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THE ROYAL FAMILY OF BELGIUM.
KING ALBERT AND QUEEN ELIZABETH WITH THEIR CHILDREN.

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SUNSHINE

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



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Retrospect.

WITH the gathering of 1914 into the garner of the centuries there passed a year of momentous world-movements. Ineffaceably graven upon the minds of living men, its impress will mould the lives of generations yet to be, for its days were replete with events fateful for the future of the race.

We recall political chaos in Mexico and labor troubles in South Africa. We remember ever-recurring disturbances in the Balkans and agitation in Britain over Welsh Disestablishment, Women's Suffrage and Home Rule. But all were dwarfed into insignificance by the world-cataclysm precipitated with incredible swiftness, when on the twenty-eighth of June two revolver shots fired the powder magazine of Europe and set the world aflame. And to-day we watch the ebb and flow of the gigantic conflict whose end is not yet.

The toll of death for 1914 among the world's prominent men was heavier than usual, for the unaccustomed weight of events bears heavily upon leaders in all departments of human endeavor. Among those who passed away we recall Pope Pius X, Joseph Chamberlain, Lord Roberts, Count Ito of Japan, Admiral Mahan, General Picquart, Lord Minto, the Duke of Argyle, Sir Hubert von Herkomer, Monsignor Benson, Sir James Whitney and Sir George Ross. We remember, too, the sinking in our own St. Lawrence of the "Empress of Ireland" with her grim harvest of death. Nor can we forget the hundreds of thousands slain upon Europe's fields of carnage.

But out of great evil has come great good. In the white-hot crucible of calamity the heart of man is being purged of selfishness and of dross. The world has moved into the realm of great things; for if it suffers greatly, is it not also giving greatly and saving greatly? In our day and generation the forces of charity, compassion and sacrifice are organized upon a scale undreamed of by our fathers; and as a factor in this great organized world-beneficent life assurance occupies an honored place.

The failures of yesterday, its reversals of fortune and its interrupted business plans serve but to remind us of the uncertainty of human endeavor and of human life itself. For 1915 we face problems that will challenge strong men, tasks that will demand the utmost of mind and heart and nerve. In times so grave, is it not the part of wisdom to make sure provision for family and for home?

CANADA AFTER SIX MONTHS OF WAR

"That we have been able to withstand the shock of this world-shaking catastrophe and recover so quickly is to me nothing short of marvellous, a conclusive proof of the fundamental soundness of our country and its institutions, an unequalled tribute to the prudence and energy of our people and an unmistakable earnest and urgency of our future progress and greatness."

—Hon. W. T. WHITE, Canadian Minister of Finance.

HE would have been a courageous prophet indeed who would have dared predict in the fateful days of early August that conditions in Canada in the opening weeks of 1915 would be as favorable as we find them to-day. That financial Canada has withstood the terrific impact of modern war upon the modern trade-fabric without panic and disaster is a tribute alike to the inherent strength of the country's position, the coolness and good sense of her people and the courage, resource and initiative of her financial and administrative leaders.

Although two years of trade reaction and of liquidation had cleared the financial situation of much of the dangerous inflation of the boom period culminating in the autumn of 1912, at the outbreak of hostilities Canada found herself confronted with unprecedented financial problems of the first magnitude.

Her government acted promptly. The emergency financial measures introduced by the Department of Finance in the first week of August were at once effective in steadying the situation and inspiring public confidence. Moratoria were declared in twenty-six countries. Canada needed none. The Dominion Government has passed through the first six months of war without undue disturbance of its finances and without impairment of its credit abroad. Expenses incident upon active participation in war will be readily met, partly by unburdensome taxation of sugar, coffee, spirits and tobacco, and partly by special advances from the Bank of England arranged on favorable terms last October. The Federal Government to-day maintains substantial credit balances both at home and abroad and the Provincial Governments are in a like favorable monetary position.

From the national point of view, the two most serious elements of the Canadian situation last August were, first, the sudden stoppage, presumably for an extended period, of the flow of British capital which for several years past

has financed Canadian municipalities and industries at the rate of twenty to twenty-five million dollars per month; and, second, the meeting of interest charges of about ten millions per month upon these huge loans, a liability hitherto met by floating new loans. Canada was thrown practically upon her own resources.

Her big national problem was, and is to-day, the offsetting of these enormous liabilities of interest and maturing instalments of principal by setting up credits abroad, in other words by selling to foreign countries more products of soil and of factory than she buys from them. The task is no small one. It involves a complete reversal of the country's foreign trade position, for Canadian purchases abroad exceeded sales by \$161,700,000 in the fiscal year 1910-11 and by \$213,732,000 in 1911-12. Instinctively the people of Canada applied the only possible remedies — increased production on the one hand, and increased thrift on the other.

The Canadian people are producing. Agriculturally, the year 1914 was one of the most prosperous in Canadian history. Thanks to British command of the seas, Canada's fields are unmenaced by actual war operations and for all her surplus farm and food products Europe is providing an open and unlimited market at war-prices, prices likely to be maintained at present or higher levels for the next year at least. Canada's crops for 1914 were worth \$639,061,000, as against \$552,771,200 for 1913. No. 1 Northern wheat sells to-day in Winnipeg at \$1.45 cash per bushel compared with 83c. a year ago. In spite of a falling off in yield of one hundred and fifty millions of bushels, the total value of Canada's Western grain crop for 1914 is \$236,000,000 compared with \$216,000,000 for 1913. With the spread of mixed farming, for the first time in its history the West provided itself last year with all its principal food supplies. Stimulated by high prices, the Western area prepared for

crop this year is 25 per cent. greater than last year. For 1914 Ontario's sixteen field-crops are worth \$335,000,000 as against \$184,700,000 for 1913. Canada's exports of food animals and their products for 1914 totalled \$65,000,000, an increase in value of \$14,000,000 over 1913. The value of Canadian milk products totalled \$125,000,000, an increase of \$4,000,000 over 1913. During 1914 horses for army use were sold to a total value of \$14,000,000; the market value of those now on hand for war purposes totals \$136,000,000. Weather conditions permitting, in the autumn of 1915 Canada will garner the biggest and highest-priced grain crop in her history. Agriculture is the back-bone of Canadian business life, and the Canadian farmer is prosperous.

That the period of compulsory readjustment will entail loss and hardship in many lines of manufacturing industry cannot be gainsaid. But even here there are alleviating features. During the next few months Canada will export woollen, cotton, leather and steel war-supplies already ordered by European governments to a value of at least \$46,000,000. Many Canadian factories are now operating, and will continue to operate, to capacity on war orders alone for months to come.

Then, too, the Canadian people are saving. All about us we see the mania for stock and real estate speculation and for personal extravagance replaced by caution and by a commendable economy in individual and corporate expenditure. Savings Deposits in Canada today are \$101.93 per capita as compared with \$93.79 per capita a year ago.

The effect of active production, on the one hand, and of determined economy on the other, is already strikingly reflected in the figures for Canadian foreign trade. The excess of purchases over sales shrank from \$298,800,000 in 1912-13 to \$171,748,000 in 1913-14. For the first eight months of the present fiscal year ending March 31st next, the excess was only \$49,200,000. For December, sales exceeded purchases by \$6,000,000! Canada is thus clearly demonstrating to the world her ability to readjust herself to altered conditions which will persist to the end of the war and probably for several years after.

In spite of the hardship in individual instances necessarily entailed by the irksome process of readjustment, fundamental economic conditions in Canada to-day are sounder than at any time in the past five years. The first

six months of war have brought with them not a single important bank, loan or trust company failure. Her banks are stronger in cash resources to-day than they were a year ago. Unemployment in her cities is being gradually absorbed by military service and by the demand for farm labor. Untouched by the devastation of war, her mills and factories, her inland shipping and railways, her fields, forests, fisheries and her mines stand ready to the limit of their capacity to supply the present and future needs of war-ravaged Europe.

The Canadian people have solid grounds for pride in their record for the past six months and for optimistic confidence in their future.

The Honor Roll Grows.

From far Japan comes word that Mr. L. C. H. Vincent, of the Japanese Agency of the Sun Life Assurance Company of Canada and son of Mr. H. Vincent of Yokohama, an old and well known foreign resident of Japan, left for the front early in December.

Mr. Edwin Wadsworth, associated until the outbreak of war with his brother Mr. Fred. Wadsworth, District Manager of the Sun Life of Canada for Bradford, England, has enlisted for active service with the rank of Sergeant in the Royal Field Artillery. Mr. Wadsworth has already seen service in the Royal Garrison Artillery in India.

With the enrolment of Mr. M. A. Honywood in the Officers' Training Corps of the University of London, sixteen of the British Staff of the Sun Life of Canada are now serving with the colors. Through the courtesy and efforts of Mr. J. F. Junkin, Manager of the Sun Life of Canada for Great Britain, we are able to reproduce for SUNSHINE photographs of twelve of our British volunteers. As they take their places in the firing lines, our readers will join with us in wishing them god-speed and a safe return.

The Best Possible Proof.

ST. CROIX, D.W.I.

Sun Life Assurance Co. of Canada.

Gentlemen,—Allow me to thank you for your cheque received promptly the day my policy matured. I am well pleased with the good returns you have given me. As a proof of my satisfaction I am sending my son to take out a policy in your Company.

Yours respectfully,

(Sgd.) G. B. FLEMING.



VOLUNTEERS FROM BRITISH OFFICES OF THE SUN LIFE OF CANADA.

1. Rifleman W. Barnett, Queen Victoria Rifles.
2. Trooper R. Bazell, Royal Wilts Yeomanry.
3. Private J. K. Gibbs, R.A.M.C.
4. Rifleman G. Barnett, Queen Victoria Rifles.
5. Cadet E. F. Harris, University of London, O.T.C.
6. Captain R. Seymour Harger, Army Service Corps
7. Lieut. W. E. Collins, Lancashire Fusiliers.
8. Corp. W. F. Dry, Royal Engineers.
9. Sergeant E. Wadsworth, Royal Field Artillery.
10. Trooper H. Long, Middlesex Hussars.
11. Driver W. Rosen, Hon. Artillery Company.
12. Lance Corporal E. W. Lewis, Middlesex Hussars.

WARDS OF THE WORLD.

TO believers in the life assurance gospel of help for the helpless and hope for the despairing, the plight of the non-combatant women and children of Belgium presents a strong and direct appeal.

History has repeated itself. Locked in a death-struggle, the Titans of Europe once more sway to and fro over the once smiling fields of hapless Belgium. Once again the "Ward of the Nations" lies prostrate and bleeding, quivering beneath the pitiless lash of war's desolation.

In the agonies of a merciless strife, in the unleashed rage of combatant against combatant, in the shock of nation against nation and of empire against empire, one had almost thought that the spirit of brotherhood, of good-will and of charity had been sucked down into the mad vortex into which the nations of the earth had plunged. But not so. Belgium in her desolation has unlocked the flood-gates of the big heart of humanity, and before Belgian women and children can die, the forces of famine and of death must do battle with the forces of beneficence and human kindness organized upon a scale unparalleled in history. For one of the brightest spots in this terrible war is the response of belligerents and neutrals alike to the plea for Belgian Relief.

Without distinction of race or of creed, the sympathy of the civilized world is with Belgium. The motives of the Great Powers in launching this war may be mixed or sordid. They are probably both. But the world believes the Belgian cause to be righteous. Yet world-wide sympathy has not been engendered alone by the justice of Belgium's cause; nor has it sprung solely from admiration for the dauntless struggle of her hero-king and his handful of troops against overbrimming odds. The heart of the world goes out to Belgium, because in Belgium it sees in all their naked horror the results of a clash between the ethics of civilized peace and the blood-stained ethics of war which never was, and never can be, civilized. The Belgium of to-day is humanity's crowning and crushing indictment against war.

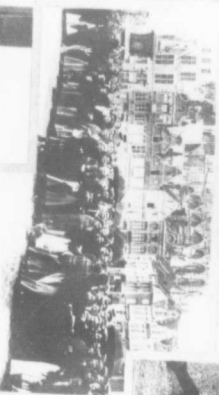
The Belgium of yesterday was the home of peace, plenty and prosperity. Within an area half as large as the Province of Nova Scotia

there dwelt a population as large as that of the Dominion of Canada, for Belgium was the most densely populated country in the world. Working with a responsive soil, her farmers cultivated their small plots with such industry and skill that agricultural Belgium bloomed like one vast garden. Her flax, her sugar-beets and her dairy produce were unsurpassed upon the markets of Europe. Her deposits of coal and iron were second only to those of England; her two hundred and fifty coal mines and five hundred steel plants were the foundation for an active and industrial life. In peace, the Belgian people were industrious, thrifty and contented; subjected to the acid test of national crisis and of war, they have displayed qualities that will inscribe their names indelibly on the scrolls of the world's immortals.

Last August, Belgium bought her soul at the price of her ruin. Battered and broken before an irresistible tide of invasion, but battling doggedly for every foot of ground, the remnant of her Army has fought on with a fortitude that is the wonder of all beholders. Beaten back to the sea, they leave behind them the blackened sepulchre of a people's homes, a people's hopes and a people's aspirations. To the horror unavoidably incidental to war was added deliberate destruction; for to strike terror into the heart of the civil population the invaders razed town after town. What crops and cattle escaped the trampling of armed hosts were consumed, and by October, Belgium—a land far-famed for its fecundity—was at grips with stark starvation. By November Belgian cities had pooled their food, and rich and poor alike were fed in bread-lines with what food their conquerors could spare. No adequate crops can be sown for next autumn's harvest and, even in normal times, Belgium imports five-sixths of the food she eats. There is no work, for the pulse of industrial Belgium has ceased to beat. Ringed in by steel, her factories, her raw materials, her coal, her railways and her ports are held for military purposes. In the cruel grip of winter the destitute millions yet remaining on Belgian soil hold out their hands for bread and clothing and fuel. It will take 100,000,000 pounds of flour per month to feed them, for



Little Belgian refugee now in England.
She saved her doll from Louvain.



Belgian refugees waiting in front of municipal
soup kitchen for their daily rations.

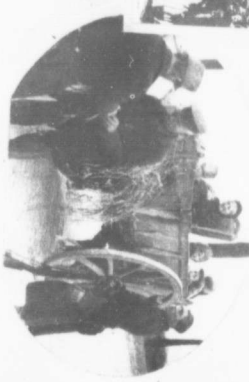
WAR'S DESOLATION

Belgian family leaving Antwerp.
The bread line in Malines.



Belgian refugees at Alexander Palace,
London.

Fleeing from Louvain. The grandmother well remembers
the Franco-Prussian war of 1870.



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SUNSHINE

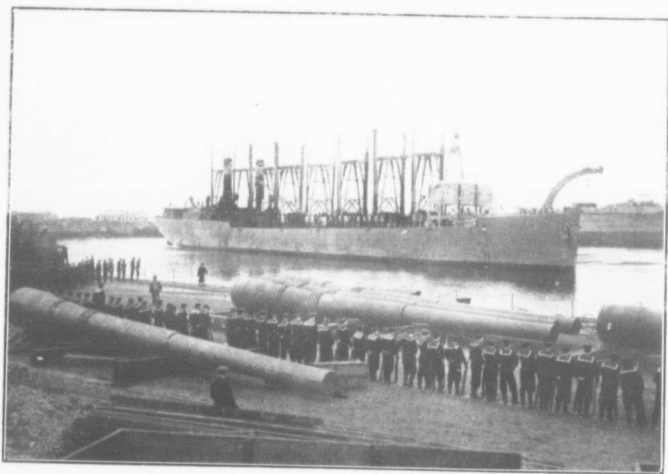
the maximum ration available in Belgium to-day is 10 ounces per person per day. No modern famine was ever like this famine; no like demand has ever yet been made upon the world's philanthropy.

But urgent and compelling as was the need, the call has been answered with a generosity which proves that the hate of nations cannot blot out pity. The world has adopted Belgium. Themselves hard hit by war, the hospitable Hollanders are caring for a million refugees who sought their borders in utter destitution. Countless thousands more of the aged, of women and of children are fugitives in England. Spain and Italy have forwarded quantities of supplies. From Canadian shores have sailed three shiploads of clothing and food to a total value of \$1,400,000. A fourth is loading at Halifax. But history will write the great American Republic as the saviour of the women and children of Belgium. No sooner had the American people grasped the magnitude of the disaster than they acted with characteristic energy and open-heartedness. On January 2 the German authorities were persuaded by Brand Whitlock, American Minister in Brussels, to forbid further requisition of Belgian food by German troops and to facilitate the

distribution of relief supplies among the Belgian people. To-day the bounty of a nation flows promptly and efficiently through the Belgian Relief Committee in New York City acting in co-operation with the Rockefeller Foundation. Twelve shiploads of food and clothing have been distributed in Belgium; eight are in transit; two are loading and nineteen more are chartered. The Committee intends supplying Belgium with 8,000 tons of food per month and for that purpose has set itself the task of raising \$5,000,000 a month till next harvest. American Relief in Belgium is the greatest charitable work the world has yet seen.

Belgium in her death-agony has set the world a new standard of national honor and national self effacement. Belgium in her need has taught mankind that charity is not dead but rather organized as a tremendous world-force. Ships dotting the seas under the flag of Belgian Relief are proof that the children of men still bear one another's burdens.

War is now seen for what it is—the arch-enemy of the human race. Life Assurance is civilization's best gift to man.



One of the American "mercy fleet". The Belgian Relief Ship "Jason", guarded by a detachment of naval men, arriving at Keyham Docks, Plymouth, England.



CANADIAN FOOD-SUPPLIES FOR BELGIUM BEING LOADED AT HALIFAX.

Copyright Montreal "Standard".

War Mortality.

Of the \$218,299,000 of assurances carried on the books of the Sun Life of Canada, approximately one per cent. is in force in Continental Europe.

As the Company retired from that continent some years ago, the large proportion of its continental business in force is on lives over military age. These policies, too, are liable to an extra war premium under circumstances such as at present obtain.

Up to January 1st, 1915, after nearly six months of war, the Company had received notification of only three deaths of its policy-holders resulting directly from the war.

The net loss on two of these claims was more than offset by the profit on the third, an annuitant, an elderly Scotch clergyman who was shot in Belgium.

In view of the fact that a large proportion of the Company's European risks are annuitants, it is clear that the nature of its business upon the Continent of Europe is such that the effect of extra deaths from war causes upon its mortality as a whole will be negligible.

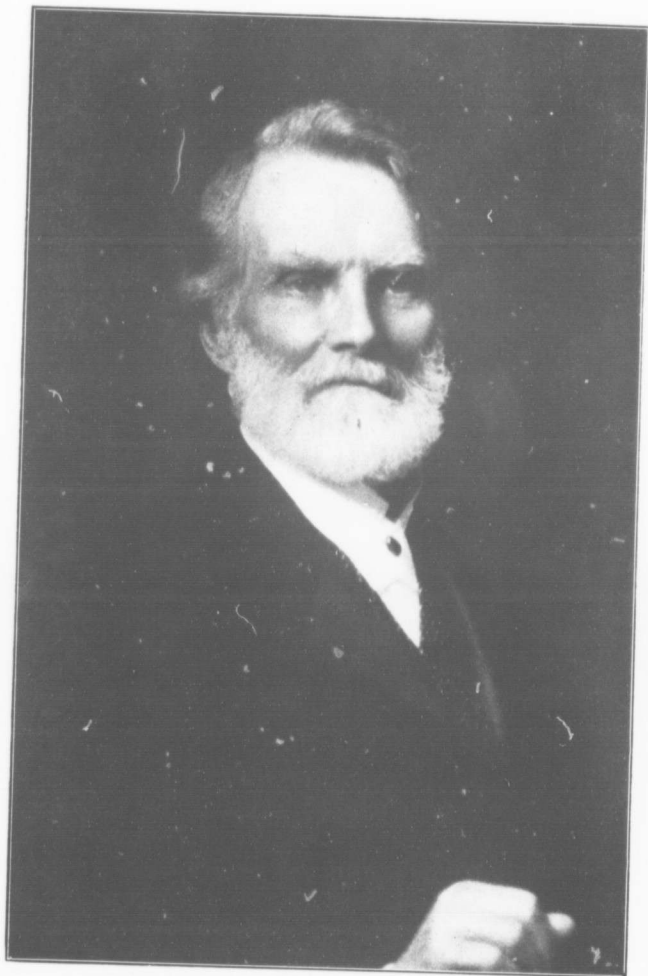
Fort-Smashing Howitzers.

Since the great German howitzers crushed like egg-shells the famous steel forts at Liège and Antwerp, these weapons have been regarded as the most destructive instruments participating in the war. Everything is huge about a howitzer. It weighs fifteen tons, fires shells weighing 760 lbs., and its 11 ft. barrel ejects a projectile for a distance of ten miles.

The thick, stubby barrel of the howitzer always points skywards, for it sends shells up into the air like rockets, so that they will drop on to the object aimed at.

The tremendous weight of the howitzer makes it very difficult to transport, for it cannot be hauled over bridges which will not withstand a load of fifteen tons. They have to be moved across country very slowly. In fact, they are dragged from point to point by mechanical vehicles, as horses could not possibly move them. To facilitate the movements of howitzers over rough ground, their wheels are encircled by linked steel plates called girdles, which enable the weapon to drag itself over uneven ground like a huge caterpillar.

—Tit-Bits.



ROBERTSON MACAULAY, Esq.
President of the Sun Life Assurance Company of Canada.



Eighty-two Years Young

Upon the twentieth of January, Mr. Robertson Macaulay, President of the Sun Life of Canada, was the recipient of congratulations upon the occasion of his passing the eighty-second milestone of a long and eminently successful career.

The burden of the years rests but lightly upon our revered President, for the sprightliness of his step and the keenness of his mind would do credit to a man twenty years his junior.

Of the sixty-one years' connection with Canadian life assurance work, which has made Mr. Macaulay the dean of the life assurance profession in the Dominion, no fewer than forty-one have been devoted, with rare singleness of aim, to the service and upbuilding of the Sun Life of Canada.

The Sun Life of Canada of to-day is a monument to the life-work of its chief executive officer; for the phenomenal progress of the Company, from the struggling infancy in which he found it, to its present premier position among Canadian life companies, is in no small measure due to the executive capacity, the indomitable courage and the tireless energy of Mr. Robertson Macaulay.

Mr. Macaulay has seen the Sun Life of Canada attain world-power under his guidance; he has seen its assets grow from \$130,000 to over \$64,000,000; he has seen the assurances on its books increase from \$1,500,000 to over \$218,000,000, and it must have been with peculiar satisfaction that upon the 13th day of May last he laid the corner-stone of the new and commodious building destined to be the home of the great business fabric which he himself had brought into being.

But beautiful as that structure is, it reflects no greater credit upon the city of Montreal and upon the life assurance business of Canada, than do Mr. Macaulay's own personality and character. His career has been distinguished by earnestness of purpose, full realization of responsibility and, above all, by absolute integrity, for never has our esteemed President been known to swerve one hair's breadth from the straight line of sterling honesty. But with singleness of purpose and a strong individuality, Mr. Macaulay combines a kindness of heart and a geniality of manner that have endeared him to all who have come in contact with him.

To know President Robertson Macaulay is to love him.

In wishing Mr. Macaulay very many happy returns of his natal day, we express the earnest hope that he may long be spared to afford both the Sun Life of Canada and the assurance profession the benefit of his ripeness of experience and maturity of judgment.

THE RECORD FOR 1914

OCCUPYING, as it does, a position of prominence among the world's most powerful financial institutions, the gratifying record of the Sun Life of Canada during a year of unparalleled trade and monetary crisis will be a source of no small pride and satisfaction to the Canadian people in general and to the Company's policyholders in particular. In spite of the notably adverse conditions prevailing in general business circles, for the Sun Life of Canada the year 1914 was a period of continued progress and prosperity.

Our policyholders will learn with pleasure that the Company has again demonstrated its leadership among Canadian life companies in point of new assurances issued, assurances in force, assets, income and surplus.

New assurances issued and paid for during 1914 reached the highly satisfactory total of \$32,167,339. The absence of a marked falling-off in new business clearly indicates a realization on the part of the public that in times of depression life assurance is even more necessary than in times of prosperity. A total paid for issue of \$15,988,429 in new assurances in Canada represents an increase of \$388,665 over the record for 1913, a fact strongly suggestive not only of the fundamental soundness of Canadian business conditions, but also of the implicit confidence of the Canadian people in their premier Life Company. The popularity of Sun Life of Canada policies throughout the world is reflected in the huge total of \$218,299,835 of assurances in force on the books of the Company at December 31st, last. Assurances in force have more than doubled in the last eight years, have more than trebled in the past twelve years and have more than quadrupled in the past fifteen years.

The fact that the Company's growth during the year was along conservative lines is evidenced by the fact that an increase of nearly 8 per cent. in assurances in force was very properly accompanied by an increase of over 15 per cent. in assets and of over 13 per cent. in surplus.

Assets as at December 31st, 1914, totalled \$64,187,656, an increase of no less than \$8,461,309 for the year, the largest increase for any individual year in the Company's his-

tory. As resources over and above these huge assets the Company holds "Reserve Fund Assets" valued at \$5,221,622 in September last by the official examiners of the Insurance Department of the State of Michigan acting jointly with officials from the Insurance Department of the State of New York. Over 61 per cent. of these Reserve Fund securities are already dividend paying, the income from this source alone during 1914 amounting to \$273,911. The basis of valuation of assets used by the Company this year is even more conservative than that of last year. The force of this statement will be realised when it is remembered that at December 31, 1913, the Company claimed assets of \$55,726,347 and that a few months later these same assets were valued by the Dominion Insurance Department at \$56,183,813 and by officials of the Insurance Departments of the States of Michigan and New York at \$56,273,512. The assets of the Sun Life of Canada have practically doubled in the past five years, have more than trebled in the past nine years and have more than quadrupled in the past eleven years.

Total Income for 1914 amounted to \$15,052,275, an increase of \$1,055,874 over that for 1913. A particularly gratifying feature of the year's record was the continued increase in the earning-power of the Company's investments, the average rate of interest earned for the year reaching the highest point in the Company's history and standing at 6.71 per cent. compared with 6.51 per cent. for 1913 and 6.02 per cent. for 1912. Increasing earning-power on invested assets is reflected in the surplus earned by the Company for the year, which amounted to \$1,676,298, an increase of more than 48 per cent. over that earned for 1913. After defraying all expenses and after payments to policyholders and their beneficiaries totalling \$6,161,287, the Company added to its undistributed surplus the sum of \$777,035, bringing net surplus over all liabilities and capital to the handsome total of \$6,503,793.

War conditions have merely served to emphasize the absolute security and the increasing profitableness of Sun Life of Canada policies. While many corporations have been compelled to default interest on their bonds

and to defer or pass dividends on their stocks, dividends were paid as usual during 1914 upon Sun Life of Canada policies, a total of \$861,762 being disbursed in dividends to policyholders compared with \$706,424 during 1913. The Company is in a position to maintain the progressively increasing scale of policy dividends adopted at December 31, 1913; accordingly five-year and reserve dividend policies participating in 1915 will receive larger dividends than those received by similar policies in 1914. With a rising earning-power on investments, with a continuously favorable mortality, with economy in expenditure and a management that puts policyholders' interests first, there is every reason for confidence that the already excellent record of the Sun Life of Canada in the matter of dividends to its policyholders will be maintained.

The record of the Sun Life of Canada for the year just passed demonstrates the Company's ability to provide absolute security for its policyholders through any period of trade and financial depression. The fact that the Company to-day occupies a stronger position than at any time in its forty-four years' history is a tribute alike to the soundness of the fundamental principles of the assurance business and to the skill and efficiency of the Executive Officers in charge of the Company's affairs.

"Very Satisfactory."

H. N. BATE & SONS, LIMITED,
IMPORTERS.

OTTAWA, Ont.
Messrs. JOHN R. & W. L. REID,
Managers, Eastern Ontario,
Sun Life Assurance Company of Canada.

Gentlemen,—I desire to express my appreciation of the manner in which the Company has treated me under policy No. 48998 in connection with which its City Agent, Mr. Wm. Grant, has just handed me a cheque for \$16,020.55.

It is a matter for more than passing comment that the gentleman who took my application 20 years ago should be the one to deliver the above mentioned cheque, and I might add in passing that this is not the only large policy which Mr. Grant has placed for me in the Sun Life.

The results of this settlement are very satisfactory indeed and justify the high opinion which I have formed of the Sun Life's management from the study which I have made of its published reports from year to year. Having the honor of being personally acquainted with President Robertson Macaulay and the Managing-Director, Mr. T. B. Macaulay, I can quite understand the reason for the Company's continued success and prosperity.

Yours very truly,

(Sgd.) H. GERALD BATE.



This photograph, reproduced from SUNSHINE six years ago, shows the stately Bridge of Arches at Liège, Belgium. The Bridge of Arches is shown in ruins upon page 19. Before the war, Liège was an important manufacturing and educational centre.



SIR HERBERT S. HOLT.

A Director of the Sun Life of Canada who has been honoured with Knighthood by His Majesty.

Sir Herbert S. Holt.

At a crisis in the history of the British Empire which has conclusively demonstrated the abiding loyalty of the overseas British Dominions, the List of New Year's Honors bestowed by His Majesty upon prominent Canadians is of more than ordinary interest and significance.

Representative men from among Canadian statesmen, jurists, financiers and men of letters were chosen for recognition: but upon no distinguished Canadian was the honor of Knighthood more worthily conferred than upon Sir Herbert Holt, a Director of the Sun Life Assurance Company of Canada.

Sir Herbert Holt is a power in constructive Canadian finance. His career is one of practical attainment closely associated with the period of marked railway expansion in Canada occupying the two decades from 1870-1890.

Born in Ireland in 1856, Sir Herbert came to Canada in 1875 in the pursuit of his chosen vocation of Engineering. During 1883 and 1884 he was Engineer and Superintendent of Construction for the Prairie and Mountain sections of the Canadian Pacific Railway, and successfully carried out extensive contracts for the same corporation in the Rocky Mountains, the Province of Quebec and the State of Maine. He built lines aggregating five hundred and fifty miles for the Mackenzie and Mann interests in the Canadian West from 1889 to 1892, and since then has devoted himself exclusively to financial affairs.

In 1911 Sir Herbert joined the Board of Directors of the Sun Life of Canada, and since that time the Company has had the benefit of his intimate and extensive knowledge of Canadian business affairs.

SUNSHINE felicitates Sir Herbert Holt upon the imperial honor so deservedly conferred upon him.

Life Assurance increases the stability of the business world, raises its moral tone and puts a premium upon those habits of thrift and saving which are so essential to the welfare of the people as a body.

Theodore Roosevelt

The Sunbeam Patriotic Club.

The spirit of loyalty and devotion animating the Empire to-day finds no higher or truer expression than in the activities of the mothers, sisters and wives of the men who are fighting for their flag in trenches and on the battlefield. Both at the front and at home the women of Britain and her colonies are bending their energies to the peculiarly womanly task of alleviating pain and distress. During the past few months the members of the "Sunbeam Patriotic Club", an organization formed among the ladies of the Head Office Staff, have been giving continued and practical expression to their patriotism by sewing and knitting garments for soldiers and sailors at the front and for their families at home. Since organization the Club has sewed and knitted 1,965 articles—socks, mufflers, wristlets, woollen caps, children's clothing, hospital supplies, etc. Distribution has been made particularly among the Montreal regiments now on Salisburg Plains, among British sailors on the North Sea, among Belgian Reservists and through the agency of the Red Cross Society, Queen Mary's Guild and the Children's Memorial Hospital. Besides these, one hundred and two individual soldiers have been provided with warm "comforts". Funds amounting to over \$440 have been expended for the purchase of woollen and cotton material.

The members of the Club are greatly indebted to their many friends for much valuable assistance and to the gentlemen of the staff for their liberal financial support.

"Prompt and Generous Settlement."

TORONTO.

Mr. W. T. McINTYRE,
Sun Life Assurance Co. of Canada,
Toronto, Ont.

Dear Sir,—Many thanks for yours of 13th inst. The recent settlement effected on the above policy is perfectly satisfactory to me, and I should be ungrateful, were I not to at least return thanks for the generous treatment accorded me by your Company.

After having had my risk carried for twenty years, I have been refunded all premiums paid, together with a profit far exceeding the amount guaranteed. My only regret is that I did not insure for five times the amount.

Again thanking you for your prompt and generous settlement, and wishing you and your Company continued prosperity.

(Sgd.) W. VAUGHAN.



Mr. F. X. Dion Passes Away.

In the regretted demise of Mr. F. X. Dion, of Lévis, Que., the Sun Life of Canada loses one of the oldest and most valued of its representatives. Associated for many years with Mr. L. A. Trudelle as joint manager of the Company's Quebec Agency, Mr. Dion won the respect and esteem of all his business associates during his long connection with the Company. To the bereaved widow and family the Company and its officers extend their heartfelt sympathy.

The Cost of War.

The staggering money-cost of modern naval warfare is indicated in some degree by the following authoritative estimate. If the twenty-nine Dreadnoughts now in commission in the British navy were sent on an eight-hour full-power coal-burning run they would consume 4,320 tons of fuel, running up a bill of some \$15,000. If a single Dreadnought battle squadron of eight ships were ordered to steam at full speed for twenty-four hours and to fire each gun and each torpedo tube once, the cost to the nation would be approximately \$1,000,000, allowing nothing for the depreciation of material.

Decorations for Valor.

The proudest honor that can be bestowed upon the British soldier is the "Victoria Cross", instituted by Her Majesty Queen Victoria at the close of the Crimean War, January 29, 1854.

The "V.C." is a Maltese Cross made from cannon captured from the enemy. In its centre it bears the Royal Crest and, below, a scroll bearing the significant words "For Valor". The reverse side is bare. The Cross measures one inch and two-fifths square; the actual weight of the metal is 434 grains, just three and one-half grains less than an ounce; the intrinsic value of the decoration is one penny farthing, about two and one-half cents.

The Victoria Cross is only conferred for conspicuous deeds of valor in presence of the enemy. When a large number of men are engaged in a daring enterprise, the Cross is awarded by votes of their comrades to one officer, one non-commissioned officer and two privates, seamen or marines. The Cross is worn on the left breast suspended by a blue ribbon in the navy and by a red ribbon in the army. A special pension of £10 a year goes to the wearer of the Cross; should the holder win it twice, a second bar is attached to the ribbon by which the Cross is suspended, this bar carrying an additional £5 per year pension.

The first Victoria Cross was won by Midshipman Lucas, of H.M.S. Hecla on June 21, 1854, during the bombardment of a Russian fort. A live shell falling upon the deck of his ship, Lucas picked it up and tossed it overboard. It burst as it touched the water.

The first presentation of the Victoria Cross took place in Hyde Park in June, 1857, when Queen Victoria, with her own hands, pinned it on the coats of sixty-two Crimean heroes. It is recorded that the Queen wore a red and white feather at the side of her round hat, "a scarlet body made nearly like a military tunic," and a dark blue skirt. She was on horseback, with Prince Albert on her left, who made a profound obeisance to each wearer of the V.C.

Germany's equivalent to the Victoria Cross is the Iron Cross, with which, it is said, the Kaiser has already decorated 38,000 of his soldiers and sailors in the present war. France bestows her honors in the well-known form of the Legion of Honor; Austria confers her Ancient Order of Marie Therese, while Russia distributes sparingly her Cross of St. Vladimir.



Belgians fleeing on bicycles through Northern France.
A "little mother" carrying home the day's supply of bread.



Belgian civilians fleeing from Antwerp. A Belgian family on the road from Brussels to Malines.



WAR'S DESOLATION.



Ased and homeless Belgian woman on quay of Ostend.
A pathetic group of arrivals at Rosendahl, Holland.



DID IT PAY?

TWENTY YEARS AGO, Mr. D——, a resident of the City of Quebec, was forty years of age. On the first of December, 1894, he assured with the Sun Life of Canada under Twenty-Year Endowment Policy No. 46983, at an annual premium of \$48.15, profits to accumulate for twenty years. His policy contained all the usual liberal privileges embodied in Sun Life of Canada policy contracts.

HAD HE DIED

Mr. D—— would have "won," for at no moment during the twenty years did the total of the premiums he had paid amount to as much as the \$1,000 his estate would have received.

BUT HE LIVED

and on the first of December last, Mr. D——, then sixty years of age, was offered any one of four liberal Settlements.

The first was a Cash Payment (including his profits) of \$1,289.45—a sum greater by \$326.45 than all the premiums paid, and equivalent to an annual average return over cost of over $33\frac{1}{2}\%$ of each premium.

Or, to summarize the settlement in another way, Mr. D—— had returned to him every dollar he paid in with *compound interest at $2\frac{3}{4}\%$, and his Assurance for one thousand dollars for twenty years free.*

Or, expressing it in still another way, if we deduct from his annual premium the actual cost of carrying the risk, Mr. D—— received $6\frac{1}{2}\%$ compound interest on the investment portion of his premiums.

The other three Options offered the Assured were similarly liberal.

While Policy No. 46983 was a profitable combination of Assurance protection and absolutely safe investment, its results are not at all out of the ordinary. They are merely typical of the returns on Sun Life of Canada Endowment Policies

SUN LIFE OF CANADA ENDOWMENT
POLICIES PAY IN LIFE OR IN DEATH



WAR'S DEVASTATION IN BELGIUM.

Bridge over canal at Willebroek,
destroyed by Belgians.

Troops passing before ruins of University at Louvain.

Bridge of Arches at Liège over Meuse river
wrecked by retreating Belgians.

Interior of Malines Cathedral, photo-
graphed from an upper gallery.

Interior of Cathedral at Mons.

Streets of Vise after bombardment.

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THE RECORD

OF THE

SUN LIFE OF CANADA

FOR

1914

Assets	
Assets as at 31st December, 1914.....	\$64,187,656.38
Increase over 1913.....	8,461,309.06
Income	
Cash Income from Premiums, Interest, Rents, etc., in 1914.....	15,052,275.24
Increase over 1913.....	1,055,873.60
Surplus	
Surplus earned in 1914.....	1,676,298.34
Of which there was:	
Distributed to Policyholders entitled to participate in 1914.....	861,762.65
Paid as Dividends to Shareholders.....	37,500.00
Added to undistributed Profits.....	777,035.69
Total Surplus 31st December, 1914, over all Liabilities and Capital..	6,503,793.80
(According to the Company's Standard, viz., for assurances, the O ^M -10 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 1914....	6,161,287.09
Payments to Policyholders since organization.....	45,546,575.00
Assurances Issued in Canada	
Assurances issued and paid for in cash during 1914.....	15,988,429.89
Increase over 1913.....	388,665.65
Total Assurances Issued	
Assurances issued and paid for in cash during 1914.....	32,167,339.04
Business in Force	
Life Assurances in force 31st December, 1914.....	218,299,835.00
Increase over 1913.....	15,935,839.00

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	4,616,419.63	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