

Life Insurance Reports Indicate Better Times

Total Number of Newcomers in 1935 Was 11,277.

Montreal.—Definite signs of an improvement in general business conditions can be gathered from the 65th Annual Report of the Sun Life Assurance Company of Canada just released for publication by Arthur B. Wood, president and managing director. The statement reflects the strength and stability of life insurance, a voluntary co-operative movement which for generations has stood every test.

Life insurance companies' annual statements, always considered barometers of general business conditions in the territories they operate in, have been accurate indicators during the depression and since 1933 have shown, in no uncertain terms, that general business is making headway.

The Sun Life's financial statement for 1935 shows still further strengthening and improvement, just as the report for 1934 showed progress over 1933, the year the depression reached its low point.

Assets of the Sun Life Assurance Company of Canada stood at an all-time high at the year-end, an increase of forty-one million dollars for 1935, and are now over seven hundred and seven million dollars.

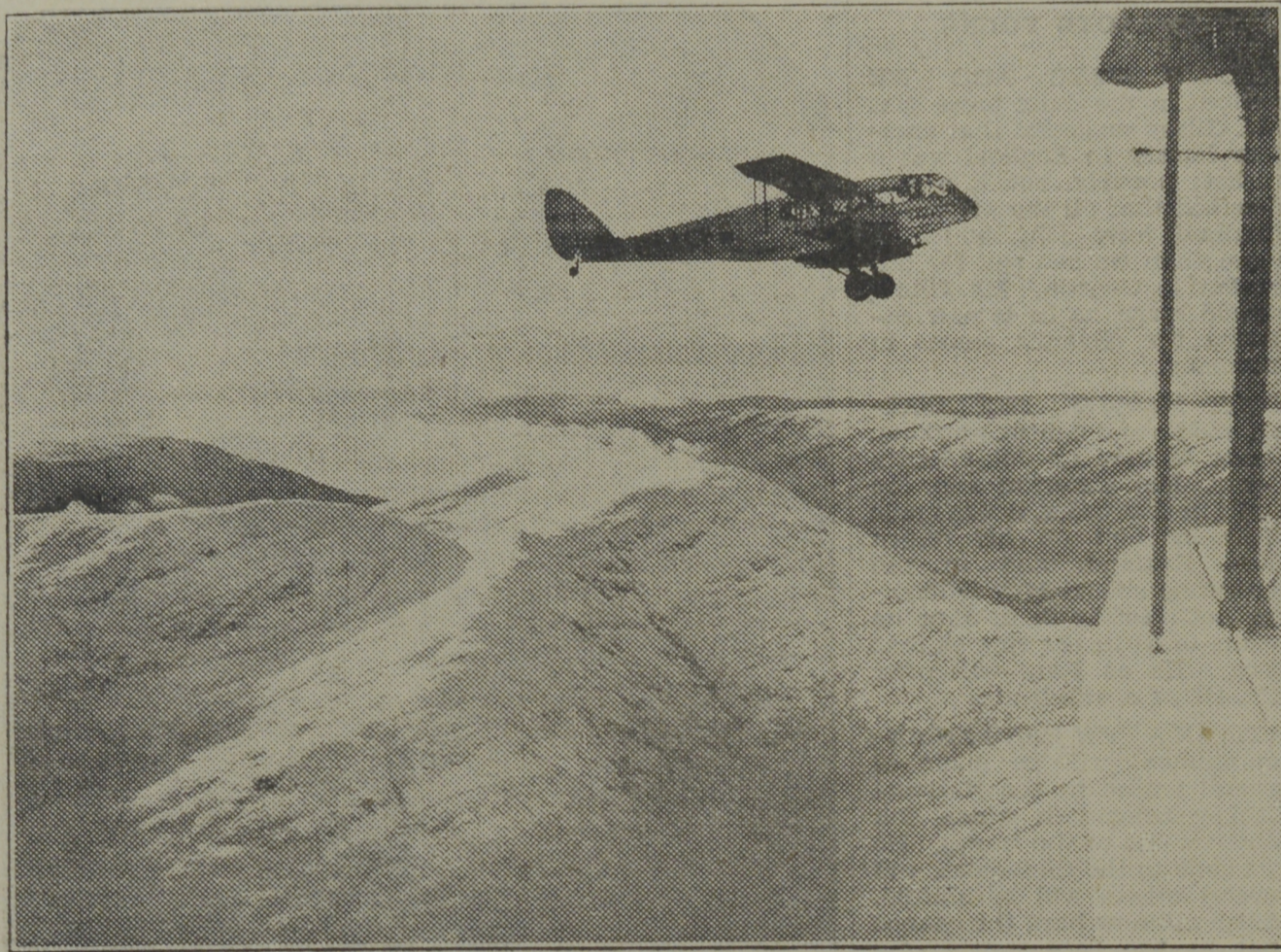
The Bond Account increased from one hundred and sixty-two million dollars to two hundred and eighteen million dollars and is now over thirty per cent. of the assets. Profit from redemption or sale of securities during the year was over five million dollars. Cash in banks was approximately twenty-one million dollars. During 1935 the policy loans repayments took a decided upward turn which definitely indicates a return to better times. These cash repayments on loans exceeded any previous year in the history of the company and were twenty-four per cent. greater than 1934. Investment income showed a notable increase over 1934, while expenses were further reduced and by any insurance yardstick the report is an excellent one and encouraging for future prospects.

Another definite sign of improved business and a lessening of unemployment, gathered at the meeting, is the increase in Group Assurance, designed primarily for commercial and industrial plants. This phase of the Sun Life's business shows an increase for the year of 23 per cent.

Payments to policyholders and their beneficiaries since the company was organized 65 years ago exceed nine hundred and sixty-eight million dollars and during 1935 payments of this nature were over eighty million dollars.

New business paid for during the year was over two hundred and nineteen million dollars, and the assurances in force total over two billion seven hundred million dollars. Total income for the year was more than one hundred and fifty-three million dollars, a decrease from 1934, but on the other hand, due to a substantial decrease in total disbursements, the excess income for 1935 was forty-seven million dollars, as compared with forty-four million dollars in 1934. The surplus earnings for 1935 are even better than the very satisfactory earnings of the previous year and the company is continuing the wise and conservative policy of employing these surplus funds to write down the value at which securities are carried, and in this way strengthen its investments as well as other reserves, a policy which in the long run will naturally benefit policyholders. In referring to the difficulty of making sound investments at satisfactory rates of interest, Mr. Wood apparently feels that the low rates will continue for some time but with increased business activity there would be a gradual improvement. In the

MARVELLOUS PANORAMA SEEN OVER SCOTLAND



This photograph was not taken in the Alps or the Himalayas, but over the snow-clad hills of Argyll, Scotland. It was snapped by The Times staff photographer on the inauguration of the new air service which now links the Isle of Skye with Glasgow. Two twin-engine air liners made the flight, and one of them can be seen in the picture.

face of these difficulties, however, the Sun Life not only maintained its rate of interest but records a slight increase over that of 1934.

The insurance executive confined his remarks largely to the highly satisfactory financial statement presented by his company but in passing spoke of the "bigness" of life insurance and how it had grown to be of really staggering figures and for this reason was apt to be classed as a so-called "big interest" in a sinister manner. Life insurance is proud of its size because it means that millions of people are taking advantage of the greatest co-operative enterprise in the history of mankind—a scientific development that has stood the test for generations. Life insurance funds are the accumulation of small sums administered by insurance

companies as the custodians for the people in a manner which would be impossible for them to do themselves. Due to a misconception of the principles and in spite of the voluntary co-operative feature of the business of life insurance there was still a tendency to excessively tax life insurance companies which meant that the thrifty were being penalized. The Sun Life in 1935 paid out in taxes, exclusive of those on real estate, a total of over one million six hundred thousand dollars; this amount is the equivalent to the annual premium on fifty million dollars of insurance. This very impressively demonstrates the taxation question and policyholders do not realize that taxes imposed on a life insurance company fall directly upon them. Mr. Wood, in commenting on

general business conditions in the countries where the Sun Life operates and the prospects for 1936 in the United States, Great Britain and Canada, the three countries where the company secures most of its business, stated that the world is slowly but surely emerging from the depression and that although many uncertainties as to the future still exist and that there will be setbacks from time to time, the significant factor is—that all those indices by which business improvement is judged clearly indicate that fundamental economic forces are gradually having their effect in bringing about recovery and that this continent is steadily approaching normal conditions.

JUST AMONG US GIRLS



Just when a boy thinks he's learned all about love—along comes some girl and teaches him a lesson.

SMILES

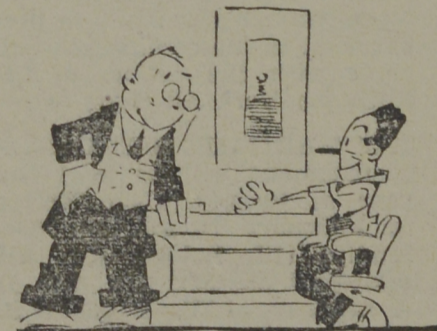
A GOOD RECOMMENDATION.

Among members of an African tribe, conversation is carried on by means of nasal grunts. Doubtless many of them will eventually become talkie stars.

NEVER AGAIN

"I'll never ask another woman to marry me as long as I live."
"What! Refused again?"
"No. Accepted."

BETWEEN WALKS



Oldpop—"How did you sleep last night?"
Newpop—"Between walks."

NOT OFTEN

Solicitor, at Tottenham—"Do you ever quarrel with your wife?"
Husband—"Very seldom. About twice every other day."

QUITE RIGHT

"How do you define indigestion, doctor?"
"It is a state resulting from the failure to adjust a square meal to a round stomach."

WE WONDER

Bertie—"I fell off my cycle yesterday and was knocked senseless."
Gladys—"When do you expect to get better?"

Secrets Of Dyeing Were Not Lost Through The Ages

Expert Says the Middle Age Processes Still Are Known.

"The lost art" of dyeing in the Middle Ages has now joined that of poisoning in the category of legend. Years ago toxicologists, like the Franco-Russian Dr. Brestowski, proved that the mysterious poisons used by the Borgias were nothing more than solutions of arsenic, and that the ladies of Mme. de Montespan at the court of Louis XIV, used the same toxicum to rid themselves of undesirable husbands and admirers.

Still, the stories of the art of dyeing in the Middle Ages and its disappearance together with the dyes employed have multiplied.

In a letter to The Observer of London, Clement Bolton, a Scottish dyer and chemist, shows that whatever art the mediaeval dyers possessed it has never been lost, and that the mystery about it, like that of alchemy, is only found in the chronicles. He begins abruptly:

"There is no secret as regards dyes of the Middle Ages. The most important dye was woad (blue). The chief others were madder, kermes, and orchil (reds), weld, dyers weed, and many other vegetable products, for yellow, galls and other thrown in matters for greys and blacks.

Curious Rites In China Are Subject Of Investigation

Number of Ancient Practices Based On Superstition To Be Combated.

Chungking, Szechuan, China.—Ancient superstitions which have thrived unmolested in West China for generations are to be the subject of a new attack from the National Government's movement for social reconstruction.

The announcement, curiously enough, coincided with the birthday of Buddha, which is the occasion for many of these superstitious practices. Government spokesmen announce that they will pay particular attention to those practices which have an ulterior or profit-making motive.

The Yangtze River, here, on Buddha's birthday, was literally alive with floating turtles, which pious Buddhists had released after buying them at good prices. The Buddhists believe that to "release life" in this existence will forestall reincarnation in after life as a pig or a dog.

Chinese youngsters, mostly sons of ferrymen, go out on the river in boats and collect the released turtles, those which had received their freedom in the morning often appearing for sale again in the evening.

Funeral superstitions in China require millions of dollars monthly for their maintenance. Critics allege that the undertaking business in China has become a "racket." It is the general practice at funerals to burn paper money, paper houses and even paper servants so that the departed will be assured of all the comforts of his earthly home when he reaches the next world. Neglect of these practices is believed to bring suffering in the after life.

One of the first steps in the new reform program will be the compulsory abolition of New Year guardians, gods, demons and protecting angels, whose pictures are pasted on the doors of most Chinese houses at the New Year. They will be replaced by portraits of China's national heroes.