

Sunshine.

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A. M. MACKEY, *Editor.*

—1899—1900.

**A Happy and
Prosperous New Year.**

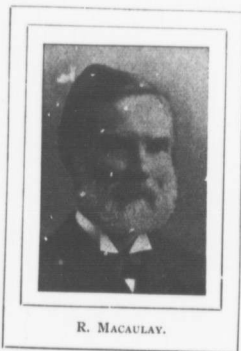


**To the Agency Staff
From President Macaulay.**

Dear Mr. Editor,—

After learning that I had become occupied and busy preparatory to an

enforced absence for the winter, you come to me, and in your most benign manner, begotten of long association in Y.M.C.A. methods, you ask me to sit down and calmly indite an address to the agency



R. MACAULAY.

staff for the New Year. It would bother anyone not a Y. M. C. A. man to comprehend how you could be guilty of such wickedness; well knowing that the cold and snow and Jack Frost's biting winds are driving me hence perforce, and causing the mind to soar above all these plaguy things, and to think only of the warmer climes, the luscious ripe oranges, the delicious yams, and the smiling, smirking maidens awaiting us down in Dixie's land and in the sunny Bahamas. Business in these circumstances is too flat, too materialistic to be thought of. My remarks, therefore, must be hurried and few.

A Hebrew prophet once enquired of one of Zion's watchmen: "Watchman, what of the night?" May I not quite fittingly assume that members of the field staff will be enquiring: What progress has the Sun Life of Canada made during the year now drawing to a close?

What the exact position of the Company will be on the 1st January next I cannot now forecast, but this I can safely say, should the current month of December carry forward the actual findings of October and November, the following will be approximately correct: In gross amount the applications may aggregate about \$14,600,000. Premiums received and expense account will show marked improvement on 1898.



In the revenue department premiums received will likely be more than \$250,000 over the corresponding figures for 1898. Certainly a very gratifying increase. You will naturally enquire: But how much has the expense account increased? Well, if new business is to be kept up and renewals augmented, both of which are implied in the handsome advance in the premium revenue, the expenditure should also continue to increase. On that score, however, we meet with an agreeable surprise. At the close of November, notwithstanding that new foreign fields have been opened, for which the Company has had its usual toasting by rival institutions, the expense account had actually diminished in amount—was less by about \$8,500 than the corresponding 1898 figures. These two vitally important facts taken together—a large increase in premium receipts and a large diminution in expense account—show very conclusively the determination of the management, while carefully widening the area of operations, and thus ensuring the steady growth of the Company, to keep the cost of management well in hand.