

LOUISIANA PURCHASE EXPOSITION, ST. LOUIS.

SUNSHINE

Vol. IX
No. 6

MONTREAL

JUNE,
1904



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WORLD'S FAIR, ST. LOUIS,
Corner of Palace of Machinery Building.

Expositions Compared.

The magnitude of the World's Fair of 1904 may be best expressed by comparison. The grounds of the Louisiana Purchase Exposition are a mile and a quarter wide by nearly two miles long. An ordinary city of 20,000 population with all its homes and industries might be set down within the six miles of fence which surround the Exposition. While the Columbian Exposition at Chicago had 633 acres, including its lakes and lagoons, the Louisiana Purchase Exposition has 1240 acres. The exhibit space of the principal buildings at Chicago was but little more than half the area supplied at St. Louis. This exposition is practically ten times larger than the Pan American Exposition, and from twenty to twenty-five times larger than the other expositions held in this country during the last few years.

Exhibit palaces at the coming World's Fair are each the equivalent of six to ten ordinary city blocks, and there are fifteen of them of enormous size, magnificent in their proportions, lofty and imposing; rich in their architectural detail and sculpture embellishment. A trip around any one of several of the larger buildings means an excursion of nearly a mile.

In each big building there are several miles of aisles, all lined with rare exhibits that have a value in the eyes of every visitor and a far deeper interest to specialists in the many lines of human activity. For example, in the Palace of Transportation there are four miles of tracks for the exhibition of locomotives and cars of all kinds, besides the large spaces reserved for the marine display, the automobiles, motor cycles, pleasure vehicles and the heavy wagons for business use. The figures of the engineering department show that there are 35 miles of roadway within the Exposition grounds.

These facts and figures convey to the mind some idea of the character of the World's Fair, but they should appall no one, for the arrangement of the whole is such as to enable the visitor to get about freely and to find what he wants to see with little difficulty.

This wonderful exposition reveals the growth and development of past years and foretells greater things to come.

Bigness is not, however, the quality which most appeals. The vast proportions of the World's Fair come from necessity, in the portrayal of the world's activity and growth rather than from effort to outrival former undertakings. In the planning of this Universal Exposition consideration was given to the forward step which the world has taken in the decade since the Columbian Exposition at Chicago which was the last adequate measurement of the United States' national resources and the resources of other nations.



Largest Organ in the World.

The organ used in the recitals in Festival Hall at the World's Fair is the largest and most perfect of any ever constructed. It has 140 stops, twelve more than the famous instrument in the town hall at Sydney, Australia, which previously has been regarded as the largest of organs.

Electric power supplies the wind for the pipes, one of which is large enough to admit of the passage of a small pony. Its movable key-board enables the performer to sit far removed from the organ. This is highly important in the rendition of programmes where a large chorus is accompanied, as it brings the organist and director in closer touch.

The most famous organists of the world preside at events in Festival Hall

Festival Hall showing Caspary's—Festival Hall is the most ornate building on the Fair Grounds although it is small in comparison with the Exhibition Buildings. The appropriation for it was \$3,000,000. The Dome will be the largest in the world, exceeding in size those of St. Peter's and the Pantheon, at Rome. High-class Concerts and Great Operatic Performances will be given in Festival Hall during the Fair.



Copyrighted.

Peabody Hall. Showing Cascades — Peabody Hall is the most ornate building on the Fair grounds.

The appropriation for it was \$250,000.

The dome

is the largest in the world, exceeding in size those of St. Peter's and the Pantheon, at Rome.

World's Fair, St. Louis.

High-class Concerts and Great Operatic Performances will be given in Peabody Hall during the Fair.

A Few of the Features of the World's Fair at St. Louis.

- Olympic games.
- Ten acres in roses.
- \$50,000 corn exhibit.
- Four acres of fresh fruits.
- An operating turquoise mine.
- Stadium seating 27,000 persons.
- Outside forestry exhibits, 15 acres.
- Edison's personal exhibit of inventions.
- Wireless telephone station in operation.
- Ancient Mexican City of Mitla reproduced.
- Idaho's opal mines are shown in "The Gulch."
- Four acres in agricultural machinery and tools.
- Model Indian School, with one hundred pupils.
- \$10,000,000 of merchandise in the jewelry section.
- Ainu hunters and fishermen, the aborigines of Japan.
- The minute hand of the great floral clock weighs 2,500 pounds.
- Transmission of speech several miles over electric light rays.
- The Art Palace, central structure, permanent, cost \$1,040,000.
- Assemblage of the world's races in anthropology department.
- Germany and America competitive exhibits of forestry.
- Robert Burns's Cottage, in Ayrshire, to be reproduced on grounds.
- Map of United States in growing crops, covers area of five acres.
- Ninety thousand gallons of water per minute flow over cascades.
- Great Britain to reproduce the Orangery of Kensington Palace.
- Largest pipe organ ever built, 145 stops, pipes five feet in diameter.
- California State Building is a replica of the old Santa Barbara Mission.
- Conservatory covering an acre, stocked with rare flowers, plants and birds.

Jerusalem, the Holy City, important parts which are faithfully reproduced.

An advertising exhibit, including a poster display, in the Liberal Arts Building.

Germany reproduces the Castle of Charlottenburg; Emperor William prepared the plans.

The Louisiana Purchase Treaty, the actual document signed by Jefferson and Napoleon, is in the State Department's exhibit in the Government Building.



The Railway Rates to the World's Fair at St. Louis.

For the convenience of our readers, we give below the round-trip rates from several points on the Canadian Pacific and Grand Trunk railroads to St. Louis.

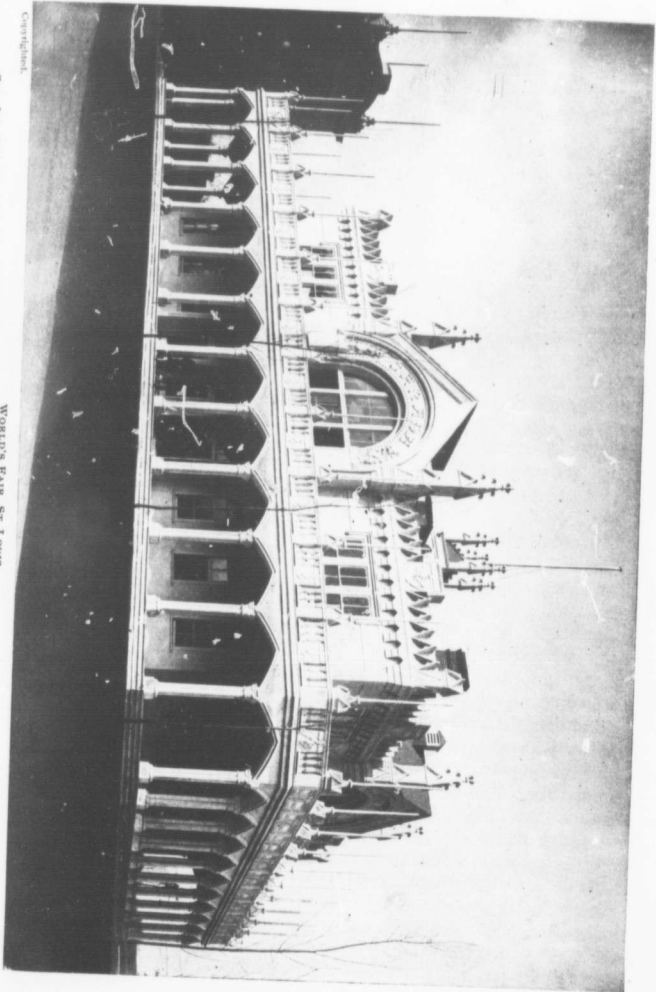
	15 days	30 days	Season
St. John, N.B. . .	\$30.50	\$40.70	\$48.80
Halifax, N.S. . .	35.00	46.70	56.00
Montreal, P.Q. . .	24.00	29.35	35.20
Quebec	29.00	34.70	41.60
Sherbrooke	24.00	29.35	35.20
Toronto	19.20	25.60	30.75
Ottawa	23.30	29.35	35.20
Detroit	15.00	*17.35	20.80
Peterboro'	21.50	28.70	34.40
London	16.05	21.40	25.70
Hamilton	18.30	23.70	28.40

* 60 days' limit.



What is Good ?

"What is the real good?"
I asked in musing mood,
Order, said the law court;
Knowledge, said the school;
Truth, said the wise man;
Pleasure, said the fool;
Love, said the maiden;
Beauty, said the page;
Freedom, said the dreamer;
Home, said the sage;
Fame, said the soldier;
Equity, the seer.
Spake my heart full sadly,
"The answer is not here."
Then within my bosom
Softly this I heard:
"Each heart holds the secret;
Kindness is the word."



Copyright.

Canada's Building.—The Canadian Building is situated just immediately South of the Great Pivotal Clock, and has opposite it another

Colonial Building, that of Ceylon. The Building is two stories, with a wide veranda on all sides.

Transportation at the Fair.

Transportation facilities at the World's Fair of 1904 are as modern and up-to-date as are other features of this greatest of all expositions.

Electricity is the prime mover, as witnessed in the Intramural Railway, automobiles, and electric launches on the lagoons; yet the picturesque jinrikshas, the comfortable roller chairs and the poetic gondolas, propelled by the hand of man, are well in evidence.

For varied picturesqueness a ride on the Intramural has not its equal in the world. Starting from a point central among palaces that are more ornate than any ever conjured by Aladdin's lamp, the visitor is carried between other structures of equal magnitude and grandeur on the one side, and the bizarre habitations of Pike concessionaries on the other. From the left comes the low hum of wheels and shafts, proving the constant activity in the main palaces that is a feature of this exposition; from the right, weird notes of Oriental music and voices of the strong-lunged, calling attention to the fantastic sights that are within walls. Up a grade speed the roomy and gaily decorated motor cars, around the brown stone buildings, which were constructed for Washington University and adopted by the World's Fair, past the Hall of Congresses, past the domain of physical culture, the great Stadium, then through fields of blue grass near the Filipino village, around the massive Palace of Agriculture, across trestles, up other grades and into the woods. Skirting the domain of State buildings the train nears the Art Palace, taps a central point back of the Festival Hall and Cascades, enters a forest again, then drops down behind the Government Building, to the level once more.

In decided contrast with this over-hill-and-dale ride of the cars is the passage

on launches and gondolas through the lagoons that thread the main picture. For these voyages the panorama on either side is a succession of emerald banks, studded with medallions of flower beds, and in the background majestic facades and columns. A transformation scene is witnessed when the craft passes into the Grand Basin, for in the distance three cascades leap and tumble from their source beneath the Terrace of States and the Hall of Festivals.

Manning the gondolas are men from Venice, attired in the picturesque costumes of the Italian water city; in command of the speedy launches are skilled electricians and careful pilots.

Meanwhile hundreds of automobiles reach points not accessible from the Intramural or the boats on the lagoon, and so do roller chairs and those fanciful conveyances from Japan. These comfortable, slow-moving vehicles are especially liked by persons who wish to study the architecture of the great buildings at their leisure, and who can take their time in "doing the Fair."

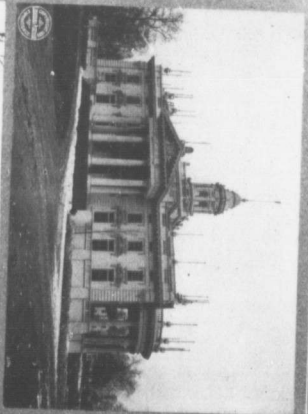
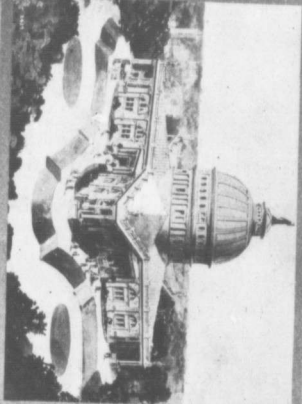
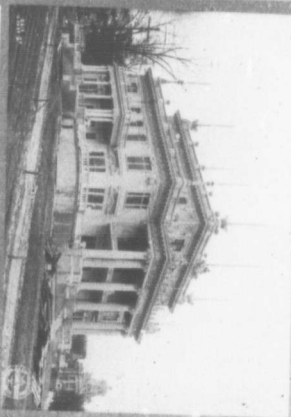
Nor have the little ones been forgotten, for there are hundreds of baby push carts for rent by the hour, so that entire families can be transported from place to place without undergoing fatigue.



"I trust your late husband had something saved up for a rainy day," said a sympathizing friend. "Indeed he had," replied the widow, with a fresh burst of tears; "he had seven umbrellas. John was the thriftiest man I ever knew."



Smith—"Why are you takin' the parrot's cage oot o' the room?" Mrs. Smith—"Weel, y' see, it's a young bird an' jist learnin' tae talk, so I think it'll be better tae keep it oot o' the room when you're layin' the carpet."



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Texas—A five-pointed Star, the Symbol of Texas

Kentucky.

World's Fair, St. Louis.—A Few State Buildings.

Iowa.

West Virginia.

SUNSHINE

PUBLISHED BY THE

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

A. M. MACKAY, *Editor.*

		June 1904						
		SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
East Day 100	West Day 100	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	100 Day 100	100 Day 100		



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SUPERINTENDENT OF AGENCIES :
FREDERICK G. COPE.

The most heavily assured men are always the most enthusiastic over the value of life assurance.

What do you think is the reason ?

The little anxiety you may have, perhaps, to provide for the annual premium on your life assurance is not to be considered with the anxiety your widow would have in paying house rent, groceries, etc., should you have no assurance.

We know a man who has a reserve topic during the winter months of the pleasures of golf, and what he is going to do the following summer. When summer comes he has other things which take up his time, and he invariably dilates on the exhilarating pastime of snowshoeing next winter, but winter also finds his time taken up with other things, and thus he goes the rounds.

He takes his pastimes out in promises and talk.

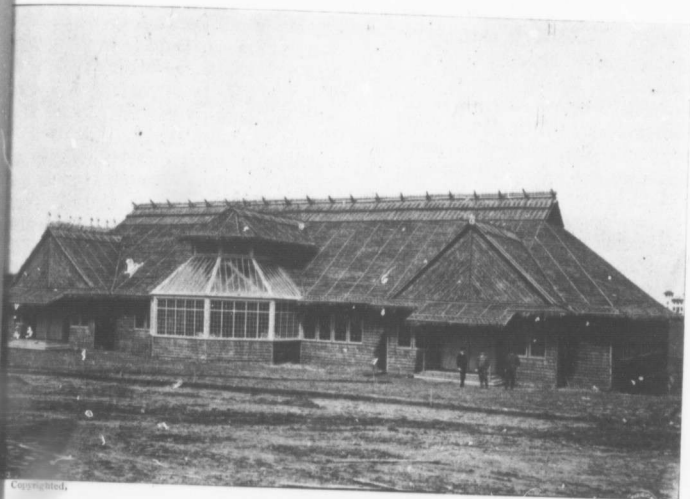
Last month you told a life assurance solicitor that you thoroughly believed in life assurance, you actually enjoyed mental exhilaration over the thought of having a large policy in your possession, but you told the solicitor to call again next month. In the meantime you have forgotten all about your promise and up will crop the same old stock promise next month.

You take out your life assurance in promises and talk.

Don't buckle to decisive man the YES, w the little for it, a spectre o forced to Do it !

Have 95 of this the Sun

Work Ample been pro visitors a outside of The Ex



Copyrighted.

WORLD'S FAIR, ST. LOUIS.

Philippine Islands' Building.—This building is thatched in Filipino style.

Don't you think it time you should buckle up your manhood and come to a decisive point, and startle the assurance man the next time he calls with a loud YES, with emphasis on every letter of the little word? You will be a better man for it, and your family will have the spectre of want removed should you be forced to decide issues with death.

Do it!



Have a glance at the charts on page 95 of this issue, showing the progress of the Sun Life of Canada.



World's Fair Hotel Accommodation.

Ample hotel accommodations have been provided for the World's Fair visitors at St. Louis, both within and outside of the Exposition grounds.

The Exposition management have or-

ganized a free information service. A pamphlet has been issued for gratuitous circulation explaining many of the conveniences that have been provided. A list of all the hotels, with rates, is contained in this pamphlet. The entire city has been canvassed, and many thousands of private house-holders have arranged to receive visitors. These houses are in every section of the city, and the rates at which the guests will be received is a matter of record on the books of the bureau.

The Inside Inn, a hotel on the Exposition grounds, has a capacity for 6,000 guests. The Exposition management has control of the rates, which have been fixed at from \$1.50 to \$3.50 per day, European plan, including admission to the grounds. On the American plan the rates range from \$3 to \$5 per day. The hotel is 400 by 800 feet, and is three stories high.

Just Among Ourselves.

Major Wm. N. King, manager for Bermuda, returned home on furlough a few weeks ago. Mr. King was laid aside by sickness for some weeks in Bermuda, but we are pleased to hear that he has almost recovered. Mrs. King, who accompanied Mr. King has returned much improved in health.

These are days of organization, and the staff of the Montreal City Branch, being up-to-date, thought they would have an organization on their own account. On April 14th the representatives got together, and as a result of their meeting the "Stanton Assurance Club" is announced. The officers believe the club will do them good, and, in fact, as it will be seen, it has done them good already. It is officered by:

J. T. Parkes—President.

W. D. McCallum—Vice-President.

Charles D. Wolfkill—Secretary.

E. A. Bertrand—Treasurer.

About the first thing undertaken by a newly-organized club is a banquet, and the "Stanton Assurance Club" followed in the time-honored path. A few nights after organization saw the members of the new club around the banqueting tables of the Windsor Hotel. On this occasion they had with them as their guests Mr. T. B. Macaulay, Secretary and Actuary; Dr. Wilkins, Chief Medical Referee; Mr. A. B. Wood, Assistant Actuary, and Mr. Frederick G. Cope, Superintendent of Agencies.

One of the features of the banquet was the presentation to the Secretary, by Mr. Stanton, the City Manager, of \$90,000 of applications for assurances, as a token that the club was in business—for business. It is the object of the club to boom the Sun Life of Canada in Montreal, and to get every prosperous and progressive citizen into Canada's "Prosperous and Progressive" Company.

His Illustration.

Prof. John S. Basset, of Trinity College, North Carolina, is a foe to all bigotry and narrowness, says the New York Tribune. He tells the following story of how a minister was fittingly rebuked for uncharitableness:

The clergyman arose one Sunday evening with a fresh green walnut in his hand, and held it up so that all might see.

"Dearly beloved, he said, "with this walnut I am going to give you an object-lesson. See me now remove the rind of the nut. This rind is soft, dirty, useless and profitless. It is like the — church.

"Now I come to the shell. It is hard, strong, a difficult thing to crack; but there is no nourishment in it; it is valueless, a thing to be thrown away. This shell, my friends, is like the — church.

"And finally, breaking the shell, we come to the kernel, which is like our own church. I —"

At this point he opened it to show the kernel — and found it rotten.



Airship Races for \$200,000.

Airship builders from all parts of the world are bringing their craft to St. Louis to compete for the \$200,000 offered in prizes by the Louisiana Purchase Exposition at the greatest aerial contest ever waged in the world's history.

More thought has probably been expended in an effort to discover some way of perfecting means of aerial transportation than to any other subject, and the results of these efforts will be shown at the World's Fair.

An aeronautic course has been defined and immense houses built for sheltering the balloons prior to the contests. Santos Dumont has been in St. Louis to make arrangements for entering his latest and most improved airship in the races with the hope of winning the capital prize of \$100,000.

Corner of the Market and...
 United States...
 Government Building...
 Parkers, Rich and...
 WORLD'S FAIR, ST. LOUIS.
 Corner of the Market and...

Opportunity Speaks.

Yes,
 I am Opportunity ;
 But say, young man,
 Don't wait for me
 To come to you ;
 You buckle down
 To win your crown,
 And work with head
 And heart and hands,
 As does the man
 Who understands
 That those who wait,
 Expecting some reward from fate,—
 Or luck, to call it so,—
 Sit always in the 'way-back row.
 And yet
 You must not let
 Me get away when I show up.
 The golden cup
 Is not for him who stands,
 With folded hands,
 Expecting me
 To serve his inactivity.
 I serve the active mind,
 The seeing eye,
 The ready hand
 That grasps me passing by,
 And takes from me
 The good I hold
 For every spirit
 Strong and bold.
 He does not wait
 On fate
 Who seizes me,
 For I am fortune,
 Luck, and fate,
 The corner stone
 Of what is great
 In man's accomplishment.
 But I am none of these
 To him who does not seize ;
 I must be caught,
 If any good is wrought
 Out of the treasures I possess.
 Oh, yes,
 I'm Opportunity ;
 I'm great ;

I'm sometimes late,
 But do not wait
 For me ;
 Work on,
 Watch on,
 Good hands, good heart,
 And some day you will see—
 Out of your effort rising,—
 Opportunity.

—William J. Lampton in Success



The Tables Turned.

When George Westinghouse, as a young inventor, was trying to interest capitalists in his automatic brake, the device which now plays so important a part in the operation of railroad trains, he wrote a letter to Commodore Cornelius Vanderbilt, president of the New York Central Railroad Company, carefully explaining the details of the invention, says Success. Very promptly his letter came back to him, indorsed in big scrawling letters, in the hand of Commodore Vanderbilt,—“I have no time to waste on fools.”

Afterwards, when the Pennsylvania Railroad had taken up the automatic brake and it was proving very successful, Commodore Vanderbilt sent young Mr. Westinghouse a request to call on him. The inventor returned the letter endorsed on the bottom as follows: “I have no time to waste on fools.”



The charts on page 95 of this issue show at a glance why it is in your interest to assure with the Sun Life of Canada. Better take out a policy before you start on your summer holidays.



The Sun Life of Canada is
 “Prosperous and Progressive.”



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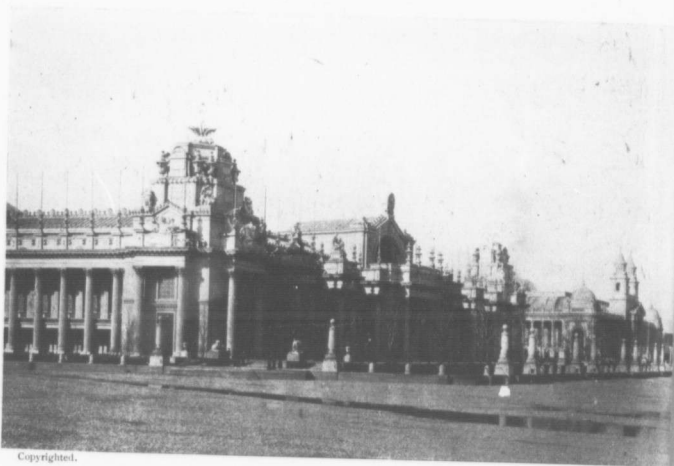
WORLD'S FAIR, ST. LOUIS.
China's Building.



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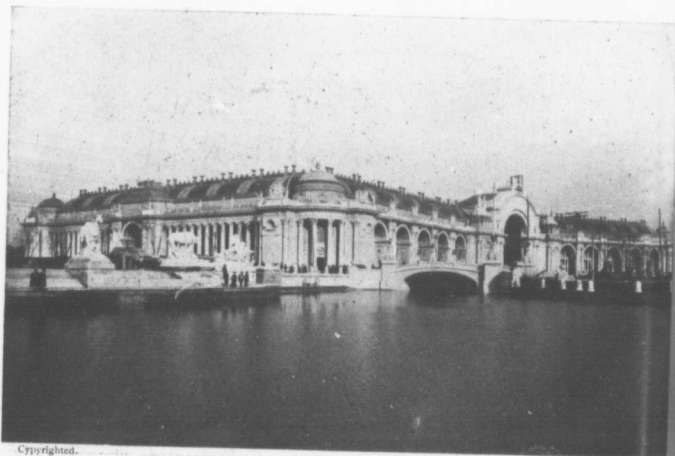
WORLD'S FAIR, ST. LOUIS.

Missouri State Building—Cost nearly \$200,000. Size, 312 feet long by 160 feet wide.
Described as "Roman Architecture with an American Feeling."
The Missouri Building is the finest State Building on the Fair Grounds.



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WORLD'S FAIR, ST. LOUIS
Electric and Varied Industries Buildings.

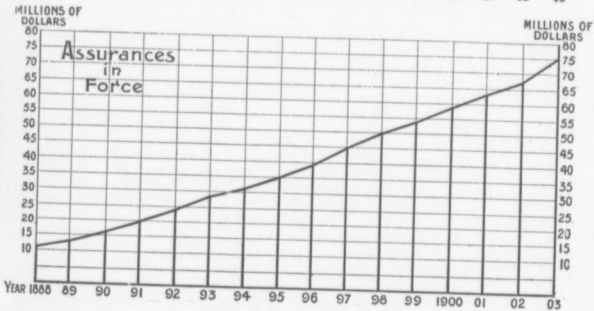
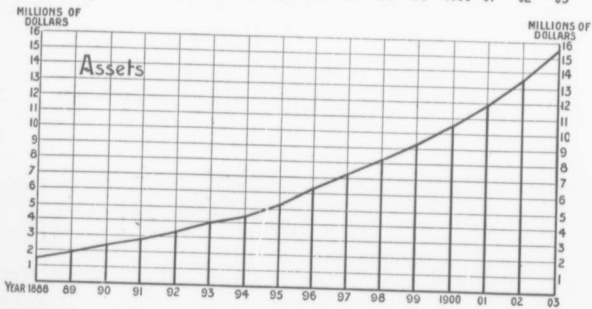
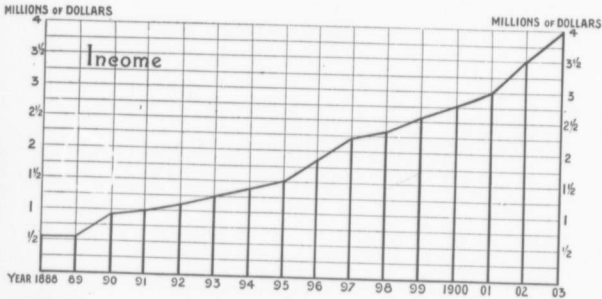


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WORLD'S FAIR, ST. LOUIS.
Manufacturers' Palace.—Cost \$350,000. One of the leading structures of the Fair.
It will house Exhibits of Manufacture and Manufacturing Processes.

"Prosperous and Progressive"

CHARTS SHOWING THE PROGRESS OF THE SUN LIFE ASSURANCE COMPANY OF CANADA DURING THE PAST FIFTEEN YEARS.



From the Canadian Government Blue Book.

Items of Business of the Life Assurance Companies of Canada

Compiled from the Preliminary Report, for 1903, of the Canadian Government Superintendent of Insurance.

COMPANIES.	Premiums for Year.	Total Cash Income (Net).	Excess of Income over Expenditure.	Increase in Assets.	Increase in Surplus.	Amount of Policies New and Taken up.	Increase of Assurances in Force over 1902.	Amount of Policy New and Taken up in Canada during 1903.
Sun Life of Canada	\$3,297,494	\$3,985,979	\$1,847,203	\$2,025,504	\$290,918	\$14,167,205	\$8,490,587	\$5,598,369
Canada Life	2,798,989	3,975,364	1,367,166	1,215,075	10,929	10,122,139	6,327,571	4,898,165
Mutual Life of Canada	1,254,986	1,561,070	784,630	841,594	129,305	4,746,368	3,083,131	4,728,868
Manufacturers' Life	1,219,436	1,435,289	690,986	730,339	14,147	6,747,792	4,243,280	4,016,381
Confederation	1,196,811	1,598,769	599,099	674,868	49,523	3,994,439	2,053,552	3,571,766
North American	1,132,617	1,381,364	602,425	614,988	35,192	5,520,941	1,748,209	4,001,691
Great West	564,481	712,944	386,178	573,919	97,455	4,278,890	2,729,592	4,278,850
Imperial	483,781	577,645	306,895	353,111	23,349	3,804,243	2,210,117	3,632,567
Federal	486,722	562,987	197,799	251,944	15,113	2,644,673	974,672	2,644,673
London Life	323,569	398,011	165,169	160,002	4,445	1,882,836	638,794	1,882,836
Excelsior	188,438	199,354	100,415	106,821	2,301	1,582,793	957,887	1,582,793
Dominion Life	149,259	183,441	104,523	142,030	24,268	1,516,648	395,059	816,648
Royal-Victoria	128,873	142,451	41,844	42,424	24,011	1,008,714	439,339	1,008,714
National Life of Canada	128,207	135,380	60,806	74,534	6,182	1,426,632	605,515	1,426,632
Honite Life	119,664	131,040	12,242	35,705	8,199	1,002,901	315,993	1,002,901
Northern Life	118,183	131,527	70,634	73,672	9,324	1,071,530	448,422	1,071,530
Continental Life	100,174	114,872	46,985	86,297	6,136	1,267,724	726,314	1,267,724
Union Life	68,442	172,713	6,920	7,544	3,044	5,542,288	2,382,590	5,542,288
Crown Life	67,886	70,914	2,944	14,336	33,589	1,206,850	730,850	1,206,850
Sovereign	27,659	60,355	16,909	*	*	791,508	*	791,508