

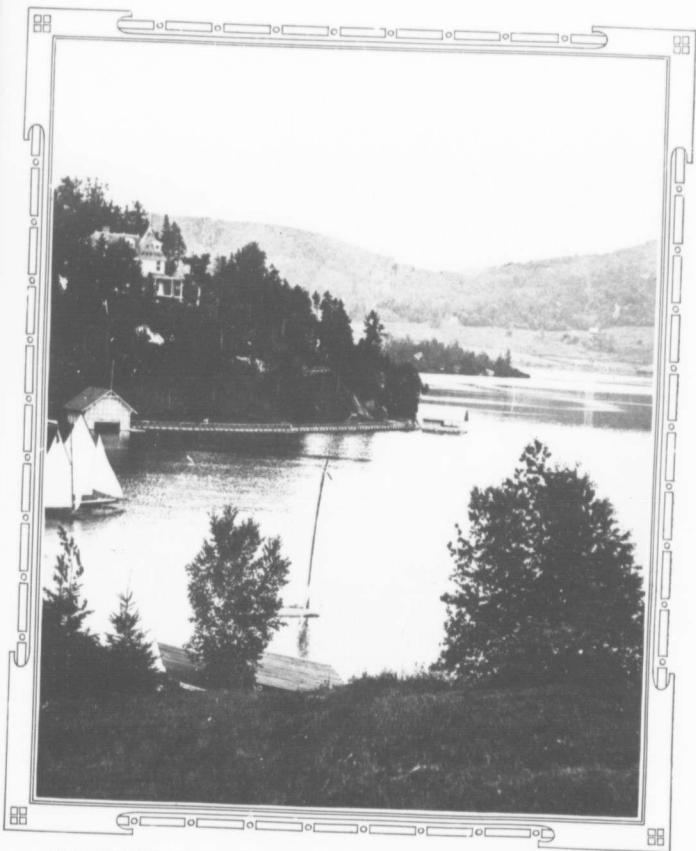
VIEWS OF MONTREAL DISTRICT.

SUNSHINE

Vol. XVIII.
No. 10

MONTREAL

NOVEMBER
1913



A LAURENTIAN GEM.—A PRETTY CORNER OF LAC DES SABLES, ST. AGATHE, NEAR MONTREAL.

SUNSHINE

PUBLISHED BY THE
SUN LIFE ASSURANCE COMPANY OF CANADA,
AT HEAD OFFICE, MONTREAL.

W. F. STEEDMAN, *Editor.*



HEAD OFFICE AND BUILDINGS

SUN LIFE ASSURANCE COMPANY
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Hostages to Fortune.

"He that hath wife and children hath given hostages to fortune."

It is now over three centuries since these words were written by Francis, Lord Bacon, but to-day they are as true as they were three hundred years ago.

A married man who cares anything for the well-being of his wife and family is not at liberty to take the same chances as his single brother. He must at times refuse to avail himself of the most advantageous business opportunities because he cannot afford to risk his substance. Were he to do so and his venture proved unsuccessful, the sudden coming of death would mean that his dear ones were left absolutely unprovided for.

In the same way, in the case of a man who has no capital outside of his energy, his ability and his ambition, the sudden coming of death at any time would leave his family in poverty. He too has given hostages to fortune and has gambled on living long enough to redeem these hostages.

But while we have said that Lord Bacon's remark is as true to-day as when written, there is now one modifying circumstance—the married man to-day has one method open to him of redeeming his hostages at the very outset.

This method is by means of life assurance. If a man has a certain amount of capital which he considers necessary for his family's support in the event of his demise, and feels that he cannot risk that capital in the chances of commercial enterprise, life assurance provides the way by which he can at once get the full use of his money and also leave his family fully provided for in the case of his death.

The man without capital can, by means of life assurance, create an estate for his dear ones in the event of his death, and thus be freed from the care and worry entailed by the ever-present spectre of a death which

would deprive his wife and children of their sole means of support.

With an easy and apparent method open to you, do you not feel it your duty, as a married man, as one who has placed in the hands of fortune the dearly beloved hostages of wife and children, to redeem your hostages and free them from the bondage of unsmiling fortune?

SUN LIFE OF CANADA RE-ASSURES HOME LIFE ASSOCIATION.

An agreement has been concluded whereby the total policies of the Home Life Association of Canada are to be re-assured by the Sun Life of Canada, which will take over, at a satisfactory valuation, the assets of the Home Life and assume its liabilities. The provisions of the Dominion Insurance Act require that notice be given to policyholders and shareholders and the consent of the Government Treasury Board obtained, before the re-assurance goes into effect; but upon the completion of these formalities certificates of re-assurance and guarantee will be sent to all Home Life policyholders, to be attached to their policy contracts.

The completion of this agreement will be a source of much satisfaction to the friends of both Companies. The interests of the Sun Life policyholders have been carefully safeguarded, while the position of the Home Life policyholders will be immeasurably improved. The safety of their policies has been put beyond question, as there are now placed behind them the enormous resources of the Sun Life of Canada. They can now look forward to the time when they will receive profits, and handsome profits, on their assurances. The policyholders of the Sun Life of Canada, who know how very excellent are the profits paid by their Company, will appreciate how sincerely the policyholders of the Home Life are to be congratulated on this improvement in their

prospects; and on behalf of the Sun Life of Canada we heartily welcome our new friends to our ranks as members hereafter of the great Sun Life family.

The taking over of the business of the Home Life means the acquisition by the Sun Life of Canada of assurances of a volume slightly under \$5,000,000, an annual premium income of about \$200,000, and assets of over \$1,200,000. This is, of course, an important addition to our business, but some idea of the vastness of the business of the Sun Life of Canada may be obtained when it is considered that the total assurances in force in the Home Life are only about one-seventh of the new business which will go upon the Sun's books during 1913.

The experience of the policyholders of the Royal Victoria Life Insurance Company, which was re-assured by our Company three years ago, augurs well for the policyholders of the Home Life. The Royal Victoria policyholders had never received a dollar in profits during the sixteen years of the Company's existence, and in view of the heavy impairment of capital, they would probably have not received a dollar in profits for another sixteen years. Under the Sun Life management however the "Royal Victoria branch" soon got on its feet, and profits have begun to accumulate from the date of the transfer and every policy which has been entitled to participate in profits since then has received substantial and very satisfactory allotments.

Another important result is that, with other assets taken over, we secure one of the handsomest and most centrally located office buildings in Toronto. It has long been felt that the Sun Life of Canada, as the largest and most important life company of the Dominion, should be worthily housed in a building of its own in that great centre. The old Home Life building will soon change its name and become the headquarters of the Sun Life for Western Ontario.

The Home Life's experience emphasises the difficulties which now confront a new



EXCITING WORK.—Steamer Empress shooting the Lachine Rapids. Notice the rock ledges past which the wheelman has to bring his boat.

company in the effort to establish itself in these days of keen competition, when the field is already so completely occupied by old, strong and prosperous companies. Even with the best of management a new company cannot hope to accumulate a surplus from the profits of its life business for several, probably many years. The prospects of profits to either policyholders or shareholders in such a newly established office are not as a rule encouraging. We say this sympathetically, for we were once young ourselves, but times have changed and facts are facts.

Poverty and Disgrace.

A facetious newspaper writer recently said, "Poverty is no Disgrace. That's all that can be said in its favour."

But at times even that cannot be said for poverty. When we see the widow and children of a well-to-do man struggling for a bare existence because he left nothing to support them, that is a disgrace. The dis-

grace is not chargeable against the widow and children who *endure* the poverty, but against the man whose carelessness and im-providence *caused* it.

He may not have had time to *build up* an estate to leave behind him. True; but he had time to *create* one by means of life assurance. That he did not is a disgrace to his memory.

Have you taken steps to avoid a similar disgrace?

Diamonds and Policies.

The value of diamonds held by individuals, firms, etc., at the present time is stated to be \$5,000,000,000. The authority quoted states that a box three feet high, six feet wide and eight feet long would hold all the diamonds represented in the above aggregation of wealth. Five billion dollars is considerably more than the aggregate accumulations of life assurance companies and yet it is a fact that the value of a diamond is doubtful when widows or orphans are compelled to realize on them. Not so a life assurance policy. It is worth one hundred cents on the dollar and no attorney is needed in order to make the collection.—*Insurance World.*

Life Assurance Work and Ideals.

Inspiring and Interesting Address by Mr. T. B. Macaulay.

Early Insurance. — Egypt. — Babylon. — Great Britain. — Why Life Companies require to have Reserves. — Enormous Assets of Companies. — \$1,100,000,000 to be distributed in Canada in Organized Philanthropy. — A Noble Business, calling for Noble Men.

At the annual convention of the Life Underwriters Association of Canada, held in Ottawa in August last, a striking speech was delivered by Mr. T. B. Macaulay, Managing-Director of the Sun Life of Canada. Mr. Macaulay's speech, which was received with great enthusiasm, was in part as follows:

The Institute of Actuaries of Great Britain has adopted as its motto this quotation from Bacon: "I hold every man a debtor to his profession, from the which, as men, of course, do seek to receive countenance and profit, so ought they of duty to endeavour themselves by way of amends to be a help and ornament thereunto." That quotation I think particularly appropriate in such a gathering as this, for we have the privilege of belonging to a profession of which we can be proud in a way that is permitted to but few of the toiling millions of earth's workers. (Applause.)

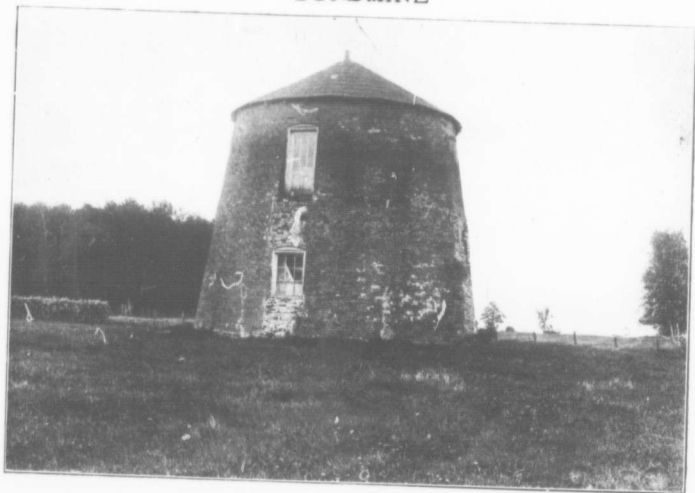
We are told that the first insurance company was founded in Egypt by Joseph, when he took the surplus of the seven years of plenty, and stored it for the seven years of famine which were to follow. Be that as it may, traces of insurance are to be found even in the records of ancient Babylon. We have insurance policies, the actual documents, re-discovered for us, written not on paper and with pen and ink, but impressed upon the plastic clay with metal-pointed pens in curious arrow-shaped letters and preserved in the ruins of that ancient city.

But we are more interested in modern insurance than in its ancient beginnings. In the Middle Ages the risks of the sea brought forth marine insurance; then followed fire insurance, and so we come down to life assurance. The first permanent life company of modern type may be said to have been the Amicable, founded in London, in 1705. It amalgamated with the Norwich Union in 1866, and continued as a branch of that company until the death of the last policyholder. There were crudities in this early experiment, but this is by no means strange for there were many difficulties to solve. Let me draw your attention to one in particular. Life assurance differs from fire or

marine insurance. A well-maintained house may have the same chance of burning year after year and requires merely a uniform premium. But the chance of death increases with the advance of age. A fire policy can be cancelled without injustice, but to cancel a life policy when a man is no longer insurable would mean unthinkable hardship to those dependent on him.

In the working out of these difficulties, life assurance companies have necessarily become different from insurance companies of other kinds. It might be supposed that, though the chance of death increases with age, the premium could also increase, so that for each year the premiums would meet the losses. But do you realize how rapidly those premiums would have to increase? At twenty, the number of deaths per thousand is about 6; at forty, about 10; at fifty, about 16; at sixty, about 30; at seventy, about 62; at eighty, about 145; at ninety, about 280, and, according to the mortality table, all should die off at about ninety-seven. Thus, if premiums increased in proportion to the deaths, the man who paid at twenty a premium of \$6—disregarding expense—would have to pay at higher ages \$8, \$10, \$16, \$30, \$60, \$100, \$300, \$500, and finally \$1,000 per annum. How many people would persist in the payment of such premiums? This is one of the fundamental problems. Attempts to provide assurance by the plan of increasing premiums have been made, even in our own days, by the assessment and natural premium companies. But their record of failure speaks for itself.

How has the difficulty been solved? By adopting the level premium system. The assured pays at first a higher premium than is necessary to meet the losses, and his early surplus payments are used in part payment of the losses of the later years when the premiums would otherwise have to be increased. These necessary surplus payments or reserves are accumulated by the life companies. That is why these companies are among the largest financial institutions in the world. From these extra premiums, running from a few cents up to many dollars, the life companies of Canada have accumulated something like \$300,000,000, including the Canadian funds of the foreign companies. That is the amount deposited by policyholders to provide for future claims. The assurance companies have invested this money profitably and in a way the small investor could not do, and the



OLD MILL AT VAUDREUIL.

handsome profits paid have largely come from this source. We all like to be connected with things that are big and growing. No other financial institutions in the world are growing as are our life companies.

When we remember that the first Canadian company, the Canada Life, was founded in 1847, and that since then we have accumulated \$300,000,000, we may well be proud. (Applause.) But that is only the beginning. The funds doubled in the last six or seven years, while the population of Canada in the same time increased by perhaps fifteen or twenty per cent. I do not know why the same progress should not continue for years to come. That is, in seven years we should have accumulations of \$600,000,000; in fourteen years \$1,200,000,000; in twenty-one years, possibly \$2,500,000,000! Although we have accomplished much, we are but beginning.

But there is something even more striking and more important. Life assurance companies do not exist for the purpose of accumulating funds, though that is a necessary feature of the business; they exist for the purpose of providing money for the policyholders in their old age and for their widows and orphans. The Canadian companies and Canadian branches of other companies have business in force now of over \$1,100,000,000. These companies are under obligation to pay that immense

sum in the course of the next generation to the widows and orphans of policyholders as they die off, or to the policyholders themselves as they reach old age. What will it mean to distribute \$1,100,000,000 in that way? How many homes will it hold together? How many widows will it save from being compelled to engage in toil beyond their strength or from depending upon the charity of relatives? How many children will it educate? Let me give you a definition of life assurance that I like to think of: Life assurance is organized philanthropy; it is philanthropy reduced to a business basis and on a scale that the ordinary charity of the world could never reach. (Loud applause.) What charity organizations in Canada could give \$1,100,000,000 in a generation? But even if that could be done, the effect must inevitably be to demoralize the recipients of that charity. But it is not so with life assurance; it does not demoralize or degrade; it ennobles. (Renewed applause.) It is with pride and honour that the widow and orphan can reflect that the benefit that comes to them is the result of the care and foresight of husband or father.

But it is not merely the poor that are helped. Life assurance is for all; it is as necessary for the rich as for those with moderate incomes. Take, for instance, such a time as this. If a man dies this year, what happens? The banks immediately



THE OLD CHAMBLY FORT.—This edifice played a prominent part in the troublous times of the nineteenth century.

demand whatever amount he may owe them and his securities have to be realized on at once. \$100,000 of life assurance as part of the estate of a rich man who dies now may well save \$1,000,000 of securities by making it unnecessary to realize immediately. Life assurance is a blessing to the rich, as it is to the poor. (Applause.)

Now, let me give another definition. I would define the life assurance agent as the "Abolisher of poverty—the friend of the widow and orphan." (Loud applause.) Every time you persuade a man to provide for wife and children you are doing a glorious work. Gentlemen, we are connected with a business that is not only great and growing, but that is as noble as it is great. Many of us take up an occupation simply because circumstances direct us into it. But if I had the choice of occupations again, even if everything else were open to me, life assurance is what I should choose, because it is great, noble, and a blessing to mankind. (Loud applause.)

But another thought follows from this. Connected with a noble business as we are, what manner of men ought we to be? Anything small, anything mean, anything dishonourable has no place in life assurance and no place in the conduct of those who are the preachers of its gospel. (Great applause.) Gentlemen, it is our privilege and our duty to rise, to be worthy of the business

with which we have the honour to be connected; and I say this here with special pleasure, for I realize that this Association exists for no other purpose than to ennoble and elevate the business of life assurance, to cleanse it from imperfections and to weed out the men who are unworthy of it. I am delighted to be with you here because that is your mission. I congratulate you upon your success, and I wish you God-speed. (Loud and long continued applause.)

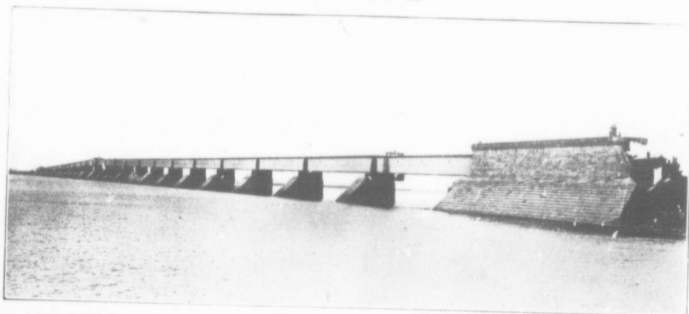
A Bonus for a Bath.

A large manufacturing firm in Philadelphia is now paying its male employees 15 cents bonus for every bath they take. It furnishes the baths free including soap and towels, only limiting each man to one daily plunge. Although this enterprising firm figures that if every employee takes advantage of their offer this will cost them \$32,000 a year, they believe that this will prove to be cheap insurance against sickness and of greater relief from employer's liability.

Anatomical.

Artist—"Madam, it is 'not faces alone that I paint, it is souls."

Madam—"Oh, you do interiors, then?"—
Boston Transcript.



THE VICTORIA BRIDGE.—Connecting Montreal with the mainland. This view shows the old tubular bridge, built by Messrs. Peto, Brassey & Betts, and opened in 1860 by His Royal Highness the Prince of Wales (afterwards King Edward VII).

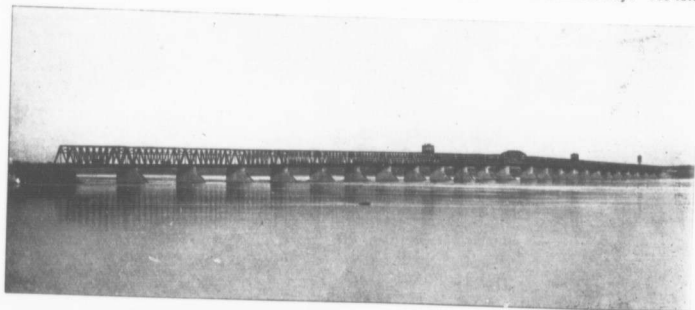
Sir Wilfrid and the Sun.

At the Convention of the Life Underwriters Association of Canada, held recently in Ottawa, Sir Wilfrid Laurier, the picturesque ex-Premier of Canada and present leader of His Majesty's Loyal Opposition in the Canadian House of Commons, spoke in favour of life assurance in general and made interesting reference to the Sun Life of Canada as the company in which he took his first policy in 1878. The circumstances are outlined in Sir Wilfrid's remarks, which were in part as follows :

" Mr. Borden and I do not always agree. (Loud laughter.) It is my misfortune, perhaps, to believe that sometimes he is in the wrong. But he thinks I am in the wrong sometimes. Reciprocity prevails between us at least, you see—but we will not discuss that question here. (Laughter and applause.) But, upon this occasion, without pre-concert between us,

Mr. Borden and I are at one in offering to you the warmest possible welcome to Ottawa. . . .

" I have been studying, not perhaps in close detail, but somewhat attentively, the development made by the life assurance business in Canada. That development is reasonably satisfactory, while not, in my judgment, wholly as satisfactory as it ought to be. There is an increase every year in the amount of assurance done, in the number of policies carried by the people. Still, the increase is not all that it ought to be. For I have a very strong conviction that every man living in a civilized country like Canada ought to carry some assurance at least. (Loud applause.) I have a friend about my own age who, like myself, was not born with a golden spoon in his mouth, but had to make his own way in the world. But he never would carry an assurance policy on his life. I was discussing this with him one day. He told



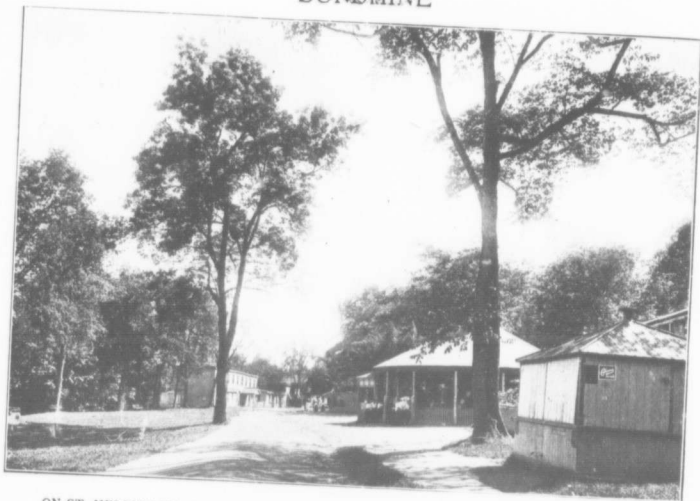
THE VICTORIA BRIDGE.—This view shows the bridge as it stands to-day.



FISH WORTH CATCHING.—This picture, which was taken a few years ago, shows the size of fish (Maskinonge) caught at St. Anne de Bellevue, near Montreal. The big fish weighed over 50 pounds.

me he did not need any assurance, that he could invest his money as well as any assurance company could invest it for him. After listening to him, I said: 'Your arguments are the very embodiment of egotism and selfishness. Of course you can invest your money, and an assurance company can do no more. But it is not your business to invest money: your business is to practise law. At that business you are very successful, but do you not think it would be better to hand your money over to the men who make it their business to invest money? And, of course, you prepare work for yourself by so doing, because there is litigation in connection with assurance as in connection with everything else—that cannot be avoided. You are one of the necessary evils of society, but you must pay for what you get. But in another way you are still more egotistic and selfish. You have a wife and children. You have been lucky enough to reach a good age and have been able to invest your money so that you have a fair competence. Life is always uncertain, as we all know, and death comes to us like a thief in the night. Had you been unfortunate enough to be taken away at an earlier age, you would have left your family unprovided for.'

"I believe in life assurance. (Renewed applause.) When I was a young man I was in very delicate health. But, thank the Lord, my health is good now. (Hear, hear, and loud applause.) If this was a political meeting, I would say the Lord is good to His own. (Loud laughter and renewed applause.) But though my health is good now, it was not always so. I was thirty years of age before I could get any assurance on my life. I made application to this and that company, but always—I do not blame them, for all the signs were against me—they would not grant me assurance. At last, in the year 1878, when I was just thirty-six, the Sun Life Assurance Company of Canada thought they would take a risk upon me. Once the ice was broken, it was easy for me to get assurance in other companies, and, after all, I do not know that I have proven a bad risk, for I have been paying premiums ever since. (Applause.) My policy in the Sun Life has been paid up for twenty-five years, and I have only to die to get the money. (Laughter.) But, in spite of the offer of so much money, so far as I have any say in the matter I intend to go on living for some years more." (Laughter and loud applause.)



ON ST. HELEN'S ISLAND.—This island is one of the play-grounds of the people of Montreal. It is situated in the River St. Lawrence right opposite the city.

What Wanamaker Thinks.

In a recent speech Mr. John Wanamaker, the millionaire merchant, and the most heavily assured man on earth, said :

"Life assurance is a savings bank, if you choose to put it on the simplest, plainest base-platform. It is not only a savings bank, but it is collateral.

"I would not have been prepared to build my building if I had not saved two and a half millions. little by little, through life assurance. I did not realize what I was doing. I think I would take a journey to San Francisco just to shake hands with the man who started me, if he were living.

"I said life assurance was a savings bank. I will add that some of my policies were so written that when you could not get any money out of banks or on Government bonds, the insurance companies loaned money on them. So you see taking out a policy is quite a different thing from just getting ready to die."

What a Judge Thinks.

"No one becomes better acquainted with the value of life assurance than the judicial officer who has in his control the administration of the rights of widows and orphans. My observation

is that policies of life assurance that provide for their payment in instalments instead of policies which secure a sum at maturity, are very much safer and better for the beneficiaries.

"Considering this whole matter, I am free to say that estates one-half as large, administered by a duly constituted corporate institution, would give, in a large majority of cases, better results than estates twice as large, administered by indiscriminate next of kin who are entitled by law to the letters; and that life assurance payable in instalments will produce, in a majority of cases, double the benefit that would be realized upon assurance payable in a gross sum immediately after the death of the assured."—Judge White of Cleveland, Ohio.

The Educated Child.

A woman calling at her minister's home was admitted by the small daughter.

"I want to see your father. Is he in?"

"No," replied the child, "he left me to tend door. But if its anything about your soul I can attend to you. I understand about the whole plan of salvation."



CHAMBY BASIN, NEAR MONTREAL.



FINE OLD ENGLISH CHURCH IN LONGUEUIL.

A PAGE OF THANKS

The Most Satisfactory Company.

MONTREAL, 2nd October, 1913.
THE MANAGER SUN LIFE OF CANADA,
Montreal.

Re No. 239689

Dear Sir,—In acknowledging receipt of my first five-yearly dividend of \$61.20, I wish to state my entire satisfaction with the amount. It means the return to me of over 12 per cent. of what I have paid during the past five years.

I carry policies in three companies, but have had more satisfaction in dealing with your company than with any other.

Yours very truly,

ALBERT LASALLE.

Assessment Society Experience.

FLINT, Mich., September 24th, 1913.
MANAGER, SUN LIFE ASS. CO. OF CANADA,
Port Huron, Mich.

Dear Sir,—Received your letter of the 20th inst. Will remit to you the next pay day which falls due Oct. 10th. I am very much pleased to learn about the progress the Sun Life of Canada is making. I am proud of it because I am one of its members. Hope it will continue greater every year for I think it is one of the best life assurance companies in the country.

Now I want to ask you for a little advice. I suppose you heard about the Assessment Society raising the assessment on the members. I belong to them, have been member for 24 years, and they have raised on us. This makes the third time. My policy is \$1,000. Now if they keep on raising us until I am seventy years old it looks to me as though I won't have anything coming. I think I had better drop it. They raised me 55 cents more a month. I was paying \$2.05 a month and now I'll have to pay to \$2.60. Where I made the mistake was that I did not take out \$2,000 in the Sun Life of Canada 20 years ago. I would have something coming that would have helped me out later on.

Yours respectfully,

H. V. KINKLEY.

Results Tell.

VICTORIA, B.C., August 26th, 1913.
MANAGER, SUN LIFE ASS. CO. OF CANADA,
Vancouver, B.C.

Dear Sir,—Your letter of the 25th instant received and I am returning voucher signed as requested; also sending my policy for endorsement.

I may say that the returns from this policy are most satisfactory.

Twenty years ago when I took out this assurance I also took out a similar policy in another company for \$1,000.00. Each agent assured me that his company was best. I said, "I will be

better able to decide that if I live to the end of the reserve dividend period."

I paid \$3.30 annually more on my annual premium with the other company and received \$40.00 less at the end of the twenty years, showing a difference in favour of your Company of \$106.00.

Very truly yours,

A. M. BANNERMAN.

Satisfaction.

DANVILLE, Que., May 13th, 1913.
MANAGER, SUN LIFE ASS. CO. OF CANADA,
Sherbrooke, Que.

Re policy No. 394436.

Dear Sir,—I beg to acknowledge receipt of your Company's check in settlement of the above policy.

I am more than satisfied with this settlement, and wish to extend to you my thanks for your prompt payment of same.

I notice that the cash returned to me is the equivalent of all the premiums I have paid for twenty years, with nearly 3 per cent. interest, compounded yearly, while under another option I can withdraw nearly seven-eighths of all I have paid to your Company, and receive a contract guaranteeing to my estate the amount of assurance, without further payment of premiums.

Faithfully yours,

H. R. CLEVELAND.

Thirty Per Cent.

KNOWLTON, Que., October 3rd, 1913.
MANAGER, SUN LIFE ASS. CO. OF CANADA,
Sherbrooke, Que.

Re policy No. 43296.

Dear Sir,—I am in receipt of your cheque settling the above policy and am more than delighted with this settlement, my assurance having been carried free for twenty years, at a low premium rate, and to-day I get back all my money, with an increase of over 30 per cent.

Again thanking you, I remain,

Faithfully yours,

J. N. DAVIGNON.

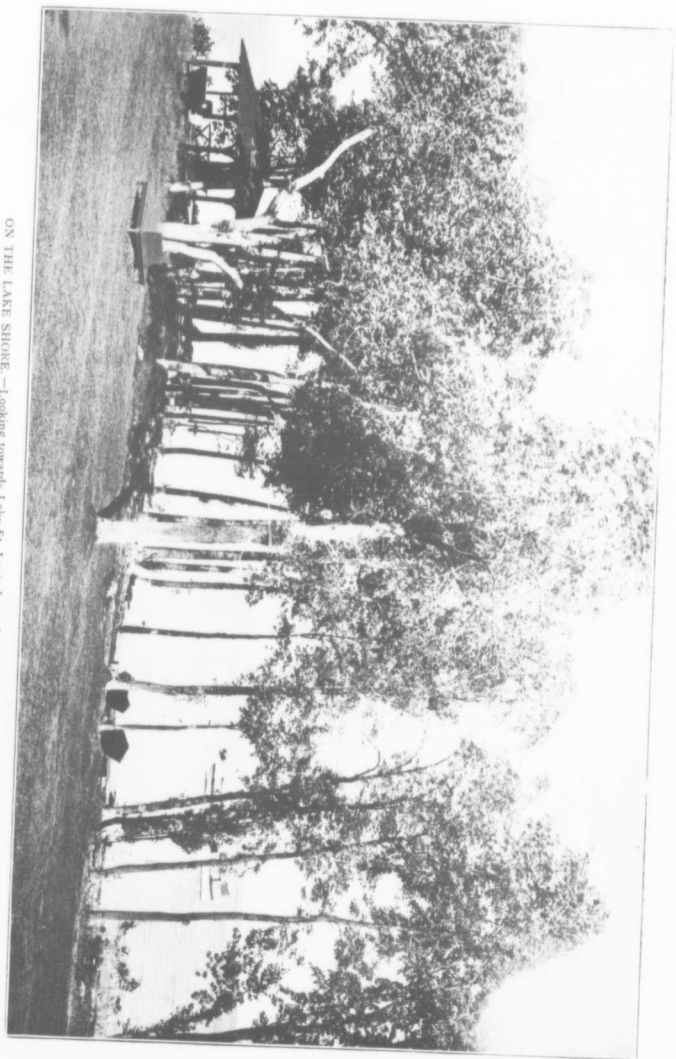
What a Cuban Says.

CARDENAS, Cuba, 20th September, 1913.
MANAGER, SUN LIFE ASS. CO. OF CANADA,
Havana.

Dear Sir,—I was agreeably surprised at seeing from your favour of yesterday the high dividend on my life assurance policy. I have to inform you that I choose the third option, in one single payment in cash, from which please deduct the amount of the premium on my policy No. 150329, due the 1st October next.

I am satisfied with the way the Company transacts its business, and remain your sincere friend,

PATRICIO PONCE DE LEON.



ON THE LAKE SHORE.—Looking towards Lake St. Louis from the grounds of the Inverary Club.

This Month's Pictures.



In a recent issue we published pictures of the city of Montreal, showing the fine buildings and other striking features of the Canadian metropolis. In this issue we reproduce places of interest in the vicinity of the city itself. The majority of the pictures were secured from the Grand Trunk Railway Company, and most of the rest were taken specially for this issue.

In general the district around Montreal is low-lying and extremely fertile. The island of Montreal, formed by the Delta of the Ottawa River where it enters the St. Lawrence, is particularly productive. It is famed for two practically exclusive products, the Montreal melon and the "Fameuse" apple. Both of these fruits are very highly developed and luscious members of their respective families. The fameuse apple is now becoming scarce, as the crop has been affected by pests in recent years, and with the growth of the city the orchards are being steadily cut up into building lots.

Northward the country is mountainous and well wooded, and countless lakes and rivers lie in the valleys or race through the gorges. This district is very healthy and thousands of Montrealers spend their summers there.

At intervals along its course, the St. Lawrence widens into big lakes, and on the shores of these stand many beautiful summer residences of the wealthy people of the city.

From a Lachine Religious.

MONT SAINTE-ANNE, LACHINE.
MANAGER, CITY BRANCH
Sun Life Assurance Co. of Canada,
Montreal.

Dear Sir,—I received in to-day's mail your cheque bearing the number 994.

I am deeply grateful for your kind promptitude in forwarding the \$5,000, the amount of our claim in virtue of policy 30926 of the Sun Life Assurance Company.

With best wishes for your success, I remain
kind sir,

Very respectfully yours,

SOEUR MARIE MÉLANIE,
Assistante Générale.

Death of Dr. Adam.

There died last month in Dingwall, Ross-shire, Scotland, Dr. John Adam, one of the best-known medical men of northern Scotland and an examiner for the Sun Life Assurance Company of Canada. Dr. Adam was in his sixtieth year at the time of his death, and for over thirty years he had been one of the most prominent figures in the northern counties. The "Ross-shire Journal", which devotes a page to an account of the life and accomplishments of the late Dr. Adam, pays the following tribute to his memory:

"Seldom in recent years has any death in the district so deeply affected the whole body of the people. Dr. Adam was widely loved and deeply respected. To a peculiarly virile personality, he added a wealth of geniality and good-heartedness which those who knew him best shared in most freely. Those privileged to enjoy closer intimacy with him loved him most, and for thirty-three years all over Mid-Ross, throughout the Black Isle district, and in many of the more remote parts of the western district, he was known among the people, rich and poor, and everywhere, wherever his patients were, he was held in the utmost esteem, and enjoyed the fullest confidence. His death is a sore blow indeed to very many people, and regret at his early demise is deep and profound."

Will Advise Others.

46 ALBANY AVE.,

TORONTO, Ont., Sept. 25, 1913.

SUN LIFE ASS. CO. OF CANADA,
Ottawa, Ont.

Dear Sirs,—I am in receipt of your letter and memo. of Sept. 20th and have marked the option I desire and am returning same to you.

I am satisfied indeed with the result of my policy. I only wish that all my assurance had been placed with the "Sun Life".

The next best that I can do is to advise my own eight boys and others with whom I may associate to choose a satisfactory Company when they assure, namely the "Sun Life".

Wishing you and the Company you represent continued prosperity.

Very sincerely yours,

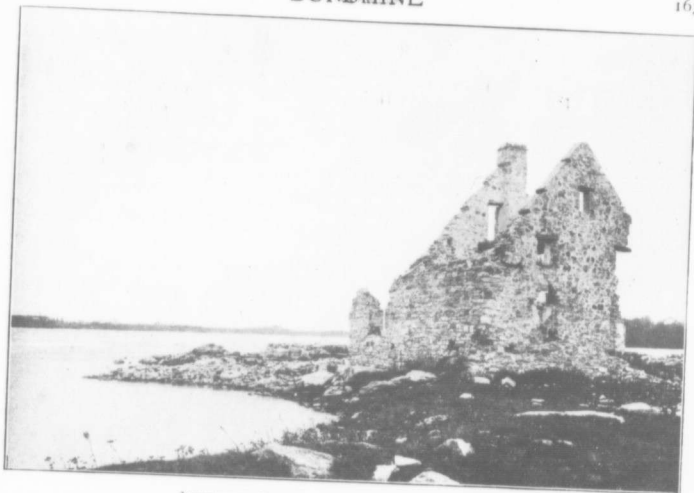
J. T. MOLLARD.

Not Orl Right, Nohow.

The Seedy individual (who has come up just after the rescue)—"Are you the cove wot 'as just pulled my boy aht o' the sea?"

The Other (modestly, after effecting a very gallant rescue)—"Yes, my friend, but that's quite all right—don't say any more about it."

"Orl right? It ain't orl right! Whatabaht 'is bloomin' 'at?"—*London Opinion*.



INTERESTING RUIN OF AN OLD MILL, NEAR VAUDREUIL.

HOW IT WORKS OUT

An actual and average sample of a 25-Payment Endowment Assurance Policy (Participating), in the SUN LIFE OF CANADA, taken from the books of the Company. The Policy has just recently matured, having been taken out on September 1, 1888. The age of the Assured at issue was 30, the amount assured \$1,000, the annual premium \$35.30, the Policy participating in profits every five years.

Assured Paid..... \$882.50

Options at Maturity:

- 1.—Withdraw in cash bonus additions of \$279.10
 And the additional sum of 384.55

Total Cash \$663.65

And receive also a paid-up policy payable at death for \$1,000.00
 (This policy shall participate in profits every five years).

- 2.—Purchase with full proceeds of policy a non-participating, paid-up policy,
 payable at death, for \$2,235.00
- 3.—Purchase with the full proceeds of the policy an annuity for life, the first
 payment to be made one year from date of maturity, of \$113.20

- 4.—Withdraw the full proceeds of the policy in cash—
 Sum assured \$1,000.00
 Bonus additions 279.10

Total Cash \$1,279.10

This settlement shows about 3 per cent. on the premiums paid, with protection for \$1,000 for 25 years *free*.

Sun Life Assurance Company of Canada

The Results for 1912

Assets

Assets as at 31st December, 1912	\$49,605,616.49
Increase over 1911	5,704,730.51

Income

Cash Income from Premiums, Interest, Rents, etc., in 1912	12,333,081.60
Increase over 1911	1,775,746.08

Surplus

Surplus distributed to policyholders entitled to participate in 1912	691,975.84
Added to Surplus during 1912	614,008.09
Surplus earned in 1912	\$1,305,983.93
Total Surplus 31st December, 1912, over all liabilities and capital	\$5,331,081.82

(According to the Company's Standard, viz., for assurances the Om. (S) Table, with 3½ and 3 per cent. interest, and, for annuities the B. O. Select Annuity Tables, with 3½ per cent. interest).

Payments to Policyholders

Death Claims, Matured Endowments, Profits, etc., during 1912	4,732,463.29
Payments to policyholders since organization	34,402,734.66

Assurances Issued during 1912

Assurances issued and paid for in cash during 1912	30,814,409.64
Increase over 1911	4,377,628.45

Business in Force

Life Assurances in force 31st December, 1912	182,732,420.00
Increase over 1911	18,160,347.00

The Company's Growth

YEAR	INCOME	ASSETS	LIFE ASSURANCES IN FORCE
1872	\$ 48,210.93	\$ 96,461.95	\$ 1,064,350.00
1892	1,108,680.43	3,403,700.88	23,901,047.00
1902	3,561,509.34	13,480,272.88	67,181,602.00
1912	12,333,081.60	49,605,616.49	182,732,420.00