

New Business for 1912 amounted to\$37,974,757.00
Increase over 1911.....5,571,351.00

VIEWS OF COLOMBIA

A Prosperous Happy New Year

SUNSHINE

Vol. XVIII
No. 1

MONTREAL

JANUARY,
1913



TEQUENDAMA FALLS.

SUNSHINE

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

A. M. MACKAY, *Editor.*



HEAD OFFICE BUILDINGS
SUN LIFE ASSURANCE COMPANY
OF CANADA.

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SUNSHINE							January 1913						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31											

A Happy New Year.

Of all good wishes this is the best. "A Merry Christmas" is also a happy expression, but it is good only for a day—like the dinner which short-sighted philanthropists provide, forgetting that there are 364 other days to be hungry in. "A Happy Easter" is becoming more and more used as an expression of good-will, but it, too, has a limited application—referring to only a day or, at most, a week of the early spring.

But a "A Happy New Year" takes in the whole of the days and the nights elapsing during one circuit of the earth around the sun: it is a big, generous, all-inclusive expression. This then we consider the best of good wishes, and consequently we regard New Year's Day as the most significant anniversary of the year. We therefore wish one and all of our thousands of readers the world over

"A HAPPY NEW YEAR."



For the Evening of Life.

In those days when the yield of gilt-edged securities does not come up to expectations, and investors are casting about for other means of securing a larger income, attention may be opportunely directed to the question of annuities which have of late years become such a prominent feature of this Company. The Sun Life of Canada, with forty-

seven years' experience, confines itself strictly to life and annuity business and fulfils the two conditions which are necessary for those seeking annuities, namely, perfect safety and a high percentage on capital. In such a Company it is quite possible for anyone who has capital invested in high-grade securities to increase their income from two to eight-fold, according to their present age and state of health. In fact the $4\frac{1}{2}$ or 5 per cent. realized by investing in stocks or bonds can, with the very best security, be converted into 6, 10, 15 or 20 per cent. every year of the annuitant's life. These beneficent advantages are secured by co-operating with others through the medium of a well-established life assurance company such as our own. The Company has adopted the equitable system of granting somewhat larger annuities where the health of the annuitant is impaired. To meet the objection some have to purchasing an ordinary immediate annuity through having to sink the capital, we are issuing a new form of annuity bond guaranteeing that should death occur before the annuity payments equal the amount invested the difference will be returned to the annuitant's legal representatives on proof of death.

The Company grants deferred annuities at greatly reduced rates, a form specially suitable for professional men and others desirous of providing a retiring income, and also survivorship, joint life, and all other forms of annuities, including educational annuities for children which cannot fail to appeal to all parents. In fact, there are no contingencies of life that may not be provided for by these means through this Company, whose unassailable stability is shown by its assets, now standing at over \$49,000,000, and increasing by about six millions yearly.

The President's Birthday.

On January 20th, 1913, occurs the eightieth birthday of our beloved president, Mr. Robertson Macaulay. Eighty years of noble living, thirty-nine of which years have been devoted to the creating and conducting of a company whose name has ever been the synonym of everything good and liberal in life assurance, during which time his personality has stamped itself upon Canadian life assurance. Mr. and Mrs. Macaulay will spend the next few weeks at Daytona Beach, Florida, where they hope to escape the rigors of our Canadian climate.



Sun Life's Palatial New Home.

The new building to be erected and occupied by the Sun Life Assurance Co. on Dominion Square, Montreal, will rank among the handsomest and most efficient office structures in the Dominion.

Situated on the main uptown square of the city, faced and flanked by some of the finest buildings in Montreal, including two transcontinental railway terminals, the site is a splendid one both from a scenic and from an economic point of view.

Right across the square is the large and handsome Windsor Hotel. Some distance to the left of this is the magnificent enlarged Windsor Street Station of the Canadian Pacific Railway. Between the two, where St. George's Church now rears its well-known tower, there will shortly rise a fine new modern hotel.

To the left of the Sun Life building, across Dorchester street, looms up the huge dark mass of the Roman Catholic Cathedral, while nearby there will shortly appear the new Canadian Northern station at the city outlet of the tunnel under Mount Royal which will connect with the new northern suburbs. Other large and important structures are springing up all round and many more are being planned. The development of the section has been one of the striking features of the growth of Montreal and the next few years will certainly see a further great improvement in this locality.

For years the Company has been preparing for the time when its business would outgrow its present quarters. Years ago, when the present Sun Life Building on Notre Dame street, downtown, was put up, it was thought it would prove

adequate to house the Company's business for half-a-century. But business grew so fast that first one adjacent building was annexed and then another, so that the present quarters are in three buildings. But even these are insufficient to give elbow-room to the Company's activities, and for some years the directors have been quietly laying plans for an adequate building. A good site was found and acquired on the east side Dominion Square, just north of the Y. M. C. A. building.

Some time later it was learned that the Y. M. C. A. building itself was for sale. As this structure occupied the desirable corner site on Dorchester street, the Sun Life directors, fearing the space might be used for the erection of a hotel or some other undesirable neighbour, determined, for their own protection, to acquire this site also ; which was done.

Having thus secured what is practically the most advantageous site uptown, the Company decided that it would be better to erect the new building upon it. But to do this it was necessary to secure a plot of land behind, occupied by Knox Church. This purchase was advantageously consummated.

Thus the Company has now a block of land fronting 344 feet on Dominion Square and 220 feet on Dorchester street, extending right back to Mansfield street.

The proposed building will occupy 144 feet on Dominion Square and the full length of the Dorchester street frontage. It will be 109 feet high, and built, as will be seen from the accompanying picture, after a most tasteful classical design. It will be up-to-date in every particular, embodying the very latest developments in modern commercial architecture. The material will probably be grey granite and the effect will be one of quiet beauty and solid strength. Building operations will commence early in the spring.

It will be noticed that the erection of the building will leave the Company in possession of a block of land 200 feet by 220 feet. This of course will be sold at a fitting opportunity. Since its possession by the Company it has already increased substantially in value, and it is planned to enhance this value still further by driving a fine street through from Dominion Square to Mansfield street along the north side of the Sun Life building. There is now a lane running through roughly about the same place, but the creation of a forty foot thoroughfare will cause a great addition to the value of contiguous property.

When this is completed it will leave a block of land 160 feet by 220 feet, which will then be marketable at a figure which will enable the directors to dispose of it at a handsome profit for the Company and the policyholders.

At the same time the new street will help to set off the Sun Life building, which will thus be absolutely detached on all sides, bounded by three streets and a fine square, with free entrance all round for light and air.

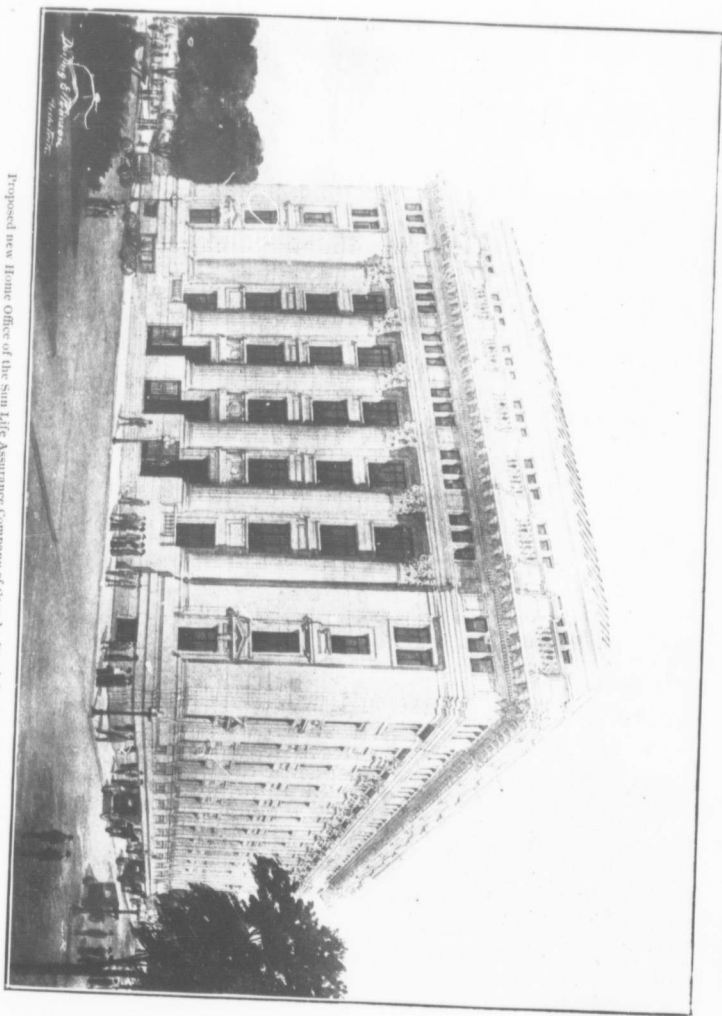
Both from location and appearance the building will be one of the handsomest among the many handsome office structures of Montreal. In the centre of the uptown business district, its position is also splendid economically, and its completion in 1915 will be a fitting jubilee crown for the most prosperous and progressive of Canadian life assurance companies.

Colombia.

To one who will glance at the map of South America, it must be conceded that Colombia occupies an enviable position with relation to the change in the world's commerce which must be brought about by the opening of the Panama Canal.

The Republic of Colombia covers an area of 438,436 square miles, greater than the combined areas of Germany and France. The total coast line is 1,200 miles, 700 miles of which face the Caribbean Sea, and 500 miles on the Pacific Ocean.

Although described usually as a mountainous country, this is true of less than one-half of the total area, but inasmuch as the greater part of the low lands exist to the east of the Cordilleras and are mostly unexplored and uninhabited it can be truly said that the inhabited part is particularly mountainous, as more than four-fifths of the total population live in those parts through which the Cordilleras pass. The mountain chains which cover this part of Colombia are the Northern Terminal Ranges of the great Andean System. On the southern frontier the Andes narrow into a single mass of range, which divided into three great ranges, the Western, Central and Eastern Cordilleras. The Central, the axis of the system, is distinguished by a line of lofty peaks, some of which show their white mantles 2,000 to 3,000 feet above the line of perpetual snow. (Approximately 15,000 feet in this latitude.) The principal summits are Tolima (18,432 feet); Ruiz (18,373 feet) and Mesa de Herveo (18,360). On a clear day these form a magnificent spectacle, particularly the latter, which can be seen from Bogotá, and is



Proposed new Home Office of the Sun Life Assurance Company of Canada, Dominion Square, Montreal.

five or six miles across, having the appearance of a table down the sides of which for more than 3,000 feet hangs a spotless white drapery.

The climate of Colombia is much a matter of altitude, varying from the intense heat of the Torrid Zone on the coast and valleys of the rivers, to the sub-tropical and temperate climate of the higher altitudes. For example, Medellín, the capital of Antioquia, 4,950 feet above sea level, has a mean annual temperature of 70, while at Bogotá, 8,563 feet, it is 57.

With this diversity of climate, it is natural that the products should show the same diversity, and almost any article produced in the tropical and temperate zones can be produced in Colombia. Coffee, cacao, sugar-cane, tobacco and bananas are successfully grown and largely exported. Vegetable ivory (Tagua), rubber and Panama hats are also exported. In the higher altitude, wheat, potatoes, apples, and other products of the temperate zone are successfully grown, but are used altogether for home consumption. Strawberries, blackberries, and other berries of the temperate zone grow wild, no serious cultivation of these articles having been undertaken, and are obtained the year round.

The entire country is suitable for stock raising, the pastures in many sections remaining green the year round. There are practically no seasons, the temperature varying very little, but the rainy season is called winter, and the dry season summer. Bogotá has a climate more like a perpetual spring.

The mineral wealth has been little exploited. Gold is found in every department, and silver, platinum, mercury, iron, copper and lead also exist, but in what quantities no satisfactory estimate can be made. All or nearly all the emeralds mined to-day come from Colombia, the Muzo district, situated about 75 miles from Bogotá, producing the chief supply. The emerald mines, as well as the salt mines which exist a short distance from Bogotá, are government monopolies and form a valuable source of revenue. Coal is found nearly everywhere in the Cordilleras, lignite on the coast and steam coal in the interior. Valuable deposits exist in the Atrato region and well located to take advantage of market facilities which will become available when the Panama Canal is opened. Petroleum is also found in many parts. At the present time a Canadian company is developing valuable deposits near Barranquilla. In parts of Antioquia the gold mining industry is well established, while the Marmato Rio Sucio gold deposits are said to equal those

of the Transvaal. The Chocó placer region has twice as much territory as both the California and New Zealand regions together, and the possibilities for development are infinite. It is said that the entire Pacific coast of Colombia has been formed by gold bearing alluvial, and in the mountain ranges of Antioquia and other parts are many thousands of square miles known to be gold bearing which await the systematic use of modern machinery and methods, to be properly developed.

It will thus be seen that in these great branches of industry, agriculture and mining, few countries contain the latent wealth and favorable conditions for developing it to such a degree as does Colombia.

Colombia has no organized system of railways, but there are many short lines at present engaged chiefly in local traffic, which, when plans are fully carried out, will connect the coast on both the Atlantic and Pacific sides with the center of production. For the progress of Colombia it is essential that these plans be carried out, and it is probable that in the next few years much attention will be paid to the development and extension of the present means of communication. In the interior the means of communication is all by mule, which with the opening of railways will reduce the time to hours where at present it takes days. The postal and telegraph services are well organized. The telegraph service is under Government control, and gives good communication with all parts of the country at the rate of two cents per word to all parts.

The progress of Colombia has been retarded by continual internal strife, and its population has not increased in the same proportion as some of the other South American Republics. The census, which is about being completed, will give the total population of the Republic about 5,200,000 inhabitants. The country has now enjoyed about ten years of continual peace, and there seems to be a tendency to settle the differences by peaceful methods, as repeated experience has taught that nothing is gained by civil war. During these ten years the finances of the country have shown great improvement, and there seems to exist a determined desire to develop the country and make it one of the countries of the 20th Century, and there is no doubt that during the next twenty-five years wonderful changes will take place.

* * *

Put off doing the mean thing until to-morrow,
but do the noble thing now.

Positive Proof.

An Irishman and a Scot were arguing as to the merits of their respective countries.

"Ah, weel," said Sandy, "they toor doon an auld castle in Scotland and foond manny wires under it, which showed that the telegraph was knoon there hoondreds o' years ago."

"Well," said Pat, "they toor down an ould castle in Oireland, and begorra there was no wires found undher it, which shows that they knew all about wireless telegraphy in Oireland hundreds av years ago."

What Was The Use ?

"Haven't found your dog yet?" asked Smith of his neighbor Jones.

"No," answered Jones ruefully.

"Well, have you advertised?" asked Smith.

"What's the use?" said Jones; "the dog can't read."

In His Native Element at Least.

Belle and Alice were discussing their sweethearts.

"Alfred, you know, is spending the winter in Florida," said Belle, "and among his Christmas presents he sent me the dearest little alligator you ever saw."

"How lovely," said Alice; "but how are you going to keep him?"

"I hardly know," said Belle, "but I've put him in Florida water until I hear from Alfred."

Willie's Life-Saving Device.

Willie had been forbidden to try his new skates on Christmas afternoon, because his parents thought the ice was not safe. Consequently, when he appeared in the doorway dripping wet, there was trouble brewing.

"Don't lick me, Ma," said the offender, "because I've just saved three men and two women from drowning."

"How?" demanded his mother.

"Why," exclaimed Willie, "they were just going on the ice when I broke through."

"Mr. Grimes," said the rector to the vestryman on the Sunday morning before Christmas, "this morning we had better take up the collection before the sermon."

"Indeed!" said the vestryman. "Why?"

"Well," answered the rector, "I am going to preach on the subject of economy."

Couldn't Have.

"Huh! I bet you didn't have a good time at your Christmas party yesterday," taunted Billy.

"I bet I did," answered little Eddie.

"Ah, go 'way. Why ain't you sick to-day?"

It Sounded Like It.

A young girl from a country town went to a city boarding-school much against the wishes of her father, who thought she would be spoiled by city ways.

Soon she wrote in one of her letters: "I am in love with ping-pong."

The mother read the letter aloud to her father, who turned angrily upon her, saying: "Well, you see I was right. I knew no good would come of her going to the city. Now, you see she has got in with one of those danged Chinamen."

A Banner Year.

The business of this Company in 1912, according to the figures just compiled, shows a substantial increase over that of the previous year and establishes a high-water mark in the Company's history. The new business written during the twelve months amounted to \$37,974,757.

Canada's Supreme Moment.

December, 1912.

The following copyright verses were written by our energetic manager for Sherbrooke District, Mr. T. J. Parkes, and are well worth reading. We have Mr. Parkes' permission to print them:

I dreamed and in my dream the vision passed
Of Canada in wealth and progress vast,
Of Canada, grown great—in actions strong—
Of Canada to whom the rights belong
Of ruling well at home the men she's reared,
Of blending in her veins the rich, red blood
Of thousands, foreign-born, whom God has
steered
To these rich lands to seek their home and food.

I dreamed, and yet it was not all a dream,—
For up she rose in all her virile strength,
From coast to coast, throughout her far-flung
length,—
She rose and shook herself—moment supreme,—
A sense sublime of what she owed, she felt,—
In Island tight, our island home there dwelt
A matchless Mother grand, in thoughtful pose,
While round her gathered thick, the Empire's
foes.

No suppliant beggar asking alms was this,
No weak-kneed tyrant, cringing to us, knelt,
No claim was made that we had been remiss,—

Silent—waiting—the mother of us all
 Sat on her sea-girt throne, fearing no fall.
 Silent—from her firm lips no plea shall come.
 Waiting—she knew that those who'd left her
 home

Carried within their hearts the same stern pride
 Which in the past made her the Sea-king's bride,
 Which in the past had quelled internal strife
 When foreign foes did threat the nation's life;
 That pride adopting self-sustaining role,
 "Mistress in her own house," as Kipling sang,
 Yet "Daughter in her mother's" thrilled her
 soul.

"Freely we have received"—deep, loud it rang,
 "And freely will we give nor feel a pang."
 In splendid isolation Britain stood.
 Sprang forth at once from Canada her brood.
 The wounded lion with his bleeding side
 Stood watchful, bristling mane with wrathful
 pride.

"Alone?"—No, not alone, for at the sight
 His lusty cubs spring forth, demand the right
 To stand in the forefront, join in the fight.
 Their bleaching bones on Africa's burning sand
 Their nameless graves on yonder foreign strand
 Attest the fact that Britain's sons afield
 Are BRITISH still at heart, the Empire's shield.

MOMENT SUPREME—Emergent Britain's need—
 MOMENT SUPREME—Sink thoughts of self and
 greed.

Rise to the heights of noble thought and deed
 Where patriot love and gratitude profound
 Hold converse deep with pride of race, renowned.
 Hark to the voice which speaks with thund'rous
 notes
 From Rocky Mountains' cliffs and Scotians'
 throats,
 And freely send to serve our Empire's need
 The gifts, unsought, from every race and creed.

MOMENT SUPREME—Shall Canada hold back
 When GOD has given her of wealth no lack,
 When rolling prairies rich with grain are blest,
 When forests dark yield gladly of their best,
 When rocks, auriferous rich, shake out their
 spoil,

And mines with metals rare repay our toil,
 While every shore is laved with waters fraught
 With wealth untold, nor hands nor brains have
 wrought?

Moment supreme—a CRISIS GOD has sent
 To test in us the talents HE has lent.

T. J. PARKES,
 Sherbrooke, Que., 9th December, 1912.

Doubtful Consolation.

"Mary," complained the husband, "why do
 you suppose it is that people all say that I have
 such a large head?"

"I don't know, I'm sure, John," said his
 wife consolingly; "but never mind, there's
 nothing in it."



Mr. Percy M. Jost.

It is but little more than a year since this Com-
 pany began active operations in Colombia. Mr.
 Percy M. Jost was placed in charge of this
 Division, and it is to his marked ability that the
 Company's success in this field is due.

Mr. Jost's Division has gradually forged ahead
 during the year until the month of November
 last, when it led all other Divisions of the West-
 ern Foreign Department, and takes second place
 among the Divisions of the Department for the
 year 1912.

In November Colombia led in new business,
 in collection of new premiums and paid-for busi-
 ness.

Mr. Jost, whose portrait we publish in this
 issue is a Nova Scotian by birth. He was eleven
 years in the employ of the Royal Bank of
 Canada, from which he resigned to take up life
 assurance work with this Company. Filled
 with marvellous nervous energy, together with
 organizing ability of no mean order, he is a man
 who is sure to win his way in any institution
 with which he may be associated. We con-
 gratulate him upon the splendid results he has
 achieved in the past, and look forward to even
 greater achievements in the future.

An Appreciation.

The following reference to the Sun Life Assurance Company of Canada is from the editorial pages of *The Commercial World*, London, Eng., and shows the enviable position which this Company holds in the hearts of the people of Great Britain :

The great Dominion of Canada—"the country of the future," "the land of promise," as it is variously termed by sanguine prophets who read its future—is at the present time particularly interesting and attractive to those who are connected with assurance business. For, while the rapid growth and development of the Premier Colony, the opening up of new territories, the influx of new populations, suggest immense possibilities for companies which find the home field crowded and the need of additional elbow room urgent, the assurance institutions which have been born and bred on Canadian soil are every year increasing in wealth, strength and importance, and must needs be regarded in all areas where they are encountered in competition as rivals worthy of the utmost respect. In this country Canadian assurance enterprise is represented by only a few companies at present, but these are "the pick of the bunch," to use a familiar expression, and there is not the slightest doubt that they are regarded with growing favor by the inhabitants of the British Isles, and have come to stay and to enjoy the popularity they have earned on their merits. The characteristics of our Colonial competitors in life assurance are, no doubt, well known to our readers, and it is sufficient to allude here to their large funds, their up-to-date methods, attractive policies, improving bonuses and liberal annuity contracts. In a sentence, they present to the assuring public the credentials expected from a life office of the first class, and it follows that they are received with cordiality and esteem. In the Sun Life Assurance Company the Canadian offices have a most worthy representative, and a glance at its record in recent years will indicate the extent of its influence and popularity, and the progressive character of its business. During the last seven years—that is from 1905 to 1911—the new business transacted by the Company has been increased by £1,607,820, the premium income by £631,226, consideration for annuities by £206,010, interest income by £181,733, and the accumulated funds by over four-and-a-half millions sterling.

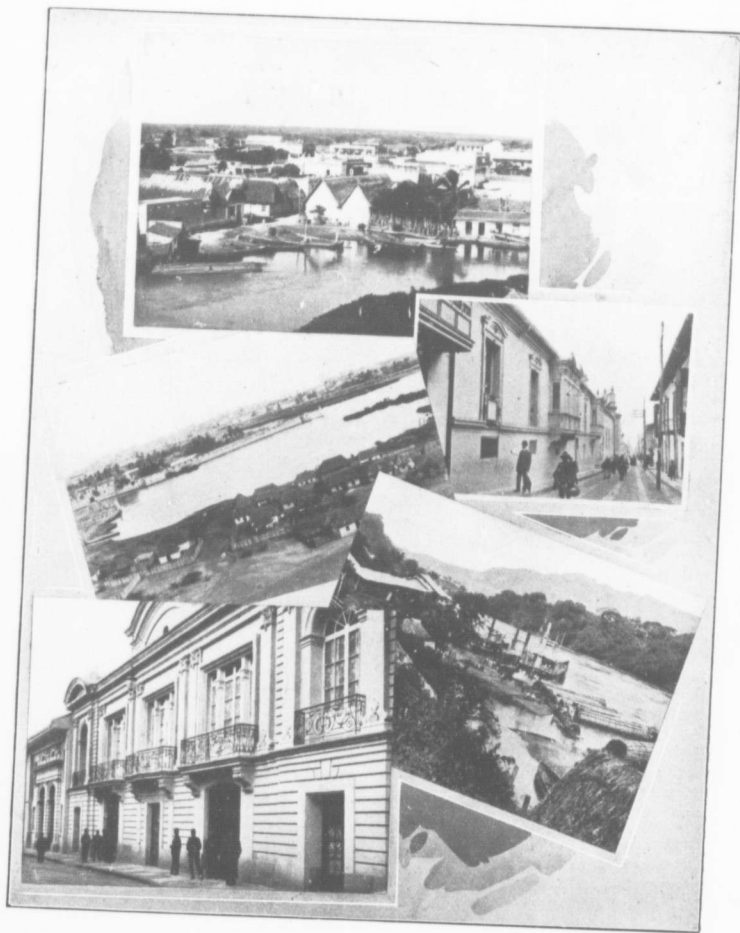
This is wonderful progress, especially when one bears in mind how extraordinarily keen competition has been during the period referred to. Needless to say, only a company of conspicuous merit and one managed with energy and ability could effect such an achievement.

By securing, in 1911, in the life department new assurances amounting to £5,432,215 (£600,000 more than the previous year), and obtaining as consideration for annuities the sum of £276,834, the Sun of Canada had attained to the position of transacting the largest annuity business in the Empire, and also the largest life business in the Empire with one exception—a position which everyone connected with the Company may well be proud. The remarkable increase in the amount received as purchase money for annuities, and the pre-eminent position of the Sun Life of Canada in that department naturally arrests attention, but it is quite in the order of things. The annuity has been steadily growing in public favor of late years, and Canadian offices, owing to the remunerative nature of their investments, which bring in a much higher average rate of interest than is obtained by British offices, are able to give very attractive terms to annuitants, and, consequently, their business in this branch has increased to a great extent without special efforts being made to secure it.

* * * * *

As regards the life assurance policies of the Company, we can say that, while the Company has done well for its policyholders in the past, the conditions under which it is now working are such as to make it certain—that is, as certain as anything, can be in this uncertain world—that it will do better still in the future. Large profits are accruing from interest and mortality, especially the former, and the Company is able to submit a valuation account which is of a nature to gratify policyholders already on the books and also to attract new entrants. It is the practice of the Company to strengthen the reserves not only beyond the standard fixed by Canadian law, but, perhaps, even beyond the point which a far-seeing prudence would dictate. For example, in 1910 the financial position was strengthened by changing the basis of valuation of annuity contracts from the Hm. Table (dating back to 1869) to the more modern British Offices Select Annuity Tables, in conformity with the requirements of new laws. This necessitated the retention of £43,325 from the surplus of the year, amounting to £253,262, and £132,308 was also added to the undivided

SUNSHINE



Partial view of Cartagena.

General view of Barranquilla.

Palace of the President, Bogota.

COLOMBIA.

Palace of San Carlos. The plate in the window shows where Bolivar, the liberator, jumped when an attempt was made on his life, September 25, 1825.

View of Magdalena River.

surplus carried forward as a provision for future profits, and generally to strengthen the position. Then again, last year the valuation disclosed the splendid surplus of £255,567, and of this only £98,450 was distributed amongst the policyholders, over £157,000 being added to the undivided surplus. The process of making assurance doubly sure has obvious advantages, and there are a very large number of persons insured who would very much rather see the company of their choice strengthening the reserves than increasing the amount divided among policyholders. But it is very evident that as time goes on, and the Company finds itself in a position of superabundant strength, policyholders will benefit to the full by the restraint observed in the past, and, we may add, the time when they may expect to do so is not far distant. For one thing, exceptionally large profits must flow into the bonus reservoir during the next few years from that all-important source, interest, for last year the income derived from interest, dividends and profit on investments amounted to £484,192, which is equal to a rate of £5 18s. 2d. per cent. on the funds invested, or, if the profits from sale of investments be taken into account, to £6 2s. 3d. per cent. Now most of the liabilities of the Company are based on the assumption that not more than 3 per cent. will be earned by the funds. It will be seen, therefore, that the funds (now close upon £9,000,000) are earning over £200,000 per annum in excess of the annual interest required to ensure solvency from the actuarial standpoint.

The undistributed surplus of the Sun of Canada, calculated on the Government basis of calculation, stood on December 31st last at £1,208,826, but, in order to obtain a more accurate insight into the internal position, it is necessary also to take into account the contingent surplus held by the Company and valued at nearly a million sterling. It is pointed out that no credit is taken by the Company in its annual balance sheet for the contingent surplus, because it consists of securities which are not of the standard required by the regulations of the Canadian Government. But these investments are verified annually by the Government officials, and are realized from time to time when favorable opportunities present themselves, and their value is transferred to the schedule of official assets. At present, the Company has over £2,000,000 of surplus in hand in excess of its mathematical liabilities, and, in addition to that is earning, as stated

above, £200,000 more in interest than is required by the actuary's calculations. To say that the Company is "as safe as the Bank of England" is to utter a comparison which has great weight with the people of this country, and is only seriously used when the state of affairs under criticism thoroughly justifies the assertion. But in the case of the Sun Life of Canada one can say it is as safe as the Bank of England or any other great financial institution—that it is for all practical purposes absolutely impregnable—and that in the future the large margin of security it gives must have the effect of making the policies held by its members increasingly valuable. In this connection we must not lose sight of the fact that Canada is a growing dominion and that the assets which represent a large proportion of the Company's funds are almost bound to appreciate in value in the future. So that the outlook from every point of view is one which must gratify the Company's members, while the prospects of success in the years to come will, we make no doubt, be recognized by many in need of assurance (or further assurance) who will have no hesitation in applying for a policy in the Sun Life of Canada.

Automatic Nonforfeiture.

CHICAGO, Ill., Nov. 2nd, 1912.

SUN LIFE ASSURANCE COMPANY,
203 Chamber of Commerce Bldg.,
Detroit, Mich.

Gentlemen,—I would like to pay premiums of Nov. 1st on No. 118681 as follows: One-half Feb. 1st and balance April 1st, 1913. If agreeable please send necessary blanks to me at Genesee, La.

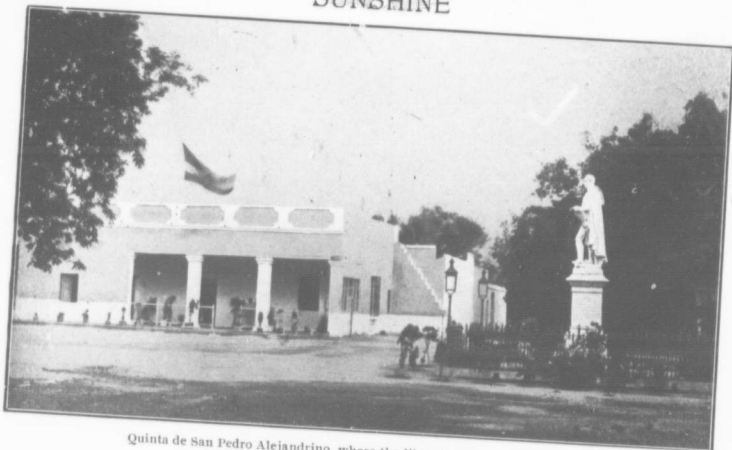
U. R. LORANGER.

DETROIT, Mich., Nov. 5th, 1912.

Mr. UHALD LORANGER,
Care of Genesee Lumber Co.,
Genesee, La.

Dear Sir,—We are in receipt of your favor of November 2nd, with reference to November premium on your policy No. 118681, and in reply beg to state that as you have held your policy a number of years, there is sufficient nonforfeiture reserve to keep your policy in force if the November premium is not paid within the days of grace, and it will be perfectly satisfactory if you pay part of your premium February 1st and the balance April 1st, together with the usual nonforfeiture that we charge in these cases. It is not necessary for you to sign any form, but when you are able to send this remittance, do so and we will issue a receipt for same.

J. F. CRUSOE,
Manager Detroit District.



Quinta de San Pedro Alejandrino, where the liberator, Simon Bolivar, died.

GENESEE, La., Nov. 15th, 1912.

Mr. J. F. CRUSOE, Manager,
Sun Life Assurance Company of Canada,
203 Chamber of Commerce Bldg.,
Detroit, Mich.

Dear Sir,—I wish to express my appreciation of yours of November 5th, and also to say that in my dealings with assurance companies few have been equally and none more satisfactory than yours.

U. R. LORANGER.

Highly Satisfactory.

SARNIA, Dec. 6th, 1912.

Mr. A. S. MACGREGOR,
Sun Life Assurance Company,
London, Ont.
Re policy No. 101.

Dear Sir,—I beg to acknowledge receipt of your favor showing present profit addition of \$100 now making my policy \$1,433, for which kindly accept thanks.
This showing is highly satisfactory to me.

R. C. PALMER.

A Nice Dividend.

WOODBURY, Ga., Nov. 10th, 1912.

Mr. C. E. WILKES,
Atlanta, Ga.

Re 102809—Dixon.

Dear Mr. Wilkes,—Enclosed find receipt signed. This certainly was a nice dividend and came in mighty good time.

J. L. DIXON.

70% Better Than Competitor.

CAMPBELLFORD HIGH SCHOOL,
T. C. Smith, B.A., Principal.

CAMPBELLFORD, Ont., Nov. 30th, 1912.

Messrs. JOHN R. & W. L. REID,
Ottawa, Ont.

Re policy No. 17831.

Gentlemen,—Yours of the 22nd November received. The dividend certificate enclosed is certainly very satisfactory. I may say that it is about 70 per cent. better than a five year dividend I lately received on a somewhat similar policy in another company.

I desire that the profits take the form of a bonus addition of \$73.00 as in option first.

T. C. SMITH.

WINNIPEG, Nov. 16th, 1912.

Dear Sir,—Herewith find discharge of policy No. 17332, issued twenty-five years ago by your Company for \$1,000.00 on my life.

I may say that the final result of the above mentioned policy could not be otherwise than satisfactory, from the fact that after having the protection afforded for the past quarter of a century, I am now receiving the sum of \$1,289.65 in cash.

Wishing the Sun Life Assurance Company of Canada every success, I am,

A. HICKS,

Deputy P. O. Inspector.

HERBERT WALKER, Esq.,
Provincial Manager, Sun Life of Canada,
Winnipeg.

More Than Satisfied.

CURRAN, Ont., Nov. 26th, 1912.
Messrs. JOHN R. & W. L. REID,
Managers, Sun Life Assur. Co. of Canada,
Ottawa.

Re No. 233975—Groulx.

Gentlemen,—Mr. A. O. Miron has handed me to-day dividend certificate showing profits allotted on my policy.

I am taking 3rd option, and I beg to say that I am more than satisfied with the results. Thanking the Company for same.

ALFRED GROULX AND SOPHIE GROULX.

Ahead of Other Companies.

WHITBY, Dec. 4th, 1912.
W. H. HILL, Esq.,
Peterborough, Ont.

Dear Sir,—I beg to acknowledge with thanks the receipt of your cheque for \$311.10 in settlement of option two on policy No. 37549. The results on this policy were entirely satisfactory to me, and away ahead of a similar policy which I had in another life company. Will always have a good word for the Sun.

A. H. ALLIN.

More Than Pleased.

HASTINGS, Dec. 5, 1912.
Mr. W. H. HILL,
Peterborough, Ont.

Re policy No. 37564.

Dear Sir,—I have this day received cheque from Sun Life Assurance Company on my 20-year Endowment policy and am more than pleased with the results. Having received \$1,243.20, being \$355.20 more than I paid in after having my risk carried for twenty years, I wish to thank you for your kindness, and wish the Company every success.

W. T. TATE.

Company Well Managed.

80 CRESCENT ROAD, NOV. 28TH, 1912.
W. T. MCINTYRE, Esq.,
Sun Life Assurance Company of Canada,
Toronto.
Policy 111.

Dear Sir,—I am in receipt of your letter of the 26th instant enclosing dividend receipt on the above policy (profits).

It indicates that the Company continues to be well managed, and has a proper sense of its duties to its policyholders; very gratifying.

I hope that every representative will have reason to express the same opinion.

(HON.) F. OSLER.

In the Wife's Name.

Said a man the other day, "I have put my house in my wife's name; if anything happens to me, I want her to have the home, and I don't want any expensive court proceedings, or big lawyers' fees eating up what little estate I leave; there will be none too much for the widow."

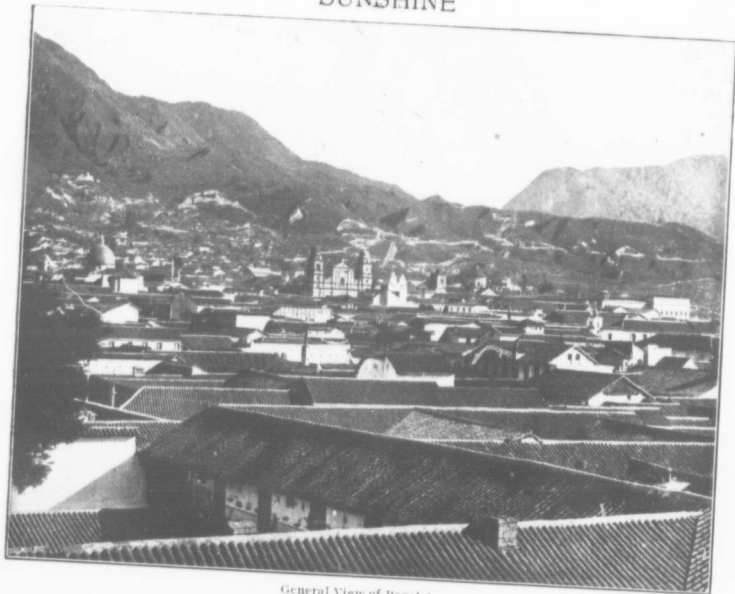
That is a good common sense view to take of a matter in which a great many people are interested, although in individual cases complications wholly unexpected some times arise. For instance, the wife may die, leaving no will, and the property be permanently alienated from the husband.

But for the man who wants to make his wife secure, and to make sure that what he leaves to her will not have the corners clipped by any of the numerous devices which make it costly for a man to die and leave any estate, what can better suit his purposes than life assurance? A policy payable to the wife, in case she survive him is the surest and cheapest method by which a husband can vest an estate in his wife. She will have to take out no letters of administration, will not have to get a guardian appointed to represent infant children, will not need a lawyer or any one to represent her, will not be made to defend a suit at law brought by disappointed litigants who may try to prove her husband crazy, or that she is no wife. She will not have to undergo any of a thousand and one discomforts, delays and annoyances which embarrass too frequently the assumption of ownership of property devised by a husband to his widow.

The service of no one is needed to collect the assurance money when the policy becomes a claim. It is in accord with the practice of life companies to deal so fairly and liberally with beneficiaries that the latter do not need to hire anybody to see that they get what is justly due them.

Then there is the absolute certainty of getting the full value of the policy and getting it without delay. If it is a \$1,000 policy, the sum realized is \$1,000, sometimes more, never less. It does not always so happen with other securities which a husband sometimes leaves his wife. The crisp, beautifully engraved bond, of such artistic merit that it seems to deserve a frame, may say \$1,000 on its face, and be actually worth much less—or nothing. It even may be valuable, but its full value not be immediately available, and in any event cost a commission to dispose of it.

A mortgage on real estate, or the fee simple itself, frequently involves a sacrifice if the need



General View of Bogot

to turn it into cash is pressing. Even deposits in banks are inaccessible until certain legal forms are complied with.

A life assurance policy stands superior to every other estate that a man can leave to his widow. It is the one sure thing that she can count on at the time she needs it. Put all the assurance money you can in your wife's name and while you are alive you will not regret it, and when you are dead neither will she.—Insurance Observer.

Life Assurance.

The great work of the life assurance agent (the Union Central Advocate says) is to persuade men to construct, when the sky is clear, a roof that will protect themselves and their families when the rains of misfortune fall.

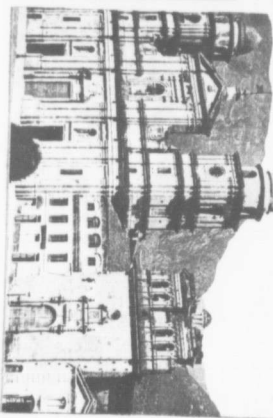
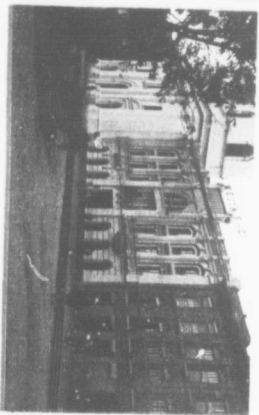
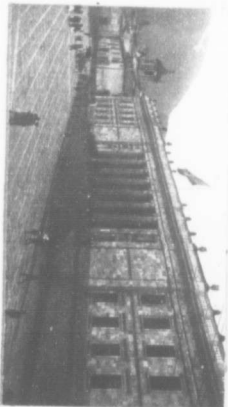
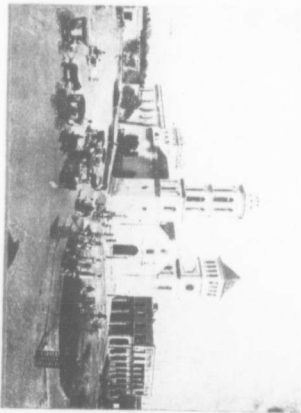
A Contest.

In order to celebrate the President's eightieth birthday, Mr. John A. Tory, Supervisor of this Company for Western Ontario and Michigan, on the 23rd November last, inaugurated a contest

amongst his agents, to close on the 20th January. An effort is being made to have each of the men write during the period a thousand dollar life assurance for each year of Mr. Macaulay's age. Needless to say business is pouring into Head Office from the agency.

Advantage of Monthly Income Policy.

An interesting example of the worth of a monthly income policy is furnished by the case of the late George C. Morrison, a prominent banker of Baltimore and chairman of the Democratic State Committee of Maryland. A recent issue of the New York Life's bulletin contains a letter written to the company by Mr. Morrison's widow in which she shows her appreciation of this form of assurance, which pays her an income of \$100 a month for life. Mr. Morrison had paid only two premiums to the company, yet, as he had paid his 1913 premium in advance, the company paid his widow a dividend of \$109.24.



Barranquilla—Church and Square of San Nicolás

Bogotá—National Capitol

COLOMBIA

Medellín—The Cathedral

Bogotá—Cathedral and Sagrario

Sun Life Assurance Company of Canada

The Results for 1911

Assurances Issued during 1911

Assurance issued and paid for in cash during 1911.....	\$26,436,781.19
Increase over 1910	2,924,403.38

Income

Cash Income from Premiums, Interest, Rents, etc., in 1911,	10,557,335.52
Increase over 1910	981,881.58

Assets

Assets as at 31st December, 1911.....	43,900,885.98
Increase over 1910	5,736,095.61

Surplus

Surplus distributed to policyholders entitled to participate in 1911	479,126.83
Added to Surplus during 1911.....	764,636.19
Surplus earned in 1911	<u>\$1,243,763.02</u>

Total Surplus 31st December, 1911, over all liabilities and capital according to the Company's Standard, viz., for assurances, the Om. (5) Table, with 3½ and 3 per cent. interest, and, for annuities, the B. O. Select Annuity Tables, with 3½ per cent. interest	\$4,717,073.73
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Payments to Policyholders

Death Claims, Matured Endowments, Profits, etc., during 1911.....	3,403,641.36
Payments to policyholders since organization	29,670,271.37

Business in Force

Life Assurances in force 31st December, 1911.....	164,572,073.00
Increase over 1910	21,022,797.00

The Company's Growth

YEAR	INCOME	ASSETS	LIFE ASSURANCES IN FORCE
1872	\$ 48,210.93	\$ 96,461.95	\$ 1,064,350.00
1891	920,174.57	2,885,571.44	19,436,961.00
1901	3,095,666.07	11,773,032.07	62,400,931.00
1911	10,557,335.52	43,900,885.98	164,572,073.00