

# Sunshine.

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OF CANADA.

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## Profit Estimates.

The question of profit estimates is a burning one in life assurance circles. Some companies do not hesitate to make promises which their more prosperous but more conservative rivals would not dare to endorse. The public are in fact learning to distrust all companies whose estimates are high. They argue correctly that a company which holds out only moderate and reasonable prospects is more worthy of their confidence than one which is reckless in its assertions. The question for a person who contemplates assurance is not "What amount does this or that company *estimate* my profits will be?" but "What amount of hard cash will *actually* be paid me at the end of the term?" The remembrance of a glowing estimate will be a poor substitute for actual dollars when settling day comes. The wise man will, therefore, select a strong and prosperous company even if its estimates be low, and, if the company be able in the end to pay him more than it cared to take the risk of predicting, he will appreciate it doubly. The Sun Life of Canada makes no estimates which it is not reasonably certain will be confirmed by the results. Promises are easily made but fulfilment is better than promises.

An assurance company must readjust its estimates to meet the great reduction of interest rates that has taken place in recent years, to ignore this is folly, and the company that does it will ultimately be the loser.

The prosperity and stability of the Sun Life of Canada is a guarantee to the public that the very best that can be had for them will be given.

## Prosperous and Progressive.

The readers of Sunshine will be pleased to know how the Sun Life of Canada has progressed during the past year. It is a great pleasure to be able to state that it has been, perhaps, the best year in the Company's entire history. We can, as in years past, enthusiastically apply the well known phrase, for the record shows that the Company is emphatically "prosperous and progressive." There have been increases and decreases, both in their proper places; both to the benefit of the assured. The assets show an increase of \$1,014,788.00. The liabilities exceed the preceeding year by \$895,390.00, producing an increase in the surplus of \$119,398.00, after paying \$63,829.16 during the year to policy holders as profits, and after writing off a liberal sinking fund to provide for any possible losses which might occur on investments. The surplus over all liabilities and capital stock by the H.M. table with four per cent. interest (the Company's standard) has now increased to \$373,700.11. The income also shows an advance of \$268,294.00.

So much for increases,—what about the decreases? It is gratifying to state that the above splendid increases have been obtained without the addition of one cent to the expense account. On the contrary, the expenses actually show a decrease of \$10,293.64!



The business written by the Sun Life of Canada during the first 20 days of 1900, was \$1,202,655.00 or \$173,711.00 ahead of the same period last year.