Life	2,294,671	267,608	1,601,755	10,050,495	370,839	497,676	1,578	70,454
Continental Life	1,849,209	193,058	1,568,715	9,685,043	313,003	409,422	1,779	87,538
Crown Life	1,672,339	224,317	2,547,905	10,868,660	365,817	440,882	618	78,451
Sovereign Life	1,090,410	74,583	1,648,875	4,924,872	174,460	235,196	529	53,777
La Sauvgarde	1,044,173	199,716	833,798	5,944,862	202,599	234,012	None	47,269
Royal Guardians	609,073	78,100	1,813,567	6,753,697	172,415	203,549	None	18,129
Ancient Order of Foresters	426,437	25,350	127,000	3,300,135	95,542	119,131	None	75,264
British Columbia Life	398,609	48,813	258,100	2,371,402	61,270	77,551	2,044	23,244
Capital Life	243,394	48,828	1,564,774	3,488,803	110,785	133,678	None	6,705
Travellers of Canada	239,695	48,123	809,320	1,982,320	69,580	87,605	None	6,312
Saskatchewan Life	229,314	41,246	1,040,250	2,946,552	75,257	86,570	None	None
Security Life	142,835	61,000	1,040,250	158,392	2,302	92,154	None	None
Alberta-Saskatchewan Life	88,256	25,124	444,500	1,141,000	30,928	57,418	None	2,427
	70,941	*7,924	160,000	233,000	6,385	14,488	None	1,000

* Decrease.

Proud Position of the Sun Life of Canada.

A striking demonstration of the commanding position occupied by the Sun Life of Canada among the Canadian life companies is afforded by the following table.

In all, twenty-six Canadian life companies operated in the Dominion last year.

The table compares in essential features the Sun Life of Canada with **the other twenty-five companies combined**.

The first column of figures sets forth the Assets, Increase in Assets, etc. of the Sun Life of Canada **alone**; the next shows the **combined** Assets, etc., of the other twenty-five Canadian life companies; the last column compares Sun Life of Canada Assets, etc., with the **combined** Assets, etc., of the other twenty-five.

For example, at Dec. 31st last, the Assets of the Sun Life of Canada *alone* were no less than **33%** of the total Assets of *the other twenty-five* Canadian companies *combined*.

BUSINESS OF CANADIAN COMPANIES FOR YEAR ENDING DEC. 31, 1914.

	The Sun Life of Canada <u>alone</u> .	The other 25 combined.	Sun Life Percentage of the other 25 <u>combined.</u>
Assets.....	\$64,187,656	\$193,260,718	33%
Increase in Assets.....	8,003,843	17,704,614	45%
Surplus over all Liabilities (except capital).....	6,753,794	27,764,436	24%
Net Premium Income.....	8,912,755	36,351,414	25%
Total Cash Income.....	15,052,275	37,722,376	40%
Purchase Price of Annuities.....	2,506,289	1,017,188	246%
Dividends to Policyholders.....	858,623	1,772,153	48%
Total Payments to Policyholders.....	6,161,287	13,239,696	47%
Total New Assurances Issued and Paid-for.....	31,917,422	125,226,200	25%
Total Assurances in Force.....	218,299,835	781,058,265	28%

The Sun Life of Canada has larger Assets, larger Surplus, Surplus Earnings, Premium Income, Annuity Income, Interest Income, Total Cash Income; it issues more New Assurances annually and has more Assurances in Force than *any other single Canadian life company*.

Excepting companies issuing industrial policies, it issues annually a larger volume of New Assurances than any other company *in the British Empire*.

It has, moreover, the largest Annuity business *in the world*.

The Sun Life of Canada to-day is a powerful factor in the financial life not only of the Dominion of Canada, but of the British Empire. Its policies are safe and profitable policies to hold.



GRAND DUKE NIKOLAS OF RUSSIA.

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SHORTLY after the Russo-Japanese War, Sir Ian Hamilton, himself a distinguished British general, was a guest of honor at a feast of one of the Russian Guards regiments, the officers of which are renowned for their physique. Watching the guests arrive, he suddenly exclaimed, "By Jove, who's that?" He indicated a towering figure, at least six feet four in height, with close-cropped black hair shot through with grey; keen eyes; extraordinary length of limb but the embodiment of ease and power—a magnificent figure of a man. It was the Grand Duke Nikolos Nikolaievitch.

When Russia mobilized last July the Grand Duke was practically unknown to the world; to-day he stands forth beside Kitchener and Joffre as one of the three military geniuses of the Allied Nations. Possessed, though he is, of prodigious wealth and of boundless social and legal power, the Grand Duke Nikolos is a real man whose life has been that of a soldier and whose life-aim has been the development of serious military efficiency.

Born the year after the Crimean War, at the age of 58 he is generalissimo of the armies of Russia as the logical result of a con-

sistent rise through all ranks, not because, but rather in spite of, his imperial blood.

At the age of twenty-one he was junior officer of a hussar regiment in the Turkish war of 1877-78 and was decorated for gallantry at the siege of Plevna. Even at that time, war as the "great game" was developing into the exact and sinister science we know to-day. The Grand Duke threw himself into the study of it and passed high out of the Russian Staff College. From 1895 to 1905 he was Inspector General of Cavalry. At the conclusion of the Russo-Japanese War, in the person of the Grand Duke, one of the keenest minds in Russia devoted itself to a cool analysis of its lessons. In their practical application he arose to be President of the Council of Defense in 1905 and the next year he took command of the Military District of St. Petersburg, an appointment which marks his transformation from a purely cavalry leader to an expert in the power and use of modern artillery and infantry.

That the sympathies of the Grand Duke are democratic in tendency is shown by the fact that in 1905 he insistently urged the granting of the present Russian constitution as the only means of avoiding a national cataclysm. It is well known, too, that it was his influence which led the Czar at the outbreak of war to prohibit the manufacture and sale of vodka—a reform which has enormously increased the efficiency of Russia's industrial and field army.

All the world knows that the Russians need only to be well led. To-day, the Grand Duke Nikolos is commanding with a skill and effectiveness that has astonished the world the Russian military machine which but ten years ago was decisively defeated by Japan. A king of men in stature, to military efficiency, iron determination, and the personal stimulus which mark all real leaders of men, the Grand Duke adds a kindly sympathy and a charming personality which make him the most popular man throughout the length and breadth of the Russian Empire.

\$41.14 per Minute.

Payments during 1914 to policyholders of the Sun Life of Canada for Death Claims, Matured Endowments, Cash Profits, etc., averaged \$41.14 for each minute of each working day.

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Mr. Phiroze C. Sethna.

Resident Secretary of the Sun Life of Canada for India and the newly elected President of the Bombay Municipal Corporation.

On April 8th last, at an unusually well attended meeting of the Bombay Municipal Corporation, a signal honor was conferred upon Mr. Phiroze C. Sethna, our Resident Secretary for India, by his election by a large majority to the Presidency of the Corporation for the year 1915-16 in succession to Hon. Sir Fazulbhoy Currimbhoy.

Interest in local self-government is keen in Bombay. For nearly half a century the municipal affairs of the city have been skilfully administered by the Corporation, a body now numbering seventy-two of the representative and leading inhabitants of the city.

Mr. Sethna entered the Corporation in 1907. Such was his interest in all important Municipal problems that three years later he was made a member of the Standing Committee; within twelve months he became chairman of that body and he now succeeds to the Presidency of the Corporation.

In past years this responsible office has been creditably filled by many of Bombay's leading citizens and Mr. Sethna's election may be interpreted not only as a well-deserved recognition of his own ability and reputation but as a

considerable compliment to the prestige in Bombay of the Sun Life of Canada with which Mr. Sethna's business career has been connected for nearly fifteen years.

Reassurance of the Federal Life Approved by the Treasury Board.

Upon May 20th last the Treasury Board of the Dominion Government formally approved the existing reassurance agreement between the Sun Life Assurance Company of Canada and the Federal Life Assurance Company of Canada. Accordingly, the agreement is now in full force and effect.

Certificates of reassurance have been issued to all Federal Life policyholders by virtue of which each becomes a policyholder of the Sun Life of Canada.

Though no credit will be officially claimed until Dec. 31st next for the new business thus added to that of our Company, the Sun Life of Canada now has assurances in force in excess of \$250,000,000, assets exceeding \$72,000,000 and a net surplus over all liabilities and capital exceeding \$7,000,000.

The Sun Life of Canada to-day is indeed a "tower of strength" among the life companies of the world.

A Friend in Need.

Bitragunta, Jan. 30, 1915.
Sun Life Assurance Co. of Canada,
Bombay, India.

RE POLICY No. 90682.

Dear Sirs,—As I have decided to purchase a small house, I would prefer to have the money in cash. Would you kindly arrange to send me the same.

In closing this I must admit the above Company treated me as a *friend* and not in a stand off business-like manner and I will always mention the Sun Life Assurance Company of Canada to all I meet and do my utmost to get members.

Thanking you once more for all the benefits I received from you when in need.

Yours faithfully,

(Signed) E. P. WARING.

The Sun Life of Canada is
"Prosperous and Progressive."



THE YOUNGEST AND THE OLDEST VOLUNTEER IN THE RUSSIAN ARMY.
 One is but 14 years of age; the other is far past the legal age for military service. Both have been wounded in the present war and both have been personally decorated by the Czar for valor on the firing-line.

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A RUSSIAN REGIMENT RESTING IN A SMALL GALICIAN VILLAGE AFTER DESPERATE FIGHTING.

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SUN LIFE OF CANADA VOLUNTEERS

OUR policyholders will learn with interest and pleasure that no fewer than thirty-seven members of the Staffs of the Head Office and Branches of the Sun Life of Canada have volunteered for active service.

Of this number Head Office has contributed eleven. Three are numbered among the Canadians now in the thick of the fight in Flanders: Lieut. Cornish of the Princess Patricia's is at present in hospital in England; four are in England preparing to go to the front, and three are in course of training in Canada.

The following extracts from a letter written upon May 6th and recently received at Head Office from Herbert P. Bickley, of the Book-keeping Department and now attached to the Signalling Corps of the 14th Battalion, will give our readers some idea of the experiences of the Canadian Division which "saved the day" at Langemarck.

"The fact that I am alive after the frightful experiences of the last fourteen days is due to nothing less than a series of miracles.

"You all know the part the Canadians played in the recent great battle, so I will confine my remarks to my own movements. The first night of the big fight I was at our Quartermaster stores, but we had to leave them on account of the shelling and I went down to the canal bank and worked with the Royal Engineers preparing to blow up the bridges and also fortifying the bank of the canal. We worked all night long under a heavy shell fire and several of our small band were killed. Next morning I started out to find the regiment, and in a small town called — I found a few of our signallers. When I reached the town at about 7 a.m. it was practically intact. By 12.30 the next morning the place was completely destroyed, not a single house escaping.

"As I rode along the road once with a message a piece of shell cut the back wheel of my bicycle right through the rim and tire. There were reinforcements passing all the time and there were hundreds of men and horses blown to atoms at this one place alone. I will not dilate on the horrors of this day, but I don't mind telling you that I very nearly went out of my mind in the midst of this frightful slaughter and through being unable to do anything but

help the Red Cross, all our wires having been cut to pieces early in the day. At 12.30 a.m. of the third day I left to go to Brigade Headquarters and at about 3 a.m. I lay down in some straw. I slept till about 4 p.m. under fire all the time, but I was so exhausted that I just had to sleep. I couldn't help myself.

Next day, Brigade Headquarters was blown up and in leaving for the trenches many of us were either killed or wounded and my pal 'Sandy' Robertson was wounded in the arm and leg. The rest of us got to the trenches, however, and held them for three days with hardly any sleep and with shells raining on us all the time. One morning at 2 a.m. we were relieved and marched back five miles and had a good breakfast. After sleeping for about two hours we were awakened and had to march back to take up another position which we held for two days. Then one night's rest and back again (those of us who were left) to another position for two days and then we moved to another for four days. In this last place we lost quite a number more men.

"One evening the shelling had eased down a bit and we had gone out for rations and had made some improvements in our dug-out. My mate, L. C. Caldwell, and I were just climbing into bed when a shrapnel burst right on us. Caldwell was killed and fell over on top of me, but I didn't get a scratch although I was standing close up against him.

"From some of the foregoing you will not be surprised when I tell you that I am now a firm believer in miracles.

"Our machine-gun section did wonderful work, as did the bomb-throwers. Some of our men won V.C.'s a dozen times over, if their deeds of valour could only have been seen by the 'powers that be'."

It is scarcely necessary to say that the Sun Life of Canada is proud of its representatives among the gallant band of heroes who have made the Canadian name honored in every household of the Empire. It is proud, too, of its volunteers from Great Britain and the other Colonies who are proving themselves worthy of the best traditions of British arms. It wishes them all God-speed and a safe return.

For the June Bridegroom.

Elbert Hubbard, who met with so untimely a death aboard the ill-fated "Lusitania", could generally be depended upon to strike the keynote.

Under the caption, "The Best Health Certificate for the Bridegroom", he once said in the "New York American":

"Several states in the Union have adopted laws providing for a physical examination and refusing a marriage license to all who fail to pass. But securing a certificate of health and presenting it to the interested parties is a rather uncanny affair. Altogether it involves a degree of publicity that it is rather embarrassing for quite a number of people concerned.

"My suggestion is that every man before the marriage ceremony is performed comply with one little requirement.

"That is, let him present to the prospective bride an assurance policy on his life. The size of the policy he can fix himself—the amount will mirror his financial status, not his love. A life assurance policy implies the health of the individual, and all medical examiners will understand and appreciate the importance as well as the import of 'A Bridegroom Policy'. An assurance policy puts the whole thing on a gracious, graceful and generous ground. It is a valuable gift, and when it comes as a love-token it will be especially prized.

"If a woman gives her life into the keeping of a man, why should not the man in return give her at least a policy on his life? Not only is a life assurance policy a guarantee of good health, but it is also a guarantee of something quite as important, and that is business acumen.

"To be able to secure a life assurance policy is a privilege. Not every man can get one.

"The fact that a man is assured makes him a better citizen, and, I believe, a better husband and father. So there you are".

Agents Please Note.

"Yes," said the retired assurance agent. "I once induced a man to take out a twenty-five thousand dollar life assurance policy, and the very day after he got the policy he dropped dead."

"I expect you wished your persuasive powers had not been so successful."

"Well, hardly. You see, I married the widow."—*Pacific Mutual News*.

"Billy" Sunday on Life Assurance.

The Rev. "Billy" Sunday, as his admirers delight to call him, is easily the most unique of present-day American pulpit orators. Not many years ago a professional ball-player of the first rank, Mr. Sunday is to-day one of the world's most noted evangelists. To the minds of some his methods border on the grotesque, but none can doubt either his sincerity or his power to grip vast audiences. The secret of his magnetism is mainly his ability to plunge straight to the heart of things. In a recent address he had this to say for the protective value of life assurance:

"I don't look like a man that would die very quickly, do I? I have just as good a physique as you ever gazed at. I wouldn't trade with any man I know. But I may die, and on that 'may', on that mere possibility, I carry thousands of dollars of life assurance. I don't believe that any man does right to himself, his wife or his children if he doesn't provide for them with life assurance, so when he is gone they will not be thrown on the charity of the world. And next to my faith in God, if I should die to-night, that which would give me the most comfort would be the knowledge that I have in a safe deposit vault in Chicago life assurance papers, paid for up to date, that my wife could cash in. She and the babies could then afford to listen to the wolves howl for a good many years".

Death After One Premium.

OTTAWA, ONT., May 7th, 1915.

MESSRS. JOHN R. & W. L. REID,
Sun Life Assurance Co. of Canada.

On September 7th, 1914, my brother, Stuart, was persuaded by Mr. R. A. F. Blair, your Company's representative at Metcalfe, to assure his life for \$1,000. He chose the 20-Payment Life plan and, in making this selection, he no doubt looked forward to the date of maturity when the Company would pay him the guaranteed value and accumulated profits.

However, as a solemn illustration of life's uncertainty I, as the administrator of his estate, am to-day receiving at the hands of your cashier, the Company's cheque for \$1,000, Stuart having only survived its issue long enough to pay the first premium.

My brother assured as a means of saving and investing his money, but his early death shows that the policy which he bought was a combination of investment and protection.

(Sgd.) ALEXANDER CAMERON.



GERMAN ZEPPELIN FLYING OVER WARSAW.

A city of great strategic importance, Warsaw, capital of Poland, has been made the object of four determined German drives. It is the third city of the Russian Empire, has a population of 780,000 and is one of the largest industrial centres of Russia.

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The Ford Profit-Sharing Plan.

The Ford Automobile Company of Detroit, Michigan, not only manufactures a popular, low-priced car but has achieved enviable notoriety in its novel and successful attempts to improve the living conditions of its workmen. When its latest profit-sharing plan was put into operation in January of last year, thorough investigation was made into the finances, neighborhood surroundings and personal habits of every employee of the company. Some time later a similar investigation was made for purposes of comparison and revealed the following concrete and reliable indications of improvement:

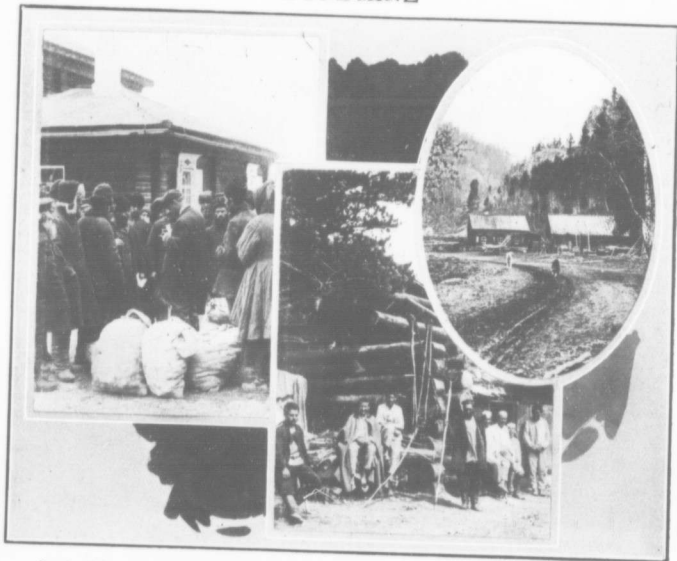
Increase in Life Assurance	86.05%
Increase in value of homes owned . . .	87.60%
Increase in value of lots owned	86.00%

Such figures as these are but an indication that the general public is coming to a full realization of the fact that a life assurance policy in a strong company not only protects family and home but is the strongest possible incentive to thrift. And thrift was never so necessary and so widely practised as it is to-day.

He Borrowed on his Policy—His Widow Went to Work

To borrow money on a life assurance policy is a pernicious practice, for it defeats the very ends for which the assurance was taken out. The cases is recalled of a prominent Brooklynite who died recently. Although his business affairs had been run on a close margin, no difficulty was anticipated for the widow's welfare, for it was known that her husband had invested a considerable amount in life assurance. When the assurance came to be paid, however, it was found that instead of the \$25,000 anticipated, but \$10,000 was forthcoming, since he had borrowed up to the limit of his capacity from the company. It means the difference to the widow between a living income of \$1,250 per year and a bare annual pittance of \$500. The result was that in her declining years she was forced to seek work for which she had no particular training.—*The Brooklyn Eagle.*

The Sun Life of Canada is
"Prosperous and Progressive."



Russian Colonists arriving in Siberia.

A Group of Convict Laborers of Eastern Siberia.

Temporary Farm of a Siberian Colonist.

The popular conception of Siberia as a snow-clad waste is erroneous—fertile plains and mountain highlands cover much of its 5,000,000 square miles. Its population is very sparse—less than one to the square mile. Since 1650 Siberia has been a Russian penal colony.

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From Court Records

"An assurance policy is the best form in which money can be invested for our friends who are left behind at death, and, generally speaking, about the safest that can be made. Of all the assets of estates which come before me in the courts, the assurance policy is the only one that does not shrink. You all know how real estate and personal property, stocks and bonds and mortgages shrink in value; how the financial depression has reduced the value of these investments as much as 50 per cent. But, so far as I know, there has never been a case since I have been connected with the courts where an assurance policy which was a part of the assets of an estate has paid less than 100 cents on the dollar, and this tells us that it is the safest and best provision or investment that can be made for the family. It brings consolation to the sorrowing family and enables them to take fresh hope. These things convince me that the assurance policy is a fixture in the institutions of this country. It has come to stay, and it will

increase in its power for good with the years, and it is to the credit of the wisdom of the country that is so.—From the *Court Index*, official paper of the Hamilton County Court, Cincinnati, Ohio.

She Should Demand It.

A wife should never stand in the way of that life assurance which is her only protection from privation and poverty. On the contrary, she should demand it. She should insist that it be regarded not as an extravagance, nor as an investment, but as a necessity. It must come before luxuries, such as super-millinered bonnets for the wife and cigars and beer for the husband. It should come before a savings bank account. In fact, it should arrive with the wedding presents. A husband who cannot afford to put a policy of assurance upon his life in the hands of his bride is too poor to buy a marriage license or to pay a wedding fee.—*Collier's Weekly*.

The Older, the Cheaper

For the average man *increasing* age means *decreasing* earning-power, and therefore decreasing ability to meet necessary premium obligations.

Does it not follow that the ideal policy is one under which premiums progressively *decrease* as *age* *increases*?

The Whole Life With-Profits Policy is just such a contract. Even at first

IT COSTS BUT LITTLE

At age 35, for instance, the average outlay is only *seven cents a day* for each Thousand Dollars of protection. But if Cash Profits be applied at the end of every five years to reduce the premium for each of the next five years, the cost (already trifling) is materially and increasingly reduced during the Policyholder's later years.

Whole Life Policy No. 83614 is a case in point.

INCREASING AGE—DECREASING PREMIUM

Amount: \$1000 Issued: 1900 Age at Issue: 34

Premium: **\$26.35** for first five years.

In January 1905 Cash Profits of \$18.80 were applied to reduce the premium for next five years to	\$22.25
In January 1910 Cash Profits of \$27.60 were used to reduce the premium for next five years to	\$20.30
In January 1915 a Cash Profits of \$36.65 reduced premium for next five years to	\$18.30

<i>Increasing Age (Decreasing Earning Power)</i>	<i>Decreasing Premium</i>
1900 34	\$26.35
1901 35	26.35
1902 36	26.35
1903 37	26.35
1904 38	26.35
1905 39	22.25
1906 40	22.25
1907 41	22.25
1908 42	22.25
1909 43	22.25
1910 44	20.30
1911 45	20.30
1912 46	20.30
1913 47	20.30
1914 48	20.30
1915 49	18.30

In 1920 (the Policy will then have been only twenty years in force) the premium will be still further reduced for the subsequent five years.

The results under Policy No. 83614 are typical of the returns on Whole Life Policies in the Sun Life of Canada.

They afford the maximum of protection at the minimum of cost.

STRONGER THAN EVER

In spite of continued financial disturbance, the year Nineteen Fourteen was a period of uninterrupted progress and prosperity for the Sun Life of Canada.

At the present moment the Company occupies an even stronger position than at any time in its forty-four years' history, as is clearly shown by the substantial and highly satisfactory increases registered during the past year.

	1914	1913	INCREASE
Assets as at December 31st	\$64,187,656	\$55,726,347	\$8,461,309 (15.2%)
Cash Income	15,052,275	13,996,401	1,055,874 (7.5%)
Surplus Earned	1,676,298	1,128,328	547,970 (48.6%)
Surplus distributed to Policyholders	861,763	706,424	155,339 (22%)
Added to Undistributed Surplus	777,035	421,904	355,131 (84.2%)
Net Surplus at December 31st	6,503,794	5,752,986	750,808 (13%)
Total Payments to Policyholders	6,161,287	4,982,553	1,178,734 (23.6%)
Assurances issued and paid for in Cash in Canada	15,988,430	15,599,764	388,666 (2.5%)
Assurances in Force	218,299,835	202,363,996	15,935,839 (7.9%)

Payments to Policyholders since organization

\$45,546,575

Payments to Policyholders since organization and Assets now held for their benefit

\$109,734,231

Premiums received since organization

\$105,431,677

Assurances issued and paid for in cash during 1914 totalled \$32,167,339—the largest amount issued by any Canadian Life Company. In this respect as well as in amount of Assets, Assurances in Force, Income, and Surplus the Company again established its position as the

Leading Life Assurance Company of Canada

The Company's Growth

YEAR	INCOME	ASSETS	LIFE ASSURANCES IN FORCE
1872	\$ 48,210.93	\$ 96,461.95	\$ 1,064,350.00
1884	278,379.65	836,897.24	6,844,404.64
1894	1,373,596.60	4,616,819.63	31,528,569.74
1904	4,561,936.19	17,851,760.92	85,327,662.85
1914	15,052,275.24	64,187,656.38	218,299,835.00

Policies in the Sun Life of Canada are safe and Profitable Policies to Buy.

ROBERTSON MACAULAY,
PRESIDENT.

T. B. MACAULAY,
MANAGING-DIRECTOR AND SECRETARY.