

VIEWS OF BERMUDA ISLAND IN THIS NUMBER

# SUNSHINE

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MONTREAL

FEBRUARY, MARCH & APRIL  
1911



IN BERMUDA—ROYAL PALMS, HAMILTON

# SUNSHINE

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

A. M. MACKAY, *Editor.*

		<h2>April</h2>		<h2>1911</h2>			
		SUN	MON	TUE	WED	THU	FRI
Year Quar.	Full Mon.	Half Quar.	Nov Mon.				
4th	11th	21st	28th				
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	



HEAD OFFICE BUILDINGS

## SUN LIFE ASSURANCE COMPANY OF CANADA.

**DIRECTORS:**

R. MACAULAY,  
*President.*

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

- W. M. BIRKS.
- J. P. CLEGHORN.
- HON. RAOUL DANDURAND.
- J. R. DOUGALL.
- H. WARREN K. HALE.
- H. S. HOLT.
- CHARLES R. HOSMER.
- ABNER KINGMAN.
- T. B. MACAULAY.
- JOHN MCKERGOW.

T. B. MACAULAY, F.I.A., F.A.S.  
 MANAGING DIRECTOR AND SECRETARY.

GEO. WILKINS, M.D., M.R.C.S. ENG.  
 CHIEF MEDICAL OFFICER.

ARTHUR B. WOOD, F.I.A., F.A.S.  
 ACTUARY.

E. A. MACNUTT,  
 TREASURER.

FREDERICK G. COPE,  
 ASSISTANT SECRETARY AND  
 SUPERINTENDENT OF AGENCIES.

### The Year's Work.

The Sun Life Assurance Company of Canada, during the past twelve months, has distributed to policyholders in death claims, matured endowments, profits, annuities, etc., no less than \$3,023,462.56.

Think for a moment what that means! It means that the sorrows of poverty have been escaped by many. It means that the aged have been blessed and comforted. It means that defenceless children have been saved from misery. Moreover, it is to be remembered that this is the record for only one year in the history of the Company. If we were to sum up the total disbursements since the organization of the Sun Life of Canada the figures would be \$26,266,630.01.

But some sceptic may inquire, can this good work continue indefinitely? Is it possible that an institution can go on retaining its solvency and at the same time disburse every year sums of such magnitude as these? Now these questions are perfectly legitimate, but we answer with perfect confidence that it certainly can be done.

The very latest data are in possession of the officers of the Company and their ability to use these are beyond doubt. Therefore, it is not too much to say that although the Company has now nearly 100,000 policies guaranteeing protection to the extent of \$143,549,276 there is not one dollar of this immense sum the payment of which they cannot absolutely guarantee in case of death or

maturity of the contract, and as the amount insured increases so the assets required to guarantee payment will also increase.

It is to be remembered, however, that the conduct of a life assurance company involves two vital processes.

First. There is the correct calculation of the premiums, the issuance of the policies and the collection of these premiums, and,

Second. There is the investment of the premiums in such a safe and conservative manner as will accumulate the funds necessary to pay the claims as they fall in.

We have seen that the first principle has been carefully observed. As to the second, the following words from the report of the directors will be sufficient proof that the second principle laid down has been as carefully observed as the first :

"The investments are in a particularly satisfactory condition, the funds being invested not merely with safety, but very profitably. The sum of \$332,766.26 was realized as net profits from the sale of securities. The present market value of the stocks and bonds owned exceeds the value at which they are taken in our ledgers by \$762,764.25.

"The surplus earned amounted to \$1,232,545.63, of which \$377,792.34 was distributed to policyholders, and \$210,850.28 applied to strengthening the Company's reserves by changing the basis for the valuation of the Annuity contracts from the Hm. Table to the British Offices Select Life Annuity Tables, in accordance with the recent insurance legislation. The sum of \$643,903.01 has been added to the undivided surplus, as a provision for the future profits of policyholders, and to further strengthen the Company, making the total surplus over all liabilities and capital stock \$3,952,437.54."

It follows then that the Sun Life of Canada, which year by year since its organization has brought so much sunshine into many homes, can look forward with perfect confidence to ever-increasing opportunities for diffusing cheer and light into unnumbered households.

### Each For All and All For Each.

In an ideal community of human beings the theory upon which the society would be founded would be this—every individual must live in the interest of the commonwealth and the commonwealth must exist in the interest of each citizen—in other words,—“Each for all—all for each.”

But the millennium has not been ushered in yet, and in place of this ideal citizenship we have on the one hand competition, called the life of trade, and on the other trusts, mergers and monopolies. In both these classes of business the idea of each for all and all for each is set at defiance—the theory held by them being that the golden rule is the expression of an impracticable dream.

There is one organization, however, which more nearly conforms to the principle stated at the head of this article than any other, that is the modern insurance company. It is not as yet an ideal institution, but it approaches as nearly to one as anything in modern business. It is an institution organized to protect the members of a community, called policyholders, from the disabilities of age and the ravages of death, for both these are always with us, leaving distress and destitution in their train—distress for the helpless aged, and destitution for bereaved children and widows.

The Company organizes the Community of Policyholders and by careful computations arrives at the exact payment required yearly from each, in order that whether death comes soon or late to the individual those who depend upon him will receive the amount insured.

In an Insurance Company we have rational intelligent Communism within certain well-defined and safe limits. It is a hive of human bees in which each is a worker or contributor to the welfare of the whole, and the benefit to be derived

by the individual is strictly proportionate to his contribution.

The "Trust" is a state within a state organized so as to make the individual worker the slave of the tyrant who rules the trust. An Insurance Company is too a state within a state, but it is a democracy in which each citizen labors for the common benefit—a democracy in which each lives for all and all for each.



### Do It Now!

"Do what?"

"Take out a life assurance policy?"

"Why, I am a young man and in the best of health. I do not need to think of such matters yet."

"But," the agent replies, "the two reasons you have given for postponing life assurance are precisely the reasons for doing it now. You are young, therefore the rates are low; you are in good health, therefore you are sure of acceptance without lien."

But such procrastinators are met with daily by the life assurance representatives.

The life assurance agent, perhaps more frequently than any other man, sees evidence of the truth of the saying—

"All men think all men mortal but themselves."

Many times in the course of a day they meet individuals who to some degree realize the importance of life assurance, but it is in a vague way—for the contingency of death seems remote. It is the inevitableness of death that men do not seem to realize or seem unwilling to realize. Yet nothing in the world is more obvious than the irrevocable doom of every member of the race.

Human mortality in the aggregate is a stupendous subject. Flammarion has given some impressive figures in this connection. He says,—

"A human being dies every second upon the whole surface of the terrestrial globe, that is to

say about 86,400 die every day, 31,000,000 every year, or more than 3,000,000,000 in a century. In ten centuries 30,000,000,000 bodies have been given to the earth and returned to the atmospheric circulation in the form of water, gases, vapor, etc. It would be difficult at this day to take a single step upon the planet without walking over the remains of the dead; it would be difficult to eat or drink without reabsorbing what has been eaten and drunk a thousand times already; it would be difficult to breathe without incorporating the air already breathed by the dead."

One of the first duties of an adult human being then is to face this plain, unalterable fact: in a very few years he must "fold his tent like the Arab and silently steal away," for the earth is not a dwelling-place but a camping-ground.

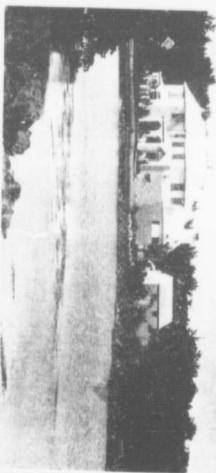
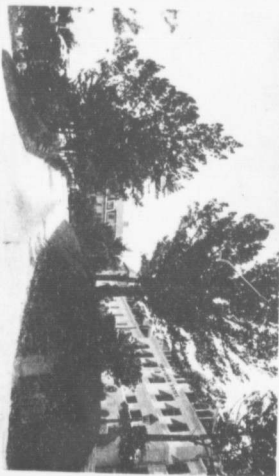
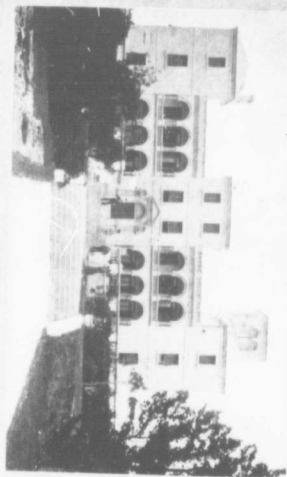


### Bermuda.

In the Atlantic Ocean, south of the Gulf Stream, six hundred miles east from Charleston, South Carolina, and about seven hundred miles to the south and east of New York, there has been growing for untold centuries on the top of a submarine mountain, a cluster of coral islands. Their peaks now rise several hundred feet above the sea, and the whole presents a wonderful picture of hill and vale, covered with a semi-tropical growth, marvellously vivid in coloring, with magnificent ocean views, and charming inland vistas. Ocean storms expend their forces upon the forts that crown the hilltops, while light breezes permeate every nook with cool, salt air from the sea. The great Gulf Stream, with its flow of torrid waters, has proved an effectual barrier to the northern blizzard. The thermometer rarely registers below 60 degrees in winter, or above 80 degrees in summer.

These islands for three centuries have been treasured by Great Britain, at first on account of their great productiveness, and afterwards as an impregnable fortress. Millions of pounds sterling have been spent on dock-yards and defences, on cutting and building roads, and on connecting the islands with bridges and causeways. Nature has provided in the coral formation un-failing drainage to every spot, rendering the islands far-famed for healthfulness.

The British Government has subsidized an ocean cable, which brings these islands into telegraphic communication with all the world.



GOVERNMENT HOUSE,  
RESIDENCE OF H. J. THOMPSON.

IN HIRAKUDA.

AT ONE TIME THE RESIDENCE OF THE PORT MOORE,  
HAMILTON HOTEL.

The passage by steamer from New York is now made in forty hours from Sandy Hook to St. David's Head, Bermuda.

Bermuda is not a single long island, as appears from the ship's deck, but is, in fact, a succession of rocky islets, rising over 260 feet out of the sea, and extending in an irregular curve like a fish-hook, with the hooked end to the westward, forming Great Sound. There are five large islands, and many smaller islets—about 365 in all—scattered about in picturesque irregularity, each having its own particular charm.

A stranger floating over the white shoals of coral reef will be wonder-struck by the marvellous clearness of the water, and the strange effect of deception as to depth. Rocks which appear to reach nearly to the surface, are found to be so far below that the vessel passes safely over them. The sunlight shines through many fathoms upon this vast, submarine plain, displaying everything clearly, as the ship glides along.

A rich, reddish soil covers the islands, thin on the hills, but deeper in the valleys, where the vegetation is more luxuriant. All forms of vegetable life here, as among tropical lands, derive their sustenance largely from the air. The raising of Easter lilies has become, since 1878, a leading industry. Some of the fields planted with lilies are acres in extent, and when in blossom present a sight strikingly beautiful. The lily buds are so carefully packed for shipment that they blossom after their arrival in New York or Philadelphia, and often remain fresh for a fortnight.

Of course, the onion and potato are the staple products of Bermuda. The leading fruits are the banana and melon, while grapes, peaches and strawberries are also produced. In private gardens many varieties of tropical fruits grow to perfection, and throughout the year the markets are daily supplied with delicious, native-grown, green vegetables.

The climate of Bermuda is one of the finest in the world. The months of November, April and May will be found the most uniform, though from December to May the daily range of temperature is only about three or four degrees. There is no definite so-called rainy season, and through the winter months of January, February and March, while there is some blustery weather, and a fire is sometimes grateful, it is never really cold, and in the sheltered portions of the island flowers are in bloom all the year round.



Read the table on the last page of this issue.

## Report of the Directors of the Sun Life of Canada for the year 1910.

Presented at the Annual Meeting, March 7th, 1911.

The past year has been noteworthy in many respects. The business of the Company has grown in volume with even more than its usual rapidity, and the magnitude of its transactions is now very impressive.

The new assurances completed and paid for in cash numbered 14,376, covering \$23,512,377.81. This represents an increase over the figures of the previous year of \$2,003,104.65, which in their turn were larger than those of any preceding year. Concurrently with this splendid increase in the new business there has been an actual decrease in the amount of assurances dropped or cancelled, so that the net gain has been much larger than in any previous year. By December 31st, the assurances in force had risen to \$143,549,276.00, under 99,456 policies.

A feature of the year's business has been the large amount received as consideration for annuity contracts, \$1,400,199.91 as against \$648,329.22, on which we congratulated ourselves in the previous year.

The premium income from assurance policies amounted to \$6,067,686.18, an increase of \$521,610.96.

The total income for the year from premiums, and revenue from investments, was \$9,575,453.94, an advance over the previous year of \$1,797,321.89.

The disbursements for death claims, and other payments to policyholders, amounted to \$3,023,462.56, bringing the total thus paid since the organization of the Company up to \$26,266,630.01.

The assets have been augmented by \$5,359,793.60, a much larger sum than in any previous year, and now amount to \$38,164,790.37.

These figures are eloquent, and render comment unnecessary.

The investments are in a particularly satisfactory condition, the funds being invested not merely with safety, but very profitably. The sum of \$332,766.26 was realized as net profits from the sale of securities. The present market value of the bonds and stocks owned exceeds the value at which they are taken in our ledgers by \$762,764.25.

The surplus earned amounted to \$1,232,545.63, of which \$377,792.34 was distributed to policyholders, and \$210,850.28 applied to strengthening the Company's reserves by changing the basis for the valuation of Annuity contracts from



IN BERMUDA.—A TYPICAL FARM HOUSE.

the Hm. Table to the British Offices Select Life Annuity Tables, in accordance with the recent insurance legislation. The sum of \$643,903.01 has been added to the undivided surplus, as a provision for the future profits of policyholders, and to further strengthen the Company, making the total surplus over all liabilities and capital stock \$3,952,437.54. Had the Government basis for policy valuations been employed, the surplus would have been \$5,319,921.18.

From the shareholders' proportion of the profits a bonus of Ten Dollars per share has been added to the capital Stock, the total amount thus distributed being \$70,000. In this connection attention may be called to the fact that the shareholders receive but five per cent. of the profits which are paid to the participating policyholders, or only one-half of the amount allowed by the new Act.

The desirability being also very evident of increasing the capital to a figure more in harmony with the present position of the Company, 3,000 new shares of a subscribed value of \$100 each,

with \$25 paid thereon, were issued at the price of \$45 per share, the extra \$20 per share being premium. The shareholders have thus paid in to the Company an additional \$75,000 of capital, and \$60,000 of premium, making \$135,000 in all. It will be noticed that the premium included in the purchase price of the new stock is very nearly as large as the stock bonus above mentioned. The capital stock is now \$1,000,000 subscribed and \$250,000 paid-up.

A commanding site has been acquired on Dominion Square, in this city, on which it is proposed to erect a building worthy of being the Home Office of the Company.

A contract has recently been concluded for the absorption of the business of the Royal Victoria Life Insurance Company of Canada, on satisfactory terms. This arrangement will not, however, take effect until the legal formalities have been complied with, and the business which is to be transferred is not included in the figures of this report.

It is with the deepest regret that your direc-

tors record the death during the year of two much honored colleagues, Mr. James Tasker and Mr. Charles Cushing, who have been for many years identified with the Company and took an active and earnest interest in its affairs.

In order to comply with the provisions of the new Insurance Act, a by-law has been passed increasing the number of the Company's directors from nine to twelve, of whom eight are to be elected by the shareholders and four by the policyholders. All the present directors retire, but are eligible for re-election. At this meeting, you will be called on to elect six directors to hold office for two years, and six to hold office for one year, four of each group to be elected by the shareholders and two by the policyholders.

R. MACAULAY,  
President.

T. B. MACAULAY,  
Managing-Director.

S. H. EWING,  
Vice-President.

The annual meeting was held on Tuesday, 7th inst., at 2 o'clock p.m., with Mr. S. H. Ewing, Vice-President, in the chair. All the old Directors were re-elected and the following new members were added to the Board: Messrs. W. M. Birks, Senator Dandurand, H. Warren K. Hale, Chas. R. Hosmer and H. S. Holt.



Dec. 15, 1910.

Mr. W. J. MARQUAND,  
Manager, Sun Life of Canada,  
Nova Scotia.

Dear Sir,—Let me express to you and your Company my satisfaction with the results of my policy just matured. The profits were handsome and reflect credit on the management of the Sun Life. I would like to urge upon every young minister the wisdom of taking out a policy as early as possible, even before he thinks he can afford it. It will teach him the thrift that will enable him to pay his premiums. It is an enforced method of saving, and I am persuaded he cannot do better than get into the Sun Life.

With best wishes for the success of life assurance, I am,

Very faithfully,  
R. W. ROSS.

NOTE—Rev. R. W. Ross is the pastor in charge of Fort Massey Presbyterian Church, Halifax.

ODGENSBURG, Nov. 1, 1910.

Mr. HARRY B. WHITE,  
Sun Life Agent,  
Brockville, Ont.

Dear Sir,—Thank you very much for your prompt cash settlement of my policy No. 29774. A plain statement of the results of this policy is all that should be necessary to convince intending life assurance purchasers of the desirability of your Company.

In the first place you have assured my life for \$1,000 for twenty years free of charge.

Secondly you have paid me back every cent I ever paid you.

Thirdly you have handed me back \$74.00 more for allowing you to give me these privileges, and last but not least it has been a pleasure to deal with you. The cash guarantee in policy was \$400.28. The profits in all amounted to \$188.47. Total paid \$588.75. My premium was payable half-yearly amounting to \$25.75 annually.

Thanking you for kind courtesies,

Yours very truly,

H. J. HORWOOD.

43 INGLIS ST., HALIFAX, N.S.



### A Tale Oft Repeated.

Under the above heading a contemporary agency paper publishes the following letter written by a general agent to a local agent. It emphasizes the chief purpose of our business, which we are too apt to lose sight of among the many motives which impel an agent to action: "Mr. Seba H. Estill, Clyde, Ohio.

"The clipping telling of the death of Valentine Koch brings deep regret. Had we persisted that day as we sat on his plow, we might have been able to have paid his widow, with her five little children, \$2,000 or \$3,000.

"I tell you what it is, Estill, this is a serious business—yours and mine. We are dealing in the most sacred thing under the stars—the future of helpless women and children. We lose sight, sometimes, of the real issues in our work, and only when we come face to face with death—when we go into the home darkened by sorrow—when we visit the widow and the fatherless in their affliction and bring to them assurance of support—then and not until then do we understand the real issues in our work. Not commissions, not premiums, not dividends, not





IN BERMUDA.—ROAD THROUGH THE CORAL ROCK.

actuarial tables—these are but instruments, means to an end, in our work of human service. Only last week I visited the widow of our former agent, Clarence D. Cope, of Salem, Ohio. He was killed by a Pennsylvania train Saturday noon, Sept. 24. She was so dazed by the shock that it took about two hours to have her understand that she must sign the paper, and even then she could not understand how the company could pay her \$1,000 when her husband had only paid one premium. Her little four months old boy lay cooing and gurgling in his little carriage, all unmindful of the horrid tragedy which robbed him of his father.

"It is only as we get this larger vision of our work, this vision born of such experience, can we come to realize what we are doing when we ask a man to protect the loved ones in his home.

"I have thought of the physician who comes with healing, the nurse with soothing touch, the minister with words of comfort and of cheer, but it seems to me that the real human service, the practical, helpful service is rendered by the

man in the profession of life assurance, when he comes in the hour of deepest sorrow and desolation with the assurance of financial support. It proves again that we are all meant to live together, to bear one another's burdens, to share one another's sorrow, to give light and comfort in the darkness. That marvellous law of mortality which works so surely that men working with it can do marvellous things is as much a divine law as ever came on tablets of stone from thundering Sinai. And in this new age, ushering in the brotherhood of men, we are beginning to use that law for good ends—the care of the fatherless and the comfort of widows in their affliction.

"Well, enough of this; it is the heart throbs in our business that make life worth while.

Your sincere friend,

(Signed) J. A. BRADY."



Read the figures for 1910 on the last page of this number.



IN BERMUDA.—E. J. THOMPSON, RESIDENT AGENT.

### Brief Press Comments on the Sun Life Annual Report.

"The increases of 1910 over the previous year indicate that its present prosperity is greater than ever before."—Peterboro' Review.

"In every particular the Company shows up strongly, to the great satisfaction of all concerned."—Spectator, New York.

"The Company's financial strength is such as to enable it to test its solvency by a more exacting table than that laid down by the insurance act."—Ottawa Free Press.

"The Company's business has developed along every line, and the report shows that it has been strengthened in every particular."—Daily Herald, Guelph.

"This great Canadian institution, whose annual report appears on another page, has built up a large business in this locality."—Brockville Evening Recorder.

"The Sun Life Assurance Company of Canada evidently is enjoying its full share of Canada's growth and prosperity, and its management is to be congratulated on the results of last year's business."—Sherbrooke Record.

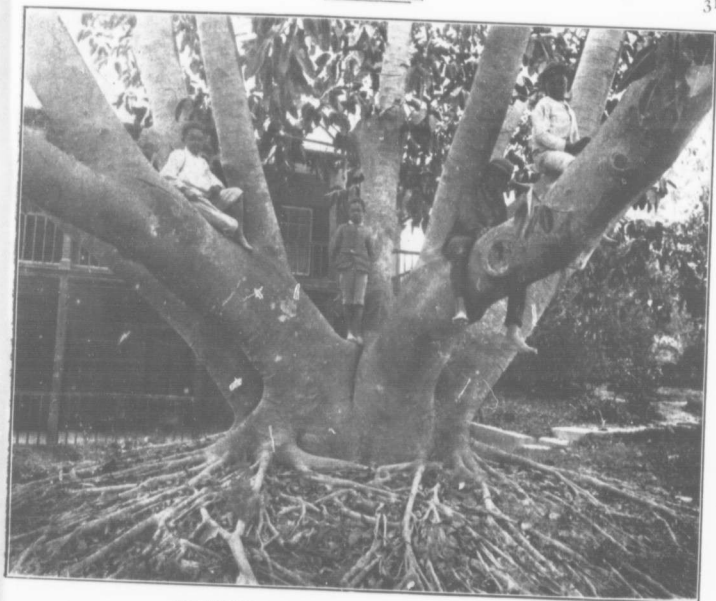
"With increases in every department and an all-round strengthening of the Company's position, it is evident that the Sun Life of Canada offers every guarantee of safety and profitable return to the present and prospective insurer."—Hamilton Herald.

"The Sun Life Assurance Company of Canada offers all the privileges of a local company, together with the special advantages which arise from the fact that its head office is situated in a portion of the British Empire where much higher rates of interest prevail than can be obtained in the United Kingdom."—Canadian Gazette, London, Eng.

"Its 1910 record is a striking commentary upon its size and strength and we are told that the new assurances issued by it during 1910 and paid for in cash, namely, \$23,512,377, as well as its cash income of \$9,575,453 and its total business in force of \$143,549,276, represents the high water marks of Canadian life assurance."—Ottawa Citizen.

"It is with pride that we Canadians can point to this institution as being able to compete on an equal footing in the United States, in England and elsewhere with old established life companies and that this is the case should be a factor in influencing insurers here to join the growing army of policyholders in this Prosperous and Progressive Company."—Halifax Chronicle.

"The report of the Sun Life Assurance Company of Canada for the year 1910, some excerpts from which appear on another page, is full of features of interest, all of them eminently gratifying to the Montreal men who have built up this organization until it has become one of the greatest financial institutions of the world. There is perhaps no financial institution save the Bank of Montreal which reflects greater credit on this city than the Sun Life."—Montreal Herald.



IN BERMUDA.—RUBBER TREE, HAMILTON, BERMUDA.

## Altruism and Commercialism.

By Jefferson Wallace.

The life assurance proposition is a many-sided one. In the economic concerns of a nation it probably occupies a more important position than any other department of commercial or financial activity for the reason that it combines many different functions upon the basis of absolute soundness, safety and permanency.

It is the one business which so perfectly welds together commercialism and altruism that one ceases to be sordid and becomes beautiful, while the other ceases to be Utopian and becomes practical, until these two opposites fuse so gradually into each other that, together, they form a broad and noble philanthropy that is all the more admirable because it is philanthropy that gives dollar for dollar and takes dollar for dollar.

The life assurance company is the poor man's bank and it is also the rich man's bank. It protects the family of the wage-earner and the credit of the business man. It is the great power that protects the borrower against exorbi-

tant interest rates, lending money to its policy-holders on the security of their contracts, and to all owners of real estate, at a low rate of interest.

It is in this last aspect that the life assurance company commends itself most highly to the public, for having a uniform and unvarying standard of lending money, and having a constant and undiminishing income of ready money, it is unaffected by panics, or by the rise and fall of values. It is the one business which does not know the law of supply and demand, and therefore the one business which only feels a panic to the extent that its receipts increase.

When banks break, life assurance companies boom.



## Papa Late.

A lady hurried to the nursery and asked her little daughter what she meant by shouting and screaming. "Play quietly, like Tommy; he doesn't make a sound." "Of course he doesn't," said the little girl; "that's just the game. He's pa coming home late, and I'm you."—Government Insurance Recorder.

## A Few from Many Such.

BURY, Que., 9th Feb., 1911.

Mr. T. J. PARKES,  
Sun Life Assurance Co. of Canada,  
Sherbrooke, Que.  
Re Policy No. 32044.

Dear Sir,—Thanks for settlement of above policy. The cash is equal to all my money back and nearly 3½ per cent. compound interest, and my assurance for 20 years FOR NOTHING.

Yours truly,

J. W. BENNETT.

PORT HURON, Mich., Dec. 22, 1910.

Mr. E. E. WILKINSON,  
City.

Dear Sir,—I know a man who three years ago had all the life assurance he wanted, and had no thought of increasing the amount, but a certain agent got him in mind and pursued him until he had written a policy on his life—a good agent.

And also know that later this same man took out another policy in the same company—a good company.

I have two policies in the Sun Life.

Yours truly,

A. R. BALLENTINE.

KINGSTON, Ont., Jan. 1st, 1911.

G. A. BATEMAN, Esq.,  
Agent, Sun Life Assurance Co.,  
Kingston, Ont.

Dear Sir,—I am in receipt of your cheque in payment of my 20-year Reserve Dividend policy in your Company just matured. The return on the investment is quite satisfactory, and all the more so as it is some sixty dollars per thousand more than an identical policy in another company earned.

J. MCGILLIVRAY.

SHERBROOKE, Que., Feb. 11, 1911.

Mr. T. J. PARKES,  
District Manager,  
Sun Life Assurance Co. of Canada,  
Sherbrooke, Que.  
Re No. 31661.

Dear Sir,—Accept my thanks for notice of dividend options of the above policy. They look good to me. To get all my money back with nearly 3 per cent. interest compounded yearly and insurance for 20 years for nothing, is certainly a good investment. Your offer to reduce my yearly premium for the next ten years by over 70 per cent. and still keep me insured for the original amount of my policy is also very attractive. No wonder your Company is growing so fast.

Yours truly,

CHAS. D. WHITE.

VANCOUVER, B.C., Dec. 22, 1910.

HERBERT WALKER, Esq.

Dear Sir,—I write to thank you for prompt settlement of policies 29825 and 29826 which matured the first of the present month. My dealings with the Sun Life have been satisfactory in every way, and I have no hesitation in recommending your Company to any person wanting assurance. Again thanking the officers of said Company for their kind and courteous treatment during the twenty years I held policies.

Respectfully yours,

ROBERT G. FORD.

OTTAWA, November 30, 1910.

WALTER J. MARQUAND, Esq.,  
Sun Life Assurance Company,  
Halifax.

Dear Sir,—I am enclosing herewith cheque on the Royal Bank of Canada, your favor, for \$45.60, being the amount of my reduced premium on the policy I have the good fortune to hold from your Company.

I have much pleasure in congratulating you on the continued success and prosperity of the Sun Life.

Yours very truly,

(SENATOR) D. MACKEEN.

INVERNESS, Que., 1st Dec., 1910.

Mr. T. J. PARKES,  
Sun Life Assurance Company of Canada,  
Sherbrooke, Que.  
Re No. 28912.

Dear Sir,—I have received your cheque settling the policy I have had with your Company for 20 years. The results are very good; 20 years' assurance FOR NOTHING and all my money back again with nearly 3 per cent. interest compounded every year added to it.

Thank you, sir, very much,

Yours truly,

AMBROISE BOUCHER.

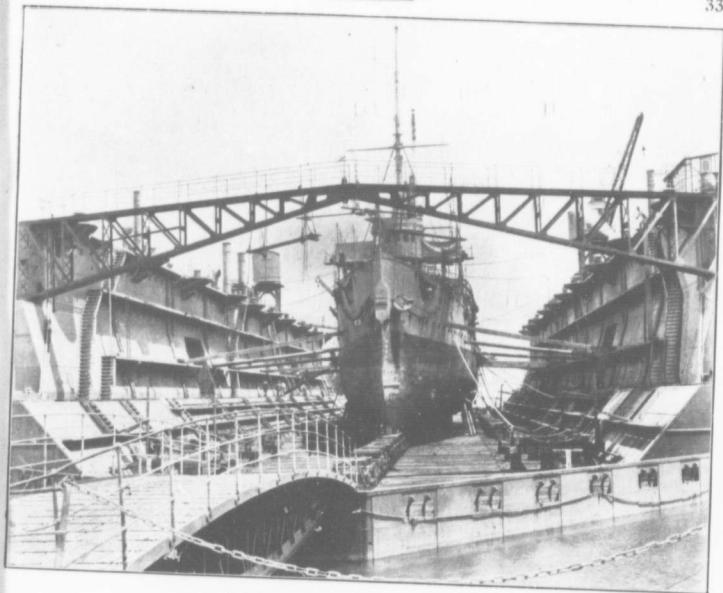
DENISON'S MILLS, Que., 3rd Jan., 1911.

Mr. THOS. J. PARKES,  
District Manager,  
Sun Life Assurance Company of Canada,  
Sherbrooke, Que.  
Re No. 31575

Dear Sir,—I am in receipt of your cheque settling the above policy, for which accept my thanks. This cheque gives me back all the money I have paid you, with 3 per cent. compound interest, and my assurance for 20 years has cost me nothing; or you would have given me back about three-fourths of my money and still kept me assured for \$1,000 for the rest of my life, on which I would pay no further premiums. This speaks volumes for the good management of the Sun Life.

Yours faithfully,

J. H. MASTINE.



IN BERMUDA.—NAVAL FLOATING DOCK.

ST. STEPHEN, N.B., Dec. 20, 1910.

Mr. G. C. JORDAN,  
St. John.

Dear Sir,—Received yours of the 19th with options enclosed. This policy has turned out better than I counted on, and *better than any other I have had mature*. I commend your Company for its prompt and business-like way of dealing with the matter, and I can assure you that should I take on more assurance I will be pleased to give the Sun Life of Canada first consideration.

Enclosed you will find my choice of option, and, with the compliments of the season, I am,  
Yours truly,

WM. R. CARSON,  
The St. Croix Soap Manuf'g Co.



LIVERPOOL, N.S., Dec. 17, 1910.

W. J. MARQUAND, Esq.,  
Manager, Sun Life of Canada,  
Halifax, N.S.

Dear Sir,—I take great pleasure in acknowledging receipt of your communication regarding the several options offered as regards profits declared on the above policy, as at the 1st of

December, 1910, and have selected No. 3—cash \$351.05—to be applied on premium falling due this month.

I carry policies in several other companies, and with none am I better pleased than those I carry in the "Sun."

It was an unexpected and pleasant surprise to me to receive such large profits.

I heartily congratulate your Company on the large returns paid to me.

Please convey to your Company my appreciation of the splendid dividend declared and paid to me on my policy. Wishing them continued success, I am

Yours faithfully,

E. R. M. MULHALL.

Note—Mr. Mulhall is the Manager for the Royal Bank of Canada at Liverpool, N.S.



### An Antediluvian Animal.

School teacher to class: "Now boys, can you tell me what an actuary is?" There was no response from the pupils, so the question was put a second time. After considerable delay and whispering, one of the class got up diffidently and said, "Please, sir, an actuary is an antediluvian animal."

### Smiles.

Dick—I know a girl who accepts rings from men she don't know. Clara—I don't believe it. How could she? Dick—Why, she has to, you know. She's a telephone girl.—Ex.

Pat—"What be yer charge for a funeral notice in yer paper?"

Editor—"Half a crown an inch."

Pat—"Good Heavens! An' me brother was six feet high."—Tit Bits.

"What are you crying for, my little boy?"

"Boo-hoo! Pa fell down stairs!"

"Don't take on so, my pet. He'll get better soon."

"Sister saw him fall all the way, an' I never saw nuffin. Boo-hoo!"

"I don't like your heart action," the Medical Examiner said. "You have had some trouble with angina pectoris."

"You're partly right, doctor," said the applicant sheepishly, "only that ain't her name."—Lippincott's.

"Yes," said the man from St. Louis, "I am very fond of green peas, but I can't eat them."

"Why not?" queried the Chicago man, who was dining at the same table.

"Because, explained the other, "I can't keep them on my knife."

It is the custom at a certain public school down in Maine for the teachers to write on the blackboard any instructions they desire the janitor to receive.

The other morning the janitor saw written:  
Find the greatest common divisor.

"Hullo!" he exclaimed. "Is that durned thing lost again!"—Lippincott's.

Pietro had drifted down to Florida and was working with a gang at railroad construction. He had been told to beware of rattlesnakes, but assured that they would always give the warning rattle before striking.

One hot day he was eating his noon luncheon on a pine log when he saw a big rattler coiled a few feet in front of him. He eyed the serpent and began to lift his legs over the log. He had barely got them out of the way when the snake's fangs hit the bark beneath him.

"Son of a gun-a!" yelled Pietro. "Why you no ring-a da bell?"—Everybody's Magazine.

The professional humorist was having his boots blacked.

"And is your father a bootblack too?" he asked the boy.

"No, sir," replied the bootblack, "my father is a farmer."

"Ah," said the professional humorist, reaching for his notebook, "he believes in making hay while the sun shines."

"I tell you I won't have this room," protested the old lady to the bell boy who was conducting her. "I ain't agoin' to pay my good money for a pigsty with a measly little folding bed in it. If you think that jest because I'm from the country"—

Profoundly disgusted, the boy cut her short.

"Get in, mum, get in," he ordered. "This ain't yer room. This is the elevator."

A story is told of an impecunious actor who, after getting a passage on a steamer for a voyage lasting three days, had only a few coppers left. To stave off hunger he slept the best part of the first day; he tried to do likewise on the second, but failed. The third day he went boldly to the saloon and worked through the menu from beginning to end. "How much is that?" he inquired of the steward, with the vision of irons and a ship's cell before his eyes. "Nothing at all," was the reply; "your meals are included in the price of your ticket."

CAMPBELLFORD, 5th August, 1910.

W. H. HILL, Esq.,

Peterboro.

Dear Sir,—I wish to thank you for your prompt remittance of the cheque for \$1,228.90 to cover my 20-year Endowment policy, which matured on the 1st instant. On this occasion I received \$357.90 more than I paid and have had my life insured for \$1,000 during the past 20 years.

This I consider a splendid result and of which you should be, as I am, proud.

I am the more pleased with the result since I have found out that a policy in another company, which issues only non-participating policies, would have cost me only \$1.77 per year less, and I would only have received \$1,000 from them, while for the \$1.77 per year extra I paid you, or a total of \$35.40, I received \$228.90 over and above the face of my policy. It is indeed a marvellous contrast.

When you assure take a participating policy in the Sun Life of Canada.

JAMES IRWIN.



IN BERMUDA.—FARM RESIDENCE.

### Take Assurance When You Can.

Too many men treat the subject of life assurance as the Arkansas fiddler did his house—when it rained he couldn't fix it, and when the weather was fair there was no need of fixing it. The poor man says, "I can't afford to assure;" the rich man says, "I have no need of assurance;" the sick man says, "They won't assure me;" the well man says, "I expect to live long."

But the reasoning is superficial and sophistical. The men who are too poor to assure are not so numerous as the excuses, and the man to whom life assurance is not a wise precaution must be exceptionally situated. Twenty or thirty dollars a year will carry \$1,000 assurance for most of those who think they cannot afford it. Forty to sixty cents a week—ten cents a day. Do you smoke? Do you chew? Drink soda water, beer, champagne, brandy? Ride on the street cars when you might walk? Wear kid gloves, jewelry? We are expressing no opinion as to the propriety of these things; we are only suggesting that they are not the natural and proper concomitants of poverty."—New York Life Bulletin.

### Some Tongue Twisters.

A London paper recently offered a series of prizes for the best "tongue twisting" sentences. Most boys and girls will find the prize winning contributions quite amusing. Here they are:

A growing glean, growing green.

The bleak breeze blighted the bright broom blossoms.

Two toads totally tired tried to trot to Tedbury.

Strict, strong Stephen Stringer snared slickly six sickly, silky snakes.

Susan shineth shoes and socks; socks and shoes shines Susan. She ceaseth shining shoes and socks, for shoes and socks shock Susan.

A haddock, a haddock, a black spotted haddock; a black spot on the black back of a black spotted haddock.

Oliver Oglethorp ogled an owl and an oyster. Did Oliver Oglethorp ogle an owl and an oyster? If Oliver Oglethorp ogled an owl and an oyster, where are the owl and the oyster Oliver Oglethorp ogled?

If you can get through with that exercise without tying your tongue into a quintuple bow-knot you will deserve a greater prize than the London paper offered in this unique contest.

### Who Carries the Risk ?

The man who carries no life assurance does not, as he thinks, carry his own risk ; he compels his family to carry it. When he dies the loss does not fall on him ; he will not suffer for want of food or clothing, but his family may. A life assurance company can carry the risk (which must otherwise be carried by the family) for a fixed price of a certain number of dollars a year. To be sure, his family or those dependent upon him can also carry it ; but who can put a limit on the price they may have to pay ?

One of two prices he must pay :

He must each year put up in cash a premium with a thoroughly first-class life assurance company to carry the risk for his family ; or,

He must each day put up his family to carry the risk for themselves, the premiums to be paid by them after his death in *self-denial, privation and want*.



### Best Type of Investment.

The records of the orphans' court prove that a life assurance contract is the best type of investment for over nine out of every ten persons.

Another phase of assurance values may be mentioned—it is the power of accumulated funds for the benefit of the country. Not only does each premium paid by the policyholder increase the protection of families, but it also goes to swell the immense capital which is aiding the best co-operative enterprises, buying bonds and supplying the financial sinews for municipal improvements, building cities, cutting drainage canals and river ways, reclaiming deserts by irrigation, opening up new supplies of fuel and extending means of growth and prosperity in every direction. Life assurance money is not idly waiting for death's arrival, but is working broadly, constantly, and

receiving pay for its labors in the form of interest. This, too, is ethical, in that it conduces to the education and betterment of men.—Life Association News.



### A Lay Sermon on Life Assurance.

"Behold the fowls of the air ; they sow not neither do they reap ; yet your Heavenly Father feedeth them. Are ye not much better than they ?"

"Consider the lilies of the field, how they grow, they toil not neither do they spin ; yet I say unto you that even Solomon in all his glory was not arrayed like one of these."

At first sight this might seem to be an unpromising text upon which to base a discourse on life assurance, but it is not really unsuitable—quite the contrary, for what in reality distinguishes the birds and lilies is not their indolence, but their freedom from mankind's favorite disease of worry. Having done their work birds and flowers rest, as far as we can see, as free from foreboding as though they were divine. But there is no respite from work until their duties are performed.

It is strange that readers could have been found to interpret the beautiful words of the text as an excuse for neglecting to provide for the future. Such readers are more given to piety than industry, and have entirely misunderstood the words of the great Master.

It is to be remembered that oriental teachers often used glowing imagery that was never intended by them to be interpreted literally. Their highly poetic utterances, falling upon the ears of hard and practical western people, have led to endless misunderstandings on the most momentous subjects. This is a case in point.

As a matter of fact the lilies, although they have no power of locomotion, are most busy workers. Below ground





IN BERMUDA.—VIEW OF THE ISLANDS FROM PROSPECT HILL.

they labor to extract from the soil the elements necessary to their life; above ground they weave from the sunbeams their glorious robes, and from dew, rain and air absorb the essences requisite to life and growth. Every living flower is in itself an ever-working organism—a chemical laboratory full of activity.

When we come to study the birds we are amazed at their industry. Food-gathering and nest-building provide work for every waking hour. No creature in the world is so restive under inaction as a healthy bird. He cheers himself with a song once in a while—but being hard at work at tasks that please him it is no wonder if he sings!

Human beings then have no right to pray or trust to higher powers if they do not first use their own as far as these will serve. It is man's extremity that is God's opportunity. When we have done our best let us be care-free as the birds and flowers. To the over-anxious souls who add worry to work the Bible says:

“Consider the lilies of the field and

the fowls of the air,” but to the improvident the same book says—

“Go to the ant thou sluggard; consider her ways and be wise, which having no guide, overseer or ruler provideth her meat in the summer and gathereth her food in the harvest.”

Conclusion: It is clear then that to provide against the future, against old age or death by means of a policy of life assurance, far from indicating distrust, is quite in the spirit of the text—and not contrary to it as many good people have feared.



### A Duty.

If I had my way I would write the word “insure” over the door of every cottage and upon the blotting book of every public man, because I am convinced that for sacrifices which are inconceivably small, families can be secured against catastrophes which otherwise would smash them up forever. It is our duty to . . . arrest the ghastly waste, not merely of human happiness, but of national health and strength, which follows . . . when, through the death of the breadwinner, the frail boat in which the fortunes of the family are embarked founders, and the women and children are left to struggle hopelessly on the dark waters of a friendless world.—Winston Churchill.

### Amusing Answers.

If one is to believe all the statements made by applicants for life assurance policies, some families have been distinguished by very curious, not to say inexplicable, happenings.

Here are a few amusing blunders :

Mother died in infancy.

Father went to bed feeling well, and the next morning woke up dead.

Grandfather died suddenly at the age of 103. Up to this time he bid fair to reach a ripe old age.

Applicant does not know anything about maternal posterity, except that they died at an advanced age.

Applicant does not know cause of mother's death, but states that she fully recovered from her last illness.

Applicant has never been fatally sick.

Father died suddenly ; nothing serious.

Applicant's brother, who was an infant, died when he was a mere child.

Grandfather died from a gunshot wound, caused by an arrow shot by an Indian.

Applicant's fraternal parents died when he was a child.

Mother's last illness was caused from chronic rheumatism, but she was cured before death.

### What is Life Assurance ?

It is a business for making uncertainties certain.

It capitalizes individual ability and guarantees continuity of plan by protecting investments and earning capacity.

It stands alone as a specialist in making provision for the distant future.

It teaches the virtue of thrift and economy, the duty of saving up for a "rainy day."

It strengthens credit and protects enterprise.

It is a dependable asset of ever-increasing value.

It is the sure, solid foundation for the young man's air castle.

The married man needs life assurance because he is exposed to death. The single man needs it because he is exposed to marriage.—T. I. P.

### A Compromise.

"Twixt Optimist and Pessimist the difference is clear ;

The first one thinks that life's a smile, the other a tear.

One thinks that life is wholly day, the other wholly night,

And it is plain to men of sense that neither one is right.

For me, as I regard my days and contemplate my crop

Of cares and blessings, I'm inclined to be a Pessimop !

—By John Kendrick Bangs.

"Are there any bacteria in this ice cream soda?" asked the summer girl.

"You didn't mention them in the first place," replied the new attendant firmly.

"If you are going to change your order you'll have to get another check."—Washington Star.

### The "Pleasure" of Life Assurance.

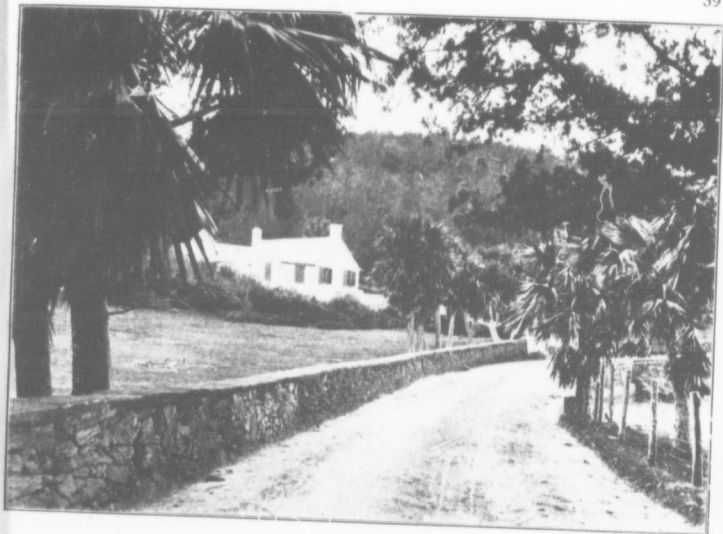
Much has been said and written about the duty of taking life assurance (says the Satchel), but little about the pleasure. Now the great majority of the assured will testify to the fact that after they had secured a policy they felt a comfort of mind in the knowledge that their own were protected, come what might, which they had never known before. The hesitancy one feels before taking a cold plunge and the delightful glow that succeeds it illustrate well the change of the average man before and after assuring his life.

SCOTSTOWN, Que., Oct. 1, 1910.

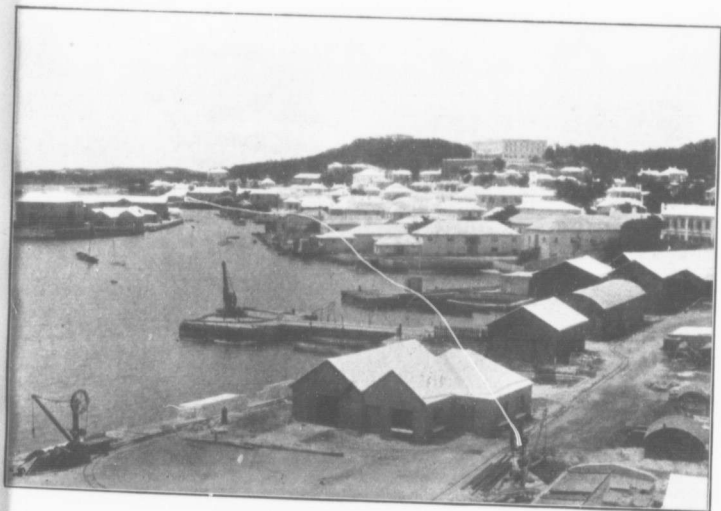
MR. THOS. J. PARKES, District Manager,  
Sherbrooke, Que.

Dear Sir,—Accept my best thanks for your cheque in settlement of the above 20-Payment Life policy.

I see that this settlement gives me about 20 per cent. more than I paid in, or, after allowing for carrying my risk, the balance of my premiums are paid back to me with 5 per cent. interest compounded yearly ; while another option gives me the privilege of withdrawing nearly one-fourth of the money I paid in and my insurance for \$1,000 would have been continued without further payment of premiums. I think this a very satisfactory settlement and with best thanks remain  
ROBERT SCOTT.



IN BERMUDA.—A COSY HOME.



IN BERMUDA.—THE TOWN OF ST. GEORGES.

# Sun Life Assurance Company of Canada

## The Results for 1910

### Assurances Issued during 1910

Assurances issued and paid for in cash during 1910.....**\$23,512,377.81**  
 Increase over 1909.....2,003,104.65

### Income

Cash Income from Premiums, Interest, Rents, etc. (exclusive of \$75,000 received for increased capital, and \$60,000 premium thereon).....**9,575,453.94**  
 Increase over 1909.....1,797,321.89

### Assets

Assets as at 31st December, 1910.....**38,164,790.37**  
 Increase over 1909.....5,359,793.60

### Surplus

Surplus distributed to policyholders entitled to participate in 1910.....**377,792.34**  
 Applied to place Annuity Reserves on basis of British Offices Select Annuity Tables .....**210,850.28**  
 Added to Surplus during 1910 .....**643,903.01**  
 Surplus earned in 1910 .....**\$1,232,545.63**

Total Surplus 31st December, 1910, over all liabilities and capital according to the Company's Standard, viz., for assurances, the Hm. Table, with 3½ and 3 per cent. interest, and, for annuities, the B. O. Select Annuity Tables, with 3½ per cent. interest.....**\$3,952,437.54**  
 Surplus, Dominion Government Standard .....**5,319,921.18**

### Payments to Policyholders

Death Claims, Matured Endowments, Profits, etc., during 1910 .....**3,023,462.56**  
 Payments to policyholders since organization .....**26,266,630.01**

### Business in Force

Life Assurances in force 31st December, 1910.....**143,549,276.00**

### The Company's Growth

YEAR	INCOME	ASSETS Exclusive of Uncalled Capital	LIFE ASSURANCES IN FORCE
1872 .....	\$ 48,210.93	\$ 96,461.95	\$ 1,064,350.00
1880 .....	141,402.81	473,632.91	3,897,139.11
1890 .....	889,078.87	2,473,514.19	16,759,355.92
1900 .....	2,789,226.52	10,486,891.17	57,980,634.68
<b>1910 .....</b>	<b>9,575,453.94</b>	<b>38,164,790.37</b>	<b>143,549,276.00</b>