

SUNSHINE

VOL. V.
No. 9.

MONTREAL

SEPTEMBER,
1900.

If you See it in our Paper its so!

One day a man called at the office of a certain newspaper and said to the editor:

"Sir, your paper says that I am dead."

"Well," replied the editor, "if it is in our paper it is correct."

"It is not correct, for here I am, alive," rejoined the other.

"Well, it can't be helped," said the editor.

"But I expect you to contradict it," said the injured man.

"No, I can't do that," said the editor, "as we never contradict anything that appears in our paper. I will do the only thing I can do. Tomorrow I will put you in the list of births."



S. R. Crockett, the popular writer, is said to have recently had this experience, which he relates with keen appreciation. It was after one of the two or three public lectures that he has ever delivered. A heavy, solemn-faced Scot came round after the tragedy, and shook him by the hand in a melancholy manner.

"I hae read a' your buiks," he said; and, after a pause he added, "up to this."

Mr. Crockett expressed his thanks. The man was silent a while, and tried again.

"You dinna do this for a livelihood?" he asked, referring to the recent lecture.

"No," replied Mr. Crockett meekly.

"I was thinking that," said Mr. Crockett's critic, with still deeper solemnity.



HOME OF HON. SYDNEY FISHER,
On Brome Lake, Knowlton.

Teacher: "John, what are your boots made of?"

Boy: "Of leather."

"Where does the leather come from?"

"From the hide of the ox."

"What animal, therefore, supplies you with boots and gives you meat to eat?"

"My father."

—Tit Bits.

The Ordeal of Laughter.

Since Thersites attacked the great son of Atreus, and would have prevailed through ridicule had not Ulysses beat him about the shoulders with his sceptre, every man who has aspired to a high place, every statesman who has argued for a great cause, every scientist, inventor and discoverer who has blazed out a new path for progress, has had to dread the shafts of ridicule more than the attacks of ignorance.

Trial by fire is a hard test, but trial by laughter is the supreme ordeal. Men will face death when they would run from ridicule. A serious attack on a new movement serves but to solidify it, where a sneer would often disperse its forces. And so laughter has become the logic of unreason; a sneer its final argument. For it is hard to think and easy to laugh, and most men fear not to laugh with the crowd lest it turn and laugh at them.

In religion, in literature, in politics, what man would destroy he first makes ridiculous.

This is as it should be. A great idea or a great man is never laughed down and out. In the end the sceptre of common-sense prevails. For, though the crowd loves its laugh, it usually distrusts the man who provokes it, and unconsciously begins to respect the one who perseveres in his purpose despite it. And if ridicule has its abuses, it has its uses. It punctures the sham for all time and strengthens the real to its final triumph.

—Charles F. Wingate.

A Scotchman was describing to a fellow countryman the wild extravagance attending his first visit to London. "I had na been there a week when *bang went saxpence!*"

On the love of each for his own rests the grand structure of life assurance.

Mr. Rockefeller's Five Maxims.

John D. Rockefeller, the "Oil King," whose wealth touches the \$125,000,000 mark, won his first start in a business way by working on a New York farm, twelve hours out of the twenty-four, for twenty-five cents a day. He has earned his position as a multi-millionaire by adhering to the principles of the following maxims:

1. It should be every man's duty to get all the money he can, keep all he can, and give away all he can.

2. Buy only what can be paid for, and look upon debt as an ogre that first paralyzes and then kills.

3. Live within your means, and don't think too much of your neighbor's good fortune.

4. Keep a record of all expenditures and receipts, so that at the end of each year you can tell whether you are saving enough money to provide against the inevitable rainy day. Any one can make money; few can save it.

5. Live as though every act of yours was under the scrutiny of your bitterest enemy.

—Saturday Evening Post.



No Equity.

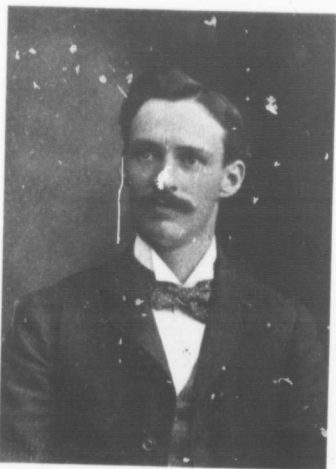
The head of a family may pay rent for twenty years and at the end of that time have no equity in the property, although the amount paid, if applied differently, would have bought it and secured him a homestead. So with assessment or fraternal assurance concerns. The rapidly increasing monthly payments give absolutely nothing in the way of future protection; and the "assured" has no equity in an accumulated surplus, while the same investment in a regular company assures a definite return and absolute certainty of payment.

—St. Paul Globe.



SUN LIFE ASSURANCE COMPANY'S BUILDING.

Sherbrooke, P. Q.



MR. C. C. KNIGHT,
Manager Eastern Townships
Sun Life of Canada, Sherbrooke.

Mr. C. C. Knight is manager of the Sun Life of Canada for the Eastern Townships, with headquarters at Sherbrooke. He entered the employ of the Company, at head office, in 1894, and was promoted to his present responsible position in 1897. The new building which the Company has erected at Sherbrooke is evidence that the Company has unlimited faith in Mr. Knight's ability, and also of the strength of the Company's business in his territory. The recent outing, at Knowlton, was in Mr. Knight's district, and the popularity of the Company was plainly seen. It is fully expected that the good impression created at Knowlton will aid in enrolling the citizens of the district who are not already assured with Canada's "Prosperous and Progressive" Company.



What the prevailing aspiration dictates is the trend of civilization.

First Prize Outing Song.

Air—"Marching thro' Georgia."

By MR. ROBT. REID, Montreal.

Once more we greet the open skies, the mountains and the streams,
Awaken'd with a glorious thrill from winter's icy dreams,
For Sol hath donn'd his summer smile, and, basking in his beams,
Come the children of the Sun Life of Canada.

The Sun Life! the Sun Life! a band of workers we,
United in the love we bear our good old Company,
For while the stately mountains stand and rivers seek the sea
We'll be loyal to the Sun Life of Canada.

Old Sol he is our patron saint, a chief of great renown,
And gaily laughs the world to him when gaily he looks down:
But to wake the sunny smile of joy from Fortune's darkest frown

Is the mission of the Sun Life of Canada.
The Sun Life! the Sun Life! you'll find us staunch and true,
When tears are rife, and wounds are sore, and noble deeds to do,
Our scheme of succour rings the world from the Pole to Timbuctoo;
All are welcomed by the Sun Life of Canada.

So Sol may shine or Sol may sleep, we'll hold our onward way,
And if to-morrow we must work, we'll have our fun to-day,
For Jack must not be dull or slow if he intends to stay

In the service of the Sun Life of Canada.
The Sun Life! the Sun Life! that grand old Company;
A thousand glorious days like this may all its servants see;
And every one bring added wealth to it, and you, and me,

And the patrons of the Sun Life of Canada.



Spain has more sunshine than any country in Europe. The yearly average is 3,000 hours; in England it is 1,400.



HON. SYDNEY FISHER, Minister of Agriculture,
Knowlton.

When Daddy Takes the Strap.

When daddy takes the strap you'd think
The house had gone to sleep ;
And not a one of us dare wink,
As here and there we peep,
Each holds his breath ; each heart beats fast,
We vow no more to scrap ;
And all the war of life seems past,
When daddy takes the strap.

Oh, when he takes the strap, and vows
He'll show what he can do ;
And then begins to pace the house,
And range it through and through ;
Then Frances kicks at Jack no more,
And Jack grabs no one's cap ;
While mamma laughs behind the door,
When daddy takes the strap.

And then when daddy brings it down
With all his might and main,
You'd really think his awful frown
Was causing him a pain.
He thinks we're frightened when we howl,
But we don't care a rap ;
We just pretend, and that is all,
When daddy takes the strap.

—Selected.

He (opening the street-door) : "Anna,
here is the girl with the vegetables."
She : "Don't be silly. It's my new
hat."

On Speaking Terms With Oysters.

A theatrical man recently told the
following story about Fritz Williams.
The old actor was one day sitting in a
fashionable New York restaurant when
two young men came in. They were
fearfully bored with living, and all that
sort of thing, and they beckoned condescend-
ingly to a waiter :

"Waiter," said one, "bring me a chop.
Just mention my name to the cook."

"You may bring me a steak," said the
other, "and tell the cook who its for."

The waiter was half-way across the
room when Fritz Williams hailed him.

"Waiter," he drawled, "bring me
half a dozen Blue Points, and mention
my name to every blooming oyster."

The "Assessment" Assurance Plan.

And now the honest farmer packs
His apples up for town ;
This is the top row of his sacks :
OOOOOOOOOOOOOOOOOOOOOO
And this is lower down :
OOOOOOOOOOOOOOOOOOOOOO

Not so assurance that is run
Upon the assessment plan ;
These are the calls when first begun
OOOOOOOOOOOOOOOOOOOOOO
They measure but a span

But as the years go gliding by,
Assessments grow and grow,
Till finally they get so big,
They always look just so :
OOOOOOOOOOOOOOOOOOOO

The Money Maker.

Company To-day.

Oh, Lucy, hurry up the work,
And set the parlor straight,
I don't see what's the matter
That we always sleep so late.
There's baking and some ironing left,
But it must all be done,
For company is coming sure
Before the setting sun.

Don't snicker now, nor waste your time
In asking questions vain ;
I can't say who, nor if they come
By wagon or by train,
But I have dropped the dishcloth,
A fork stuck in the floor ;
That Dawson girl who came in here
Went out the other door.

The cat is cleaning up her face,
And, in forgetful way,
I took a slice of bread while one
Beside my coffee lay.
So, some one's coming hungry for
My bread—I hope 'twill be
As lovely as that other batch,
The sponge is up now—see ?

Pin that new tidy on the chair,
Fly round and mix a cake ;
Of course these signs do sometimes fail,
But oh, for mercy's sake !
Just hear that rooster on the steps,
How plain he seems to say,
With flap of wing and lusty crow,—
"Coom-pa-ny to-day !"

—A. H. J., in Oregonian.



FIFTH ANNUAL OUTING, SUN LIFE ASSURANCE COMPANY OF CANADA, KNOWLTON.

SUNSHINE

PUBLISHED BY THE

SUN LIFE ASSURANCE COMPANY OF CANADA.

A. M. MacKAY, *Editor.*

Is Neglect the Cause?

After all, at first, the matter of cost is not keeping men from assuring their lives. A little self-denial soon settles the cost question. In the majority of cases neglect is the trouble. The matter is put off from year to year until the time is reached when assurance becomes costly by increase of age, and perhaps cannot be had at all on account of a change in the family history. The time for assurance is to-day. To-morrow is not to be reckoned on. Can you pass the medical examination to-day? Should you die to-morrow, how about your estate? Would the executors need any ready cash to settle matters up? Would your family be amply provided for?

These are sensible questions that demand an answer. You have it in your power to answer them. Will you do it, or will you go on neglecting this important matter? Remember that neglect is the thief of homes.



What Life Policies Do.

Sir James Crichton Browne in an address recently said:

"Viewed simply as investments, life assurance policies are worthy of all acceptance, and when the other advantages, direct and collateral, that attend them are taken into consideration, they are seen to possess recommendations, the importance of which can scarcely be exaggerated. They afford at once what private investment might eventually give if life and health were sufficiently pro-

longed, adequate provision against the greatest calamity that can befall the family, the death of the bread-winner; or they secure to the bread-winner himself a competency and independence in his declining years. They have a fine moral effect by encouraging all the cardinal virtues—prudence, justice, fortitude and temperance—and by discouraging that spirit of gambling which is unhappily only too prevalent in our times. There can be no doubt that life assurance as a whole has had a profound influence on the ethical development of the nineteenth century, and that it has been, and is, one of the forces at work amongst us that make for righteousness. Then besides their moral tendencies, policies of life assurance have many valuable practical bearings. They often facilitate business arrangements or tide a man over an emergency; they are conducive to matrimony; they consolidate the domestic affections and they also, I am quite certain of it, improve the digestion more than any mineral waters; allay irritability of temper; conduce to tranquil slumber, and so contribute to prolongation of life. The great charm about them is that they emancipate to a large extent from worry and anxious forebodings, and it is worry that kills. Physiological research and medical observation alike attest that it is not hard work or intellectual exertion, so much as emotional strain, that damages the human organism; and that he has the best chance of longevity who can best possess his soul in quietness. Well, surely life assurance contributes to that, and so ministers to health and longevity.



The young married man, above all others, should assure. To leave a young widow with helpless children and nothing else is little less than a crime.

—Business, London, Eng.

How to Reach Them.

The life assurance companies should try to find some way of reaching the men who now go into fraternal benefit associations. Nearly all of these concerns are on the down grade, are having more or less trouble and are getting into disrepute in various States. Somebody ought to be able to devise a policy that would suit the case.—Insurance Times.

That is just exactly what the companies employ agents for—to reach assurable persons. Men do not join fraternal benefit associations without being solicited. It takes hustlers to get the business. Plans must be made and carried out persistently. The industrial companies are reaching many of those who drift toward fraternal assurance by their "straight canvassing" method.

—Insurance World.



The Outing Song.

The judges of the Outing Song competition awarded the prizes as follows: First, Mr. Robt. Reid, Montreal; second, Mr. John R. Reid, Ottawa.

The judges were Prof. Geo. Murray, M.A., literary critic of the Montreal Star; Mr. John Reade, literary critic of the Gazette; and Mr. J. R. Dougall, M.A., editor of the Montreal Witness. The first-prize song will be found on another page.



Elliptical Truth.

A kind-hearted clergyman was lately compelled to dismiss a gardener who used to purloin his fruit and vegetables. For the sake of his wife and family he gave him a letter of recommendation, and this is how he worded it: "I hereby certify that A. B. has been my gardener for over two years, and that during that time he got more out of my garden than any man I ever employed."

—The Argonaut.

As Others See Us.

Miss Myra Stafford Reed, advertising specialist, of Toronto, in the July issue of Profitable Advertising, published at Boston, has this to say about the literature of the Sun Life of Canada:

"In assurance advertising of late years, many companies have endeavored to attract the public by advertising, but it is exceptional when the matter used is bright and interesting to the general reader. Such ads, usually savor too largely of the mysterious technical terms, not even understood by half the people who carry assurance, terms that roll glibly off the agent's tongue to the bewilderment of most listeners, and are then explained into every-day English for the uninitiated. Most assurance advertising is written above the level of the average comprehension, so far as terms go, and the written ad. does not, like the agent, explain itself to those too mystified to follow.

"A noteworthy exception is the advertising matter of the Sun Life Assurance Company of Canada. In a series of most attractively gotten-up booklets, and in other matter, they explain their ways and means in common every-day language, putting every proposition in an easy natural manner that would show the dullest person just exactly what could be expected from different phases of assurance. The concise, simple clearness of all this Company's advertising reflects great credit on its ability to get at the right point of view and start from the ground its audience stands upon, instead of expecting it to feel at home in its own technical atmosphere without preparation.

"In its case there is little elaboration. The pith of the matter is set forth clearly and plainly, with some apt illustration or copy of correspondence received showing how others were benefited, and the reader is left to do his own summing up, an easy matter where every feature of the case is put so clearly before him.

"The Sun Life Assurance Company of Canada certainly lives up to all the best theories of good advertising, and has proved it is a paying investment even for an assurance company, despite the protests of others to the contrary."

Outing Number Five.

K-n-o-w-l-t-o-n.

What's the matter with Knowlton?

It's all right!

So say we all of us.

The fifth annual outing of the staff of the Sun Life Assurance Company of Canada has come and gone.

Comparisons are odious, but we will be pardoned in stating that if the other four outings were as good as the fifth, they must have been great.

We do not know just where any improvement could have been made on the fifth.

The Sun Life of Canada is more loved than ever by its staff, and the agents are bound closer together in their work.

The programme was varied. Cricket, fishing, driving, business conferences and a continuous reception filled up every moment of the time. Some had no time for sleep—pillow fights, story telling and midnight marches turned the clock's hands very swiftly.

The citizens of Knowlton were ready to do all in their power to make their end of the outing a success.



A GLIMPSE OF BROME LAKE.

Our patron saint, "Old Sol," was at his best.

The people of Knowlton were at their best.

President Macaulay was at his best.

The arrangements were the best.

Everything was best.

It is worth a good deal to the Company, and in turn to the policyholders, to have such a gathering. The Company's work is better known and it will mean increased business.

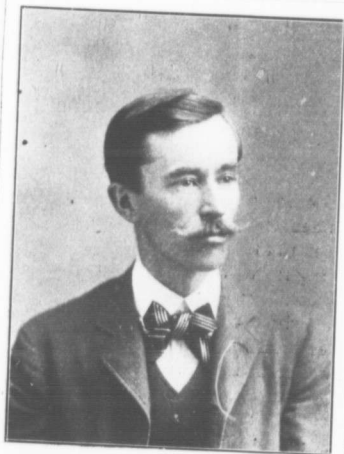
One agent was heard to say: "Any man who cannot get business now for the Sun Life of Canada had better quit."

Enthusiasm was on tap.

And they succeeded.

On the first afternoon the cricket team of Knowlton tried conclusions with a team of the outing party. The Knowlton cricketers of course scored many runs in excess of their rivals. A brass band helped to keep the game bright.

In the evening the Corporation tendered the visitors a reception in Pettes Memorial Hall. An excellent musical programme was given, and an address was presented by Mayor Fleury. Words of welcome rolled eloquently from the lips of the Honorable Justice Lynch. These two gentlemen were much in evidence during the whole stay of the



MR. F. G. COPE,
who had charge of the Outing Arrangements.

party and their great kindness will never be forgotten by the Sun Life of Canada's staff. In responding to the addresses President Macaulay said that never before did the staff receive such a cordial reception. The warmth of the welcome gripped the President, for his face beamed from start to finish.

Every moment of the time was occupied in some way or other. Mr. F. G. Cope, who had charge of the arrangements, deserves great credit for the admirable way in which everything was carried through. His able assistants, Messrs. J. Dymock, Arthur B. Wood and J. O. Richardson, stood nobly by him in the departments of work assigned to them.

The fishing day! The least said about it the better. The black bass family, the day before the outing, met in conference, and the following resolution was unanimously passed by them :

"Whereas : the staff of the Sun Life Assurance Company of Canada is coming to Knowlton, and it is their desire to have a "pull" on us.

"Therefore, be it resolved : that we close our eyes to all their "froggy" temptations, and preserve intact our independence."

A half a dozen or so were unavoidably detained from the conference, and, not knowing the action taken, were unfortunate enough to think that the frogs which dangled from the lines of Messrs. Leger and Raitt were the real thing. They thought frog's legs would make a good breakfast, but alas! they were victimized. Consequently Mr. O. Leger, of Montreal, was given the first prize—a beautiful fishing rod—for catching the largest number of fish, and Mr. T. R. Raitt, of Trenton, N. J., captured the second prize—also a rod—for catching the heaviest fish. With words of congratulation from President Macaulay, in presenting the prizes, and with the good



MR. F. A. KNOWLTON,
Agent of the Sun Life of Canada, Knowlton.



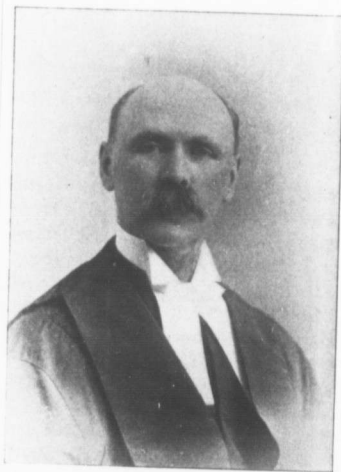
E. FLEURY, Esq.,
Mayor of Knowlton.

wishes of everybody else, was closed the fishing part of the programme.

On the afternoon of fishing day Hon. Sydney Fisher, Minister of Agriculture, very kindly invited the party to his home, on the lake side. About three o'clock on the lake side. About three o'clock Brome Lake was dotted with boats en route. The visitors were received by Mr. Fisher, and the freedom of his beautiful grounds was given. After refreshments were served on the spacious lawns and the party photographed, speeches were indulged in for a short time. Dr. Rogers and Mr. N. D. Sills conveyed to Hon. Mr. Fisher the sincere thanks of the staff. Mr. Fisher made a happy speech in reply. On leaving, "He's a jolly good fellow" was heartily sung.

The drive to Bolton Springs was an important event of the outing. Cowbells, tin horns, tin pans and several

other instruments of torture furnished the music. Perhaps never did those stately mountains hear such strains of agony. One of the members of the party got rather mixed up in a gum deal. Through a misunderstanding he received twenty cents worth of chew for five cents. When the Springs Hotel was reached a court was summoned, and the offender was tried. Mr. Root was arrayed in the robes of a judge. Mr. C. C. Knight was clerk of the Court. Mr. Archibald Wright was the officer of the Court who made the arrest. A jury was empanelled, and Mr. A. S. Macgregor was counsel for the prosecution, while Mr. A. M. Mackay represented the defence. The verdict arrived at was "guilty," with a recommendation to mercy, which was conceded by the judge, and the sentence rendered was, that every policy written by the prisoner from this date until 31st January should carry a thousand-dollar lien for every thousand of assurance.



HONORABLE JUSTICE LYNCH,
Knowlton.



COURT HOUSE, KNOWLTON.

The staff concert was a grand finale to all of the enjoyment. Several local artists very kindly gave their services, and the combined talent gave a concert which was of exceptionally good quality.

Pettes Memorial Hall was packed to the doors, and the large audience was in the humor to be entertained. Mayor Fleury and Honorable Justice Lynch thanked the staff for the evening's enjoyment. They both made admirable addresses, and hoped that the Company would choose Knowlton for the next outing. President Macaulay rightly said that the pleasure of the evening's programme was due largely to the excellent local talent. The ladies' orchestra, under the leadership of Mrs. Fay, was heartily congratulated.

The business meeting on the closing day was of much importance to the Company. Many items of business pertinent to the work were discussed.

The party left by special train, at 6.30

on Friday evening, carrying with it the feeling that of all places, where genial and thorough hospitality is shown to the stranger, Knowlton is the place.

"Good bye, ladies!" were the last words in song from the party, and they were sung with regret.

Secretary Macaulay arrived from Europe in time to meet the party returning from the Bolton Springs drive. Didn't they cheer him!

Hon. Justice Lynch accompanied the party to Montreal—but not in an official capacity.

Pettes Memorial Hall was very generously thrown open for the use of the party. It was an evidence that the spirit of the donor, who left such a beautiful monument in brick and stone, is also the spirit of the citizens of Knowlton.



MR. WILLIAM GRANT, OF OTTAWA,
Entertaining a group to an "after dinner story"
(Photo by Mrs. Bartow)

Sunbeams.

Lakeview House is "all right."

"The dignity of the court must be upheld!"

MR. (JUSTICE) ROOT.

"We will remember this outing until our policies become claims."

—N. D. SILLS.

"Who said Mr. French was a gum-drop, even although he dropped the gum?"

"My age is 14. I have resided here 45 years."

—Assistant Actuary WOOD.

"A shirt! A shirt! My kingdom for a shirt!"

—Cashier RICHARDSON.

The safest place on this continent for frogs is in Brome Lake.

"UNCLE SAM."
One of the
Fishing Guides.

"Prosperous and Progressive," the Company's phrase, will be more in evidence in future.

An American said: "I sang 'God save the Queen' three times, and I feel better for it."

"Hon. Sydney Fisher would have every vote of the outing party, had its members votes in Brome County."

—A. M. Mackay (Con.)

The Outing Song was heard on all sides. A boy after the concert was wending his way homewards shouting: "The Sun Life! The Sun Life! A band of workers we."

Many thanks, "Old Sol," you looked after the weather in first-class shape. We'll help you shine for that. May you also be "Prosperous and Progressive."

Pettes Memorial Hall and Library is a credit to the town of Knowlton.

"The most successful outing thus far."
—President Macaulay.

"I agree with you."

—Secretary Macaulay.

Since the outing the face of Mr. Fred. A. Knowlton, the genial agent of the Sun Life at Knowlton, is wreathed in perpetual sunshine. He exclaims with even more emphasis than usual: "The Sun Life is all right!"

"You may book Sherbrooke agency for an increase of at least \$300,000 in this year's business. I would be pleased to have an outing in my district every year."

—C. C. KNIGHT.

"Life assurance appeals to the highest form of human intelligence. It says: 'Make provision while life is in you for those who are dependent upon you.'"
—HON. JUSTICE LYNCH, in the welcome address.



The Outing Yell!

S-L-O-C, sloc, sloc, sloc,

Write up the ap.

Then to the doc.

S-U-N L-I-F-E.

We're all right,

Oui, oui.



Sherbrooke, March 23, 1900.

Mr. C. C. KNIGHT,
District Manager,
Sun Life Assurance Co. of Canada,
Sherbrooke, Que.

Dear Sir,—I take this opportunity of expressing to you my entire satisfaction with the prompt manner in which your Company paid the claim under the policy held by my late husband, E. B. Lyster, and to put on record my appreciation of the help given by your representative (Mr. Swift) in the preparation of the necessary papers.

The Sun Life of Canada has my best wishes, and I will be pleased to say a good word in its favor whenever an opportunity presents itself.

ELLEN M. LYSTER.

Address of Welcome from the Corporation of
Knowlton.

To R. MACAULAY, Esq., President, and
the Officers, Agents and Employees
of the Sun Life Assurance Com-
pany of Canada.

GENTLEMEN,

It was a happy thought which inspired you a few years since to take an annual outing, accompanied by your ladies, in some section of this beautiful country of ours, during the summer season, when nature presents itself in its most attractive garb, and when humanity is seeking relaxation from the cares and worries of ordinary life.

We are proud, and Canada is proud, to recognize in the Sun Life Assurance Company of Canada a distinctly "Canadian institution" which has acquired a proud position among its numerous competitors in the busy field of life assurance the wide world over.

We are also proud that you have chosen Knowlton from the many attractive spots in this fair land as your resort, for this year, and we welcome you most warmly.

Any thing which we can do, during your short visit among us, to contribute to your ease and comfort, rest assured will be done most cheerfully.

We trust that your sojourn with us may prove pleasant and agreeable in every respect, that associations of an enduring character may be formed and that you may return to us again in the years to come with gratifying recollections of your present visit.

J. E. FAY,

Secretary-Treasurer of the Town of Knowlton.

E. FLEURY,

Mayor of the Town of Knowlton.

Knowlton, 14th August, 1900.



The Sun Life Assurance Co's
of Canada.

HEAD OFFICE: MONTREAL.

Directors:

R. MACAULAY, Esq.,

President and Managing-Director.

HON. A. W. OGILVIE, *Vice-President.*

S. H. EWING, Esq.

JAMES TASKER, Esq.

J. P. CLEGHORN, Esq.

MURDOCH MCKENZIE, Esq.

ALEX. MACPHERSON, Esq.

T. B. MACAULAY, Esq.

J. R. DOUGALL, Esq., M.A.

Chief Medical Officer:

GEO. WILKINS, M.D., M.R.C.S. ENG.

Secretary and Actuary:

T. B. MACAULAY, F.I.A.

Assistant Actuary:

ARTHUR B. WOOD.

AGENCY DEPARTMENT.

Superintendent of Agencies:

JAMES C. TORY.

From the Blue Book.

Business of the Canadian Life Assurance Companies, compiled
from the Preliminary Report of the Superintendent of
Insurance of the Canadian Government for 1899.

COMPANIES.	NET LIFE PREMIUMS RECEIVED.	AMOUNT OF POLICIES NEW AND TAKEN UP.	NET ASSURANCES IN FORCE.
Sun Life of Canada	\$2,214,343	\$9,746,309	\$52,753,986
Canada Life	2,199,262	5,529,701	79,691,480
Confederation	1,000,011	3,873,869	31,407,409
Dominion Life	100,014	1,000,208	3,588,879
Excelsior	102,934	1,326,723	3,501,913
Federal Life	387,610	2,415,900	11,447,570
Great West Life	299,887	2,756,050	10,111,959
Home Life	26,727	673,000	1,494,130
Imperial Life	296,617	3,549,000	6,159,125
London Life	226,586	1,712,922	5,778,622
Manufacturers	510,561	3,387,941	13,952,548
National Life	16,834	607,000	544,000
North American	744,865	4,842,640	23,045,403
Northern Life	37,747	1,158,780	1,587,500
Ontario Mutual	853,887	4,008,005	26,798,032
Royal Victoria	60,240	882,230	1,653,807
Temperance and General	215,756	2,653,750	9,350,800

The Sun Life of Canada has for years done the largest new business among Canadian companies, and last year attained the position of having also the largest net premium income.