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MR. ROBERTSON MACAULAY, PRESIDENT OF THE SUN LIFE OF CANADA, DECLARES
THE CORNERSTONE OF THE COMPANY'S NEW HEAD OFFICE BUILDING
"WELL AND TRULY LAID."

SUNSHINE

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



HEAD OFFICE AND BUILDINGS

SUN LIFE ASSURANCE COMPANY OF CANADA.

DIRECTORS:

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S. H. EWING, *Vice-President.*

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Treasurer.

GEO. WILKINS, M. D., M. R. C. S. ENG.,
Chief Medical Officer.

Chief Stone of the Corner.

In the course of his remarks, on the occasion of the laying of the foundation stone of the Company's new Head Office building, the Managing-Director noted how fitting it was that the hand to lay the stone should be that of him who years ago laid the foundation stone of the Company's prosperity and progress. No better deserved tribute was ever paid to a brilliant father by a brilliant son.

When Robertson Macaulay came to the Sun Life of Canada, forty years ago, he brought to bear upon the young Company a spirit of enterprise, perseverance, and strictest integrity. This spirit he infused into those with whom he was associated and wove into the very fabric of the Company itself. The great success that has come to the Company as regards both its growth and its excellent reputation, is largely due to the work and personality of the President. Truly, he laid the foundation stone over which has been built steadily and unflinchingly the magnificent business structure which the Sun Life of Canada has now become; and what hand could be found more fitted than his to lay the foundation stone of the fine new edifice which is to house the giant Company which he himself brought up from puny infancy?

Canada's Tragedy.

Right at our own door we of Canada have just seen enacted the second greatest marine tragedy of history, a tragedy so stupendous that it has left humanity gasping, only half believing that such things are possible. The sinking of the Empress of Ireland is one of those huge disasters which strike deep into the hearts of all nations and bring to the surface that feeling of human brotherhood which knows no frontiers and is only awakened by some overwhelming common grief.

But while the whole world feels part of the pain and horror, while the chilly breath of bereavement has stolen from the wreck into homes in many lands, still we Canadians

must look on the disaster as peculiarly ours. It happened within our gates. The thousand victims were nearly all our children or our guests. We have looked on the misery of the survivors. We have seen the bodies of the dead borne along the streets of our cities. It comes home to us as it can come home to no others. It is a Canadian tragedy.

And the lessons come home to us too with particular force. We see more than others do the destitution of families left fatherless. We see widows and children rendered dependent on charity. And here and there we see a family kept afloat by the lifebuoy of life assurance. What a pity the proportion is not greater!

The sinking of the *Empress of Ireland*, following the wreck of the *Titanic*, just gives another object lesson of the fallibility of human agencies and the frailty of our tenure of life. It has brought mankind face to face with the great uncertainty of existence. Will the lesson go home? Will the head of a family who reads of the *Empress* disaster provide a lifebuoy in the shape of an assurance policy for his family to keep their heads above water if they should go under?

Death Duties.

In countries, states or provinces where death or succession duties are in operation, the payment of the levy sometimes causes a very heavy drain on the resources of an estate. For instance, supposing the property consists of investments, in land, business or securities, which will take some time to mature, and which do not at the time possess any large ready-cash reserves, it may be necessary, in order to pay the tax, to sacrifice a portion or all of the investments at prices far beneath what they would ultimately be worth. If a man died shortly after placing the bulk of his fortune in a mine, railway or industry, which had not quite reached the producing stage, but which he knew was bound to earn large returns later, or in land

which he knew must soar in value, and if he did not leave sufficient actual cash to meet the death duties and provide for present contingencies, a large portion of his investment would have to be practically jettisoned to pay the tax.

Even in the case of productive investments, for instance a large rent-roll, the payment of death dues is very often a severe tax on the resources of an estate. This is highly accentuated in a case where several deaths in succession result in the imposition of the duty several times over within a few years—as has happened more than once. It often means burdening the estate to an extent which it cannot successfully bear.

In some cases, where the law permits it, a man may transfer his estate to someone else before his death, so as to evade the duties, but this is not always possible. Besides, it presents certain obvious drawbacks, and incidentally the rectitude of such an expedient is debateable.

The average owner of an estate of any considerable size would welcome a method by which he could pay a certain stipulated amount yearly in lieu of death duties, thus taking care of the tax in advance.

As a matter of fact, if he is a person in the enjoyment of average health, he can make such an arrangement if he so desires. He knows roughly how much his estate is worth and he can thus calculate the tax. To provide for meeting this, he has only to take out a special life assurance policy for that amount, apart from what other policies are carried for general purposes, and the premium will be his yearly payment in lieu of death tax. As his estate increases, he can add by degrees to the amount of assurance he has provided for payment of succession dues and the whole question is easily disposed of. When death comes, no matter how early, there will be a fund on hand to take care of the tax, which might otherwise cause a great deal of inconvenience and loss.

W.F.S.

"WELL AND TRULY LAID"

ON Wednesday, May 13th, there took place a very important event in the history of the Sun Life Assurance Company of Canada, when our veteran President, Mr. Robertson Macaulay, laid the foundation stone of the Company's new Head Office building, which is now in process of construction on Dominion Square, Montreal.

The prominence of the Company and the fact that the building when completed will form one of the handsomest structures in the city, combined to arouse considerable public interest in the laying of the stone, but in consideration of the age of the President and of the fact that he had so recently undergone a very serious operation, it was deemed advisable to dispense with pomp and circumstance and to have the ceremony as simple and brief as possible.

The weather was dull and threatening and a few drops of rain actually did fall during the proceedings, but not sufficient to put a damper on the ceremony, which was completed with the utmost success.

Shortly before 2.30, the President arrived. It was his first public appearance since his operation and many anxious glances were cast to see how he had weathered the storm. But any fears that had been entertained were quickly dissipated. The certainty of step, clearness of eye and firmness of hand clasp, showed that the President was as right as ever and for ten or fifteen minutes he was busy receiving the congratulations of directors, officers, employees, and others who were present.

The proceedings were opened by Mr. T. B. Macaulay, son of the President and Managing Director of the Company, who spoke briefly on the huge strides the Sun Life had made since his father's advent to the executive control of its affairs in 1874. At that date the Company had been in operation for three years. It had business in force amounting to \$1,500,000; its assets totalled \$130,000; its annual income amounted to about \$50,000. To-day, the Company had assurances in force amounting to considerably in excess of two hundred millions of dollars. Mr. Macaulay pointed out in this connection that, at the present rate of securing business, an amount of assurances now went on the books in ten days equal to the entire amount of business that had been built up in the three years of the Company's existence before his father took charge.

In regard to assets, a similar progression was evidenced. At the end of 1913, the total assets amounted to fifty-five millions of dollars. The sixty million mark would very shortly be reached and passed, so that during the forty years which had elapsed since Mr. Robertson Macaulay assumed direction of the Company's affairs, the assets had increased over four-hundred fold.

Perhaps the most striking comparison made by the Managing-Director was with respect to the Company's income. In 1874, the income was roughly \$50,000 a year; to-day, it had reached the enormous figure of practically \$14,000,000. In other words, the annual income at the time of Mr. Robertson Macaulay's advent to the Company was now equalled by the revenue of a single day!

The puny infant of 1874, declared Mr. Macaulay amidst a burst of enthusiasm, had become the giant of to-day. The wonderful development of the Company had outgrown the present office accommodation, although at the time the present Head Office building was constructed, it had been thought large enough to house the Company's central staff for generations; already it had been necessary to extend into two adjacent buildings, and now the time had come when the enormous growth of business forced the Company to erect a building in keeping with its own size, dignity, and importance. This building, when completed, would be one of the finest edifices in Montreal in regard to dimensions, utility and architectural appearance, as was but proper for such a Company as the Sun Life.

What could be more fitting than that the hand of him who years ago laid the cornerstone of the Company's progress and prosperity should to-day lay the cornerstone of the new structure which was to be the home of the great commercial fabric he himself had brought into being?

Before calling upon the President to lay the stone, the Managing-Director read a list of the contents of the box which, in accordance with the custom on such occasions, had been placed in a cavity under the foundation stone for the enlightenment of those of some future generation who might be present when, if ever, in the course of time it might be necessary to remove the stone from its present position.

Mr. Macaulay concluded his remarks amid a spontaneous outburst of applause by calling upon

his father to perform the actual function of laying the stone.

With an almost boyish eagerness and alertness, the President stepped forward and received from the hands of his son a beautifully engraved silver trowel. Stooping down, he helped to spread the mortar on which the stone was to lie. A single word of command and the huge block of granite, weighing five and a half tons, was lowered neatly into position. Grasping the proffered mallet, the President tapped the stone several times, saying "I declare this stone to be well and truly laid."

Ringed cheers were given for the Sun Life and for the President, whereupon Mr. Macaulay, senior, replied in a brief but pointed speech, noting the wonderful progress the Company had made, rejoicing in the part that he had been called to play in the upbuilding, and expressing the faith that he would live to see the Company, larger and more splendid than ever, housed under the roof of the magnificent new home of which he had to-day laid the cornerstone.

The following articles were placed in the box deposited under the cornerstone: 10 Volumes SUNSHINE, since 1904; 4 single copies of SUNSHINE; 9 copies Agent's Manual; 4 Life Applications, Canadian, American, French and Spanish; 2 sheets H.C. Writing Paper; 1 Canadian Prospectus; 1 Sterling Prospectus; 1 Spanish Prospectus; 1 French Prospectus; 1 French Annual Report; 1 English Annual Report; 1 Spanish Annual Report; 1 Act of Incorporation; 10 Assorted Leaflets; 3 Contract Forms; 2 Macaulay Club Prospectuses; 1 Photo, President; 1 Photo, Managing-Director and Secretary; 1 Photo each, Messrs. Cope, Wood, Higinbotham, Macnutt, Simpson; 1 Agency Bulletin; 1 Annuity Policy, \$100.00 per annum payable to John Jones; 1 Policy, Life Par, \$5,000 on life of John Jones; 1 Policy, L. 20/R.D. 20, \$5,000 on life of John Jones; 1 Policy, E. 20/R.D. 20, \$5,000 on life of John Jones; 1 Policy, E. 20/Par, \$5,000 on life of John Jones; 2 Lists of Shareholders, printed; Claim forms, English, French and Spanish; Assignment Forms, English, French and Spanish; Appropriation Forms; Policy Loan Forms, English, French and Spanish; Surrender Value Forms, English and Spanish; Application for Paid-ups, English and Spanish; 5% Debenture, Gold Bond Policy; Collateral Loan Form; Complete List of Cards used by Company; History of Company, by President; Names of Head Office Staff; Stamps, from 1c. to 50c.; 4 Cheques: Merchants' Bank of Canada, Montreal; Royal Bank of Canada, Montreal; Merchants' Bank of Canada, New York; Bank of Scotland, London, England.

Stamps, two 1c.; two 2c.; two 5c.; two 7c.; two 10c.; two 20c.; two 50c.; two 10c. special delivery.

Dimensions of Cornerstone

9 ft. x 4 ft. x 2 ft. 6 ins.

Weight 11,000 lbs.

Wise or Foolish?

Those virgins who were called wise were the ones who supplied themselves plenty of oil for their lamps before they set out to meet the bridegroom. Those lights you have lighted in the world—those splendid sons, those beautiful daughters of yours,—would you have them abundantly provided with the oil of life when you knock at the chambers of the Bridegroom whose usher is Death? And if you do not provide it, provide it in advance, provide it *now*, how will you bear yourself when to your cry of "Open unto us," there comes to you through doors forever shut, the awful answer, "I know you not?"

Truly it is written, "If any provide not for his own, and specially for those of his own house, he hath denied the faith, and is worse than an infidel."—*Plico*.

A Fine Company.

Some little time back we published a photograph or reproduction of the new home office building of the Sun Life Assurance Company. It was an evidence of the continued growth of this fine company. The building will stand on a square near the Windsor Hotel, a location which is regarded by many as one of the best in the city, in the heart of it, so to speak. The interest in it, my fellow countrymen, should be very close to the hearts of all true Canadians. It stands out as an example of effort equal to that of any company, almost, in existence, for it has been no small thing to build such an institution, especially when it can be said that it is doing business in every civilized country in the world. The Sun Life Assurance Company represents the ideal of life insurance. It is a permanent institution. The men who manage it figure in the foreground of much that's good, not only for the Sun Life, but for all other companies that do business on the same principle.—From the Montreal Correspondent of the *Insurance Times*, New York, May, 1914.

It Hurt—Then.

The young woman had just said no.

"Have you ever been rejected before, Mr. Huddleston?" she asked, sympathizingly, and almost tenderly.

"Once," he said, a spasm of pain contorting his features at the recollection. "By a life assurance company. I tell you it hurt—that time!"

Business Acumen.

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 guaranty of health, but it is also a guaranty 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.—*Elbert Hubbard.*

Remarkable.

Two Englishmen called at a ranch in the Far West during their travels, and found the old homesteader sitting on the stump of a tree, "How's times?" asked one of the tourists. "Pretty tolerable, stranger," said the old man. "I had some trees to cut down, but a cyclone levelled 'em and saved me the trouble." "That was good." "Yes; and then the lightning set fire to the brush pile and saved me the trouble of burning it." "Remarkable; but what are you doing now?" "Waiting for an earthquake to come along and shake these potatoes out of the ground for me."

Life-and-Death Case.

An English minister, who guarded his morning study hour very carefully, told the new maid that under no circumstances were callers to be admitted—except, of course, he added, in case of life and death."

Half an hour later the maid knocked at his door. "Gentleman: to see you, sir."

"Why, I thought I told you—"

"Yes, I told him," she replied, "but he says it is a question of life and death."

So he went down-stairs and found an assurance agent.—*Exchange.*

"An heirloom," explained the farmer's wife to her thirteen-year-old boy, "is something that has been handed down from father to son, and in some instances is greatly prized."

"I'd prize these heirlooms I'm wearing," remarked the youngster, "a good deal more if they wasn't so long in the legs."

"Uncle Gabriel, are you in favour of votes for women?" "Does you-all mean, sub, dat tae an' Liza bof vote?" "Yes." "Ah shuah does favah it, den. Dat would be foh dollars."

A Quebec shoe-dealer recently received the following order from a French-Canadian customer:

"You will put some shoe on my little families like this, and send by Sam Jameson the carrier: One man, Jean St. Jean (me), 42 years; one woman, Sophie St. Jean (she), 41 years; Hermedes and Leonore, 19 years; Honoré, 18 years; Celina, 17 years; Narcisse, Octavia, and Phyllis, 16 years; Olive, 14 years; Philippa, 13 years; Alexandre, 12 years; Rosina, 11 years; Bruno, 10 years; Pierre, 9 years; Eugene, we lose him; Edouard and Eliza, 7 years; Adrien, 6 years; Camille, 5 years; Zoël, 4 years; Joseph, 3 years; Moise, 2 years; Muriel, 1 year; Hilaire, he go barefoot. How much?"

Delayed Love Letter.

We frequently hear a policy of life assurance referred to as "The last love letter," says the *Pioneer*, but did you ever contemplate the other side, which might be termed "The letter of blasted hopes?" These are printed daily in the "Situation Wanted" columns of our newspapers, and their full meaning is never appreciated. We are reproducing a few clippings taken at random, hoping that the husband who reads them will decide promptly whether he wants his wife to sell her time, and frequently soul, because of his neglect.

HOUSEKEEPER—Widow with boy of 5, in private family in city; reference, 2530 Mersington.

HOUSEKEEPER—Lady, with boy 10 years old, wants to keep house for widower or bachelor. Address B. 624 Star.

HOUSEKEEPER—Middle-aged widow lady desires position as housekeeper. 2617 Elma.

HOUSEKEEPER—Woman of education and refinement would like full charge of home of widower or wife semi-invalid or busy socially; in reply give full name and address; references required and given. Address B, 742 Star.

HOUSEKEEPER—Refined widow wants position as housekeeper where she will be treated as one of the family. Bell East 1817.

Life insurance on premium dates may entail a sacrifice, but it is only through sacrifice that we bring ourselves into intimate relation with true happiness.



PROPOSED NEW HEAD OFFICE BUILDING OF THE SUN LIFE OF CANADA, DOMINION SQUARE, MONTREAL.

Wonderful Progress.

The Sun Life Assurance Company of Montreal, Canada, which holds the premier position among the Canadian life assurance companies, has made public its new annual statement and it is truly a remarkable exhibit. It cannot be successfully contradicted that few life assurance companies of the world have ever embodied in their executive direction greater soundness and thoroughness and a more scholarly understanding of life assurance coupled with a more forceful and aggressive agency management than is found with this company.

A study of the history of this institution for the past ten years shows a remarkable growth in which the Sun Life has jumped ahead by leaps and bounds. Ten years ago its income was \$3,986,000, while the new statement shows that this has doubled over three times, and last year aggregated \$13,996,402. A corresponding remarkable increase was also made in the accumulation of gross assets. Ten years ago they amounted to \$15,505,000, while they now amount to over \$55,726,000. In the same time the assurance in force has increased from \$75,000,000 to over \$202,000,000. These are indeed comprehensive figures and yet after providing for all liabilities the Sun Life has a surplus in addition of \$5,752,986. In all the essentials of life assurance the Sun Life ranks at

the front and is attracting the thoughtful attention of the life assurance men everywhere.—*The United States Review*.

Don't Lapse.

Because you are older than you were when you insured, and can never get another policy on as favourable terms.

Because if you lapse the policy you sustain a serious loss and deal a staggering blow at loved ones.

Because market fluctuations, adverse financial conditions, etc., do not effect its value.

Because physical disability, coming suddenly, or perhaps even now present, but unsuspected, may prevent you from getting another in any company.

Because when you secured a policy you had confidence in the company, and it is more your friend to-day than ever before, standing ready to serve and help you in your hour of need.—*London Life Monitor*.

The chief of the clan of McIntosh once had a dispute with a cabby over the fare. "Do you know who I am?" the Highlander asked angrily. "I am the McIntosh." "I don't care if you are an umbrella," retorted the cabby. "I'll have my rights."



PRESIDENT MACAULAY IN A HAPPY MOOD.

Partnership Assurances.

Life assurance is nowadays recognized as a necessity when the death of the head of a household would otherwise leave those dependent on him in poverty or want. In other words, when a man marries he takes into partnership for life one whom it is his duty to protect as far as possible from the effects of the partnership being dissolved by his early death.

The extent to which the benefits of Life Assurance are available in the partnerships of commercial life is hardly yet realised. In the ordinary case of a private partnership, the death of either partner almost always involves payment in one form or another to the representatives of the partner who has died, and if the payment has to come out of the business the surviving partner may be seriously embarrassed. A Partnership Assurance is the ideal method of providing the necessary means. When the partnership is one in which one of the partners has the practical experience and the other supplies the working

capital, a Life Policy is particularly desirable, as the death of either partner might involve the business itself in a serious and otherwise unavoidable loss. It is a simple fact that many firms have become bankrupt owing to the absence of such a Policy.

An objection which used to be urged against such Policies was that in the event of the partnership being dissolved, the Policy would be of no further use. This objection has been fully met by the plan adopted by the Company of dividing the Policy on request into two portions for half the amount each on the individual lives, at the rates of premium for their original ages at entry.

Such Policies may be effected either With or Without Participation in Profits, but, while the premiums for Without Profit Assurances are somewhat the lower, Assurances With Profits are strongly recommended as being generally much more satisfactory in the long run.—*Scottish Life Notes.*

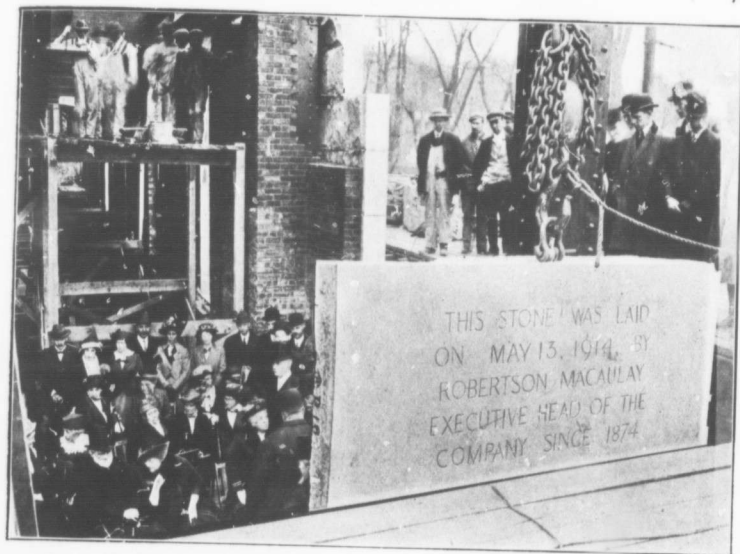
The Best Banking.

The prospect said. "No, I put my money in the bank."

The agent said, "Do you know that actually you are the bank from which all the money you have is drawn? What you earn, what you spend, what you save, are all sight drafts on your own producing ability. It is as steady a drain upon your mental and physical resources as the cheques which you draw on your bank account. The latter has you behind it; behind, you there is nothing."

"If you were to lose all your money to-morrow it would not break you. You have health and strength and courage left. But when *you* break, what will happen to those who are dependent upon you? They will be up against the barred door. Unless you have banked on the future their income stops short. When you take out a life assurance policy you make the biggest bank deposit you ever made in your life at one time. Did you ever pass five thousand dollars over the counter to the bank teller, and say 'Put that to the credit of my account?' No."

"Well, the minute you sign this application and pay the first annual premium on this kind of bank account, you have actually provided that whole sum—ready—waiting for service against the one big call that is coming to you some time—the one on which you will never get any extension time. That's banking in a new sense and banking with common sense and foresight. Sign here."
—*Adapted.*



SHOWING THE INSCRIPTION ON CORNERSTONE AND SOME OF THE FRIENDS ASSEMBLED AT THE CEREMONY.

Mr. Macaulay's Address before the Underwriters.

That the result of the proposed amendments to the Insurance Act, if they become law, will be to give to Canada the most up-to-date and reasonable insurance legislation in the world, was the opinion expressed by Mr. T. B. Macaulay, Managing-Director of the Sun Life of Canada, at the closing dinner of the Life Underwriters Association of Quebec, held in Cooper's restaurant, Montreal, Monday evening, May 18th.

The chief feature of the gathering was the address delivered by Mr. Macaulay, on the new Insurance Act, during the course of which he highly commended the new legislation and dwelt at some length on the methods provided by the amended Bill for the handling of defunct companies.

Mr. Macaulay is a very convincing speaker and held the interest of his audience throughout. He prefaced his address by stating that he had been thirty-seven years in the life assurance business and during that time had noticed a wonderful betterment in the relations between different companies; and that the old-time bitterness and unfairness had entirely disappeared.

Regarding the amendments to the Insurance

Act, Mr. Macaulay said his position was as one "behind the scenes," both in regard to what had been done and what was intended to be done.

The three years' struggle from 1907 to 1910 had been productive of one of the best life insurance measures in the world.

Contracts like that of the National Agency with the Union Life would be stopped in future.

By the amendment also directors would not be allowed to have any interests in the investments, hereafter made by the companies, and misleading advertisements regarding capital would not be allowed.

Group insurance was still a question, and although endorsed by the managers of insurance companies was being attacked by fraternal societies and labour unions.

Mr. Macaulay highly commended the attitude of the Insurance Department which, he said, was cordial and reasonable in the highest degree. He stated, whether the amendments would pass was still a question, but he sincerely hoped they would.

Mr. Macaulay Cushing, Secretary of the Association, stated that the attendance at the meeting was most encouraging as there were sixty members present representing all the different companies and including Mr. John A. Tory, of Toronto, ex-President of the Dominion Association.



TROWEL PRESENTED TO THE PRESIDENT BY THE DIRECTORS
AND USED IN LAYING THE CORNERSTONE.

From a Woman's Point of View.

"I am a strong believer in life assurance for professional women whose income would cease at their death," writes Madame Ernestine Schumann-Heink in *The Educational Monthly*. "Some of the policies I carry combine the element of investment with that of protection, so that after a period of fifteen or twenty years the policies provide a fund for the years when one's earning power will have decreased.

"I believe every self-supporting woman should carry assurance. For a woman with children or others dependent on her for support, life assurance is, in my opinion, indispensable. Of the many reasons why a woman should assure, I offer the following:

"An assurance policy is a compulsory Savings Bank account protected by assurance. The recurring obligation of meeting premiums at stated intervals compels systematic saving.

"Many self-supporting women look forward to owning their own homes. An Endowment policy, at maturity, will provide the means.

"The average woman is inexperienced in making investments. There is no safer depository than a well-established life-assurance company.

"Women engaged in business are dependent on their brains for support. Their ability to work constitutes their capital. This capital is being consumed daily. Financial provision for the future is therefore even more necessary for a woman than for a man, as few women are able to continue in business as long as men."

Little Tommy at school was being examined in geography.

"Now, Tommy," said his teacher, "if your left hand is west and your right is east and in front of you is north, what is behind you?"

Tommy wriggled about, and finally he answered:

"Well, the whole class can see it's a patch I have on me trousers. You don't need to point it out."

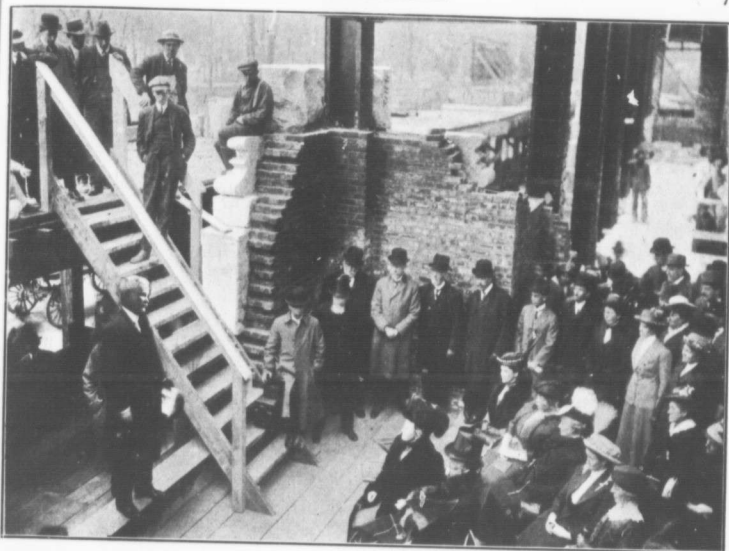
Bishop Creighton interviewed a London vicar at St. Paul's Cathedral, and requested that he would abandon the use of incense, to which the vicar attached most vital importance.

"You see, my lord, I have the cure of ten thousand souls to minister to."

"Quite so," rejoined the Bishop, "but you don't wish to cure them with smoke like so many kippers."

"I teach my parrot only short words." "Do you? Now, I should think that parrots were better adapted to learning polysyllables."

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MR. T. B. MACAULAY, MANAGING-DIRECTOR OF THE SUN LIFE OF CANADA, REVIEWS THE WORK OF THE COMPANY.

People Unfit for Assurance.

Who'd have thought it! Again we face the fact that getting life assurance is not the simple, easy, cut-and-dried foregone conclusion that many people think it is. Last year, despite the scientific handling of sub-standard cases by which a risk who is slightly impaired may get a policy in the New York Life, this company absolutely declined 7,228 applications for a total volume of \$23,350,354. Every year we face the startling fact. Every year we put before you the figures regarding a class of people who, as far as this company is concerned, must go through life unassured, unprotected—and who suffers? Not they so much as their families, their wives, their children, the dependents and the business interests they must leave behind.

I know of no single truth that should be more cogent in driving people to assure than this, that the time may come, does come to many, when they cannot get it. Why wait? A man makes no money by delay. It's axiomatic that advancing years in life assurance are expensive. The one who makes the best bargain is the one who assures early, the man who assures to-day.

Seven thousand two hundred and twenty-

eight people wanted life assurance last year, needed it, asked for it. Think of the feelings that must have beset them, as they learned that a great liberal company like ours, in business to do business, regarded them as unassurable and had to say in effect, "Not now my friend; if you'd come to us a month ago, a year ago, two years ago, five years ago, we don't know just when, but some time, we would have been glad to enroll you in our membership. As it is, we have others to look out for. Your presence here would be a menace; in a mutual company, where the cost is averaged through the mass, it would be wrong to take a risk we could not justify, and, much as we would like to have your money, in justice to our membership our scientific knowledge of the circumstances in your case makes it inadvisable to accept you."

And so it goes. The same old story year by year. Seven thousand two hundred and twenty-eight heard their doom in 1913. A greater number, owing to your intense activity, will doubtless hear it in 1914. The effect of it all should be this and this alone:

Renewed effort on your part to get people to take insurance now, lest even a little later it may be denied them.—*New York Life Bulletin.*



MALLET USED AT THE CEREMONY.

Assurance for the Man on Salary.

If there is any class in the community more than another who should invest in life assurance, says *World Echoes*, it is the salaried man. Most agents have encountered the point of view among men who are in business for themselves that they can do better by putting the money in their business. There is also the rather cock-sure attitude among some of them that they are doing so well that they really don't need any assurance.

The man on salary cannot use either of these arguments. As a rule his savings are moderate in amount, and generally he knows little or nothing about investments even if he had sufficient capital to take advantage of opportunities. Not only is life assurance about the only form of safe investment available for him; it is the greatest incentive to saving he can possibly have.

The salaried man's income is fixed. Each

month he knows very nearly what his expenses will be, and how much he will be able to set aside. He also knows that future increases to his income are likely to be very moderate in amount.

About the only hope of his making headway is through the setting aside each month of a fixed sum. The taking of a life policy makes this saving compulsory. The amounts of the premiums being uniform, and their payment dates being fixed, they fit in admirably with the regular salary received.

Over and over again the experienced assurance man has heard the salaried man say: "This assurance is found money for me. If I hadn't had the premiums to meet I would have 'blown' the money." The salaried young man is wise who starts his life assurance while the premium rates are low and before family responsibilities make it hard to save.

Appreciation.

BRUXELLES, March 27th, 1914.

SUN LIFE OF CANADA.

Dear Sirs,—I have the honour of letting you know that I have chosen the 1st option for settling my assurance under policy No. 24809, viz.:

Surrender the policy for a single cash payment consisting of:

Capital assured and reserve	Frs. 10,599.60
Profits accrued	9,042.95

Total in cash Frs. 19,642.55

I want to thank you for the very good results obtained with this transaction and to all my acquaintances I highly commended your Company. I did not forget to let your competitors know about it for, as you may remember they, years ago, sent me to your offices here with my policies to have them cancelled as they claimed I was, then, making a very bad investment.

I authorize you to make use of this letter and remain, dear Sir,—ANT. VAN ROOSBROECK,
Automobiles Livery.

HONOLULU, T. H., April 14th, 1914.

SUN LIFE ASSURANCE CO. OF CANADA.

Dear Sirs,—I beg to acknowledge, with thanks, receipt of the full settlement of my father's policy No. 134700.

I also desire to express my appreciation of the prompt manner in which you handled this matter for me. The fact that your Company's manager in Japan gave his assistance in securing the papers necessary on account of the fact that my father died in Japan, has shown to me that my countrymen in Hawaii need have no hesitation in making application to your Company, which is so efficiently organized, not only in Hawaii, but all over the Orient.—KATSUMI HIRANO.



MR. ROBERTSON MACAULAY PROPHESES A GREAT FUTURE FOR HIS COMPANY.

DANVILLE, Que., May 13th, 1913.

SUN LIFE ASSURANCE CO. OF CANADA.

Dear Sirs,—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.—H. R. CLEVELAND,
of J. L. Goodhue & Co.

COATICOOK, Que., Dec. 1st, 1913.

SUN LIFE ASSURANCE CO. OF CANADA,
Montreal.

Dear Sirs,—I wish to express to you and through you to the Sun Life Company which you represent, my satisfaction with the results of the 20-Year Endowment Policy for \$10,000 which matured to-day. I paid to the Company \$9,840. I have received to-day \$10,000 and profits \$3,556.30 making total of \$13,556.30. I have therefore had returned to me \$3,716 more than I paid the Company and my life has been assured for \$10,000 for twenty years, or putting it in another way, my money has been returned to me in full with interest at nearly 3½% compounded annually and my life assured for twenty years for nothing. The policy

matured to-day and I found cheque for the amount awaiting me. The whole transaction has been satisfactory.—W. L. SHURTLEFF.

Continued Progress.

No one interested in the success and progress of Canadian institutions will regard with indifference the annual report of the Sun Life Assurance Company of Canada, which appears on another page of this issue. Money is the life blood of commerce, and commerce is the measure of the greatness of a country. To-day the Sun Life Company occupies a leading position among Canadian life assurance companies.

For the year 1913 the assets of the company show an increase exceeding six millions over the assets for the previous year, and the surplus added during last year was also largely in excess of the year previous. For the year now reported on the enormous sum of \$202,363,996 represented the assurances in force, which is by far the largest amount shown in any other Canadian company.

From a purely Canadian point of view this report is another bright spot on the financial horizon.—*Vancouver World.*

When ?

Insurance is a first-rate investment, especially, as in a case of dire need, it provides a means to help a lame dog over a stile. Too many only consider the fact that when times are bad they may not be able to keep up the premiums, whilst overlooking the fact that a life policy is both good security for a loan and a negotiable bond. One day a school of insurance agents will rise up who will enlarge upon the really attractive features of life insurance rather than imagine that the only three things which count are size of funds, extent of bonus, and percentage of expenses to income. When insurance Companies take steps to advertise the real advantage of insurance, then they will get the business they ought to get, whereas now they only get what they deserve.—*London Life*.

The Narrow Man.

The man who does not look favourably upon life assurance, says Charles Miller, is never a true success in any business, or in life itself. He is by nature too niggardly and penuriously small to be a figure of any moment. His parsimonious, trivial, narrow, puny ideas will not permit him to measure up to big things—things really worth while. He is a short weigher and gets shorter weight in return. His narrow, selfish views will keep him well within the category of those of that view. He is, as a matter of fact, penny wise and pound foolish. He is constantly cutting off his nose to spite his face. The really big things escape his view—elude his judgment—are out of his focus, and, consequently, are not seen and photographed by him. They do not come within the scope of his vision, mainly because of his selfish, mean narrowness. His utter lack of consideration for others keeps him down where he naturally belongs.

There is one supreme certainty—the certainty of death. Though one brings nothing into the world and can carry nothing out of it, he can leave something in it, providing thus for those whom he has brought into life, but must leave behind him to face the life he cannot foresee. The surest provision he can make for them is to be had in ample life assurance.—*Plico*.

Two ladies rapped at the door of a friend's house. Mary, aged six years, answered the door. One lady said to the other: "That little girl is not very p-r-e-t-y."

Mary turned quickly and said: "I know I am not very p-r-e-t-y., but I am awfully s-m-a-r-t."

Dependent Professional Men.

"Those of us like myself, who claim at one time to have been professional men, are very dependent on assurance companies for the assistance they give in promising us in the future some security as to our wives and children. * * * I want to state sincerely how grateful I am to your profession for the security of life, and the satisfaction and real confidence that you give a man when you give him a policy."—*Ex-President W. H. Taft, in Address to the Life Insurance Presidents' Convention*.

Value of a Man's Life.

We recently had a suit down in Louisville, says Henry J. Powell in *The Educator Monthly*. A man was killed in a railroad wreck, and his family brought suit for \$10,000 damages. One of the first questions the lawyer representing the railroad asked of the widow and those who were bringing this suit was: "What did you value your husband's life at?" The widow said that was a thing she could not value. The lawyer on the other side objected, and the court sustained his objection. Then the first lawyer said, "Well, what did he value his life at? How much life assurance did he carry?" "Two thousand dollars was all." "Well, that is all he must have valued his own life at." The point carried well, and that is all they got out of that case. For if a man didn't value his own life, certainly the courts are not going to do so.

From some examination papers in a Massachusetts—we repeat, Massachusetts—town:

"Capilarity is when milk rises up around the edge of the bottle and shows good measure."

"The settlers gave a Thanksgiving-dinner to the Indians for their kindness, and to the Lord for fair weather. They kept up their festivities for three days, eating all the time. A party of sixty Indian warriors came, rolling their war-hoops down the hill."

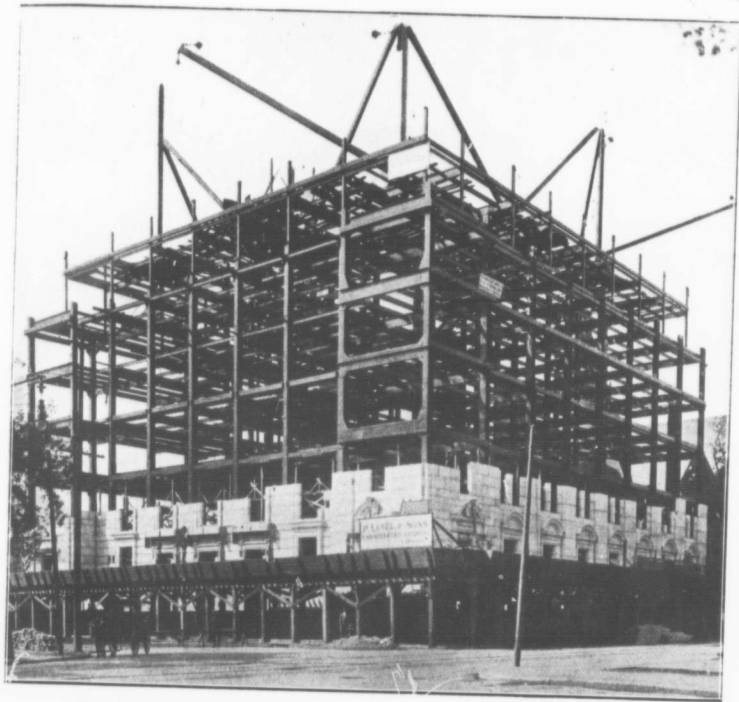
"Henry VIII, by his own efforts, increased the population of England 40,000."

"Esau wrote fables and sold them for potash."

"The Lupercal was the wolf that suckled Romeo and Juliet at Rome."

"Lincoln has a high forehead which is a sign of many brains."

The day of miracles is past. We cannot bring the dead to life; but a life assurance policy enables a man to work after he is dead, because thus his family may receive the wages he otherwise would have provided for them.



NEW HEAD OFFICE BUILDING. FROM A PHOTOGRAPH SHOWING PROGRESS AS AT 1ST JUNE, 1914.

A society woman wrote to an army officer at Fort Sam Houston: "Mrs. Smythe requests the pleasure of Captain Bunker's company at a reception, July Sixteenth."

Next day she received this note of acceptance: "With the exception of three men who have the measles and one who is in the guardhouse, Captain Bunker's company accepts Mrs. Smythe's kind invitation for the sixteenth."

A Scotsman landed in Canada not long ago. The very first morning he walked abroad he met a coal-black negro. It happened that the negro had been born in the Highland district of Scotland and had spent the greater part of his life there. Naturally, he had a burr on his tongue. "Mey, mannie," said the pink Scotsman, "can ye no tell me whaur I'll find the kirk?" The darky took him by the arm and led him to the corner.

"Go richt up to yon wee hoose an' turn to yer richt, and up the hill," said he. "Happens yer frae Scotland yersel'?" said the new arrival, amazed. "R-richt ye ar-re," said the darky, "Aberdeen's ma hame." "And hoo long have ye been here?" "About twa years," said the darky. "Lord save us and keep us!" said the new arrival. "Whaur can I get the boat for Edinbro?"—*The Canadian Magazine.*

"If your life is not adequately assured," says SUNSHINE, "you should advise your wife to learn a trade."

"That's cute when you come to think. If you can start men thinking on that subject, wondering what sort of trade the wife can learn the rest should be easy. Outside "washing" there doesn't seem to be many trades available to the average married woman."—*Canadian Insurance.*

Sun Life Assurance Company of Canada

The Results for 1913

Assets

Assets as at 31st December, 1913.....	\$55,726,347.32
Increase over 1912.....	6,120,730.83

Income

Cash Income from Premiums, Interest, Rents, etc., in 1913,	13,996,401.64
Increase over 1912.....	1,663,320.04

Surplus

Surplus distributed to policyholders entitled to participate in 1913	706,424.19
Added to Surplus during 1913	421,904.26
Surplus earned in 1913.....	\$1,128,328.45
Total surplus 31st December, 1913, over all liabilities and capital.....	\$5,752,986.08

(According to the Company's Standard, viz., for assurances, the O.M. (5) 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 1913.....	4,982,553.25
Payments to policyholders since organization	39,385,287.91

Assurances Issued During 1913

Assurances issued and paid for in cash during 1913	34,290,916.79
Increase over 1912.....	3,476,507.15

Business in Force

Life Assurances in force 31st December, 1913	202,363,996.00
Increase over 1912.....	19,631,576.00

The Company's Growth

YEAR	INCOME	ASSETS	LIFE ASSURANCES IN FORCE
1872	\$ 48,210.93	\$ 96,461.95	\$ 1,064,350.00
1883	274,865.50	735,940.10	6,779,566.00
1893	1,240,483.12	4,001,776.90	27,799,757.00
1903	3,986,139.50	15,505,776.48	75,681,189.00
1913	13,996,401.64	55,726,347.32	202,363,996.00