MANUFACTURERS LIFE OPENS NEW HEAD OFFICE BUILDING

NOW OCCUPIES ENTIRE SIX-STORY BUILDING FOR HEAD OFFICE STAFF Policies Dictated by Principles of Safety and

History of Insurance Company Has Been One of Continuous Growth Since Its Inception.

FOUNDED IN 1887

Many Pioneers of Canadian Life in List of Founders.

Yesterday afternoon witnessed the official opening, by the Canadian High Commissioner in London, the Hon. P. C. Larkin, of the new Head Office Building of The Manufacturers Life Insurance Company, at 100

Bloor street east, Toronto.

The interesting ceremony marked the culmination of one era in the company's history—the era in which it grew from a small organization occupying a little store on King street east to one of Canada's largest financial institutions, with an entire six-story office building needed to house its head office staff.

The history of The Manufacturers Life is one of growth, but spreading beyond the shores of the dominion into a world-wide field.

It is a history, too, of pioneers and ploneering. For many of the names most intimately connected with the early days of the company are names

early days of the company are names

a large and growing premium in-

within the approved ratio to

As the company grew, the benefits these principles became apparent. Like all Canadian life companies he Manufacturers Life is under have never had to rely n government supervision to insure their se-curity. Under a directorate of the highest financial standing, with executive officers of the ablest type. wisely and safely invested, bringing which is more than three times the returns which are a matter for annual congratulation by the company and policyholders alike.

In the matter of improving policy and in 1891 threw a shadow over the

they were immediately incorporated in the policy contract—in language both clear and devoid of ambiguities. Today Manufacturers policies include days of grace for payments of pre-miums, automatic nonforfeiture privivalues, loans, unrestricted as regards residence or occupation, disability benefits and payment by installments.

Most important of all, perhaps, from the policyholder's standpoint, is the company's rule of prompt pay-ment of claims. The company has



J. B. McKECHNIE, M.A., General Manager.

Like many of the Company's Officers, Mr. McKechnie's whole insur-ance experience has been with The Manufacturers Life. An Honor gradout under the company of the company sarly days of the company are names are conjure with in early Canadian history.

Probably the most outstanding of these is Sir John A. Macdonaldist premier of the Dominion of Canada and first premier of the Dominion of Canada and first president of the Strippe has risen to the highest premier of the Company. Mr. McKechnie betwere whose names are written large in the story of Canada ngovernment, finance, education and industry.

Founded In 1887.

Mr. McKechnie was elected a Director of the Canada who is a director of the Canada who is a director of the Canada who is a director of the Canada and has a thorough knowledge of finance in all its branches. He is president of the Bank of Toronto, Mr. J. B. McKechnie, general manager of the Manufacturers and Actuary, and two years later Actuary, and two years later Actuary, and in February, 1915, General Manager. In February, 1916, Mr. McKechnie was elected a Director of the Bank of Toronto.

Founded In 1887.

Mr. McKechnie who is a director of the Canada and has a thorough knowledge of finance in all its branches. He is president of the Canada Permanent Trust Company and a director of numerous financial organizations.

The Great War.

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The Great War.

At the end of the Canada Permanent Mortgage Corporation. The formation of the Canada Perman

force at the end of 1890 amounted to \$6,830,525, under four thousand and seven policies. The total receipts from all sources for that year were ness within the approved ratio to the volume of business secured. To carefully conserve the business secured and keep it in force. Stage amounted to \$130,222. The assets in this year were increased by \$52,380, making the total assets on December 31, \$345,972.

Like all Canadian life companies

Like all Canadian life companies

The Manufacturers Life is under
close government supervision. The
company's policyholders, however,
company's policyholders, however,
have never had to rely n governday. In 1924 The Manufacturers Life day. In 1924 The Manufacturers Life wrote almost as much new insurance in one month as the total in force equalled in 1890. In 1924, also, the Company paid in dividends to policy. company's funds have always been wisely and safely invested, bringing which is more than three times the

and policyholders alike.

In the matter of improving policy contracts, The Manufacturers Life has always been a leader—never a follower. When more liberal and attractive features appeared possible, they were immediately incorporated counsel and outstanding oualities of than in the offices of The Manufacturers Life, where his kindly counsel and outstanding qualities of leadership were fully recognized.

eadership were fully recognized.
Succeeding Sir John A. Macdonald Mr. George Gooderham, President o the Bank of Toronto, a prominent financier and one of Canada's wealthiest men, was elected to the Presidency. Mr. Gooderham was connected with many of the country's best known industries, and took a keen interest in the Company. Having been a Vice-President since in-ception, Mr. Gooderham was perfectfamiliar with the ideals of the

DIRECTORS WELL KNOWN IN FINANCE

EXPERIENCE IS WIDE

All Are Prominent in Other Financial Institutions.

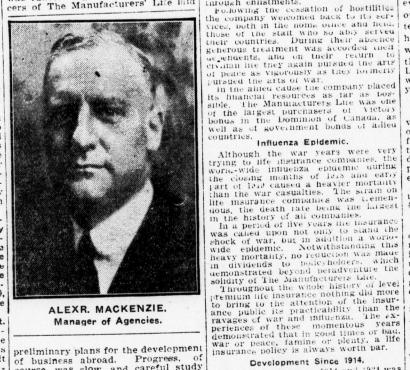
The Board of Directors of the Manufacturers Life includes a number of Canada's leading financiers. Unquestionably one of the reasons for the growth of Manufacturers' Life has been the far-sighted ability and stable ideas of the men who have served as its directors.

The directorate numbers today, as it has always in the past, men who are known throughout the country and in international financial circles. The president, Mr. W. G. Gooder-

ham, comes of a family prominent in financial affairs in Toronto for two generations. He is also president of the Bank of Toronto and of the Canada Permanent Mortgage Coppora-

The vice-presidents are: Mr. A. J. Wilkes, K. C., of Brantford, who is a erham was elected to the presidency. director of the Royal Loan and Sav- A son of the late Mr. George Gooder ings Company, Limited, and Mr. C. C. Dalton of Toronto, president of school of intensive experience as the Dalton Spice Company, Limited his father, it was but natural that he

The balance of the board consists of Manufacturers Life. Mr. Gooder-Mr. E. R. C. Clarkson of Toronto. Manufacturers Life. Mr. Gooder-ham has long been connected with Life wrote its first policy, one begins who is a director of the Canada many of the largest financial in-



ALEXR. MACKENZIE. Manager of Agencies.

of business abroad. Progress, of course, was slow, and careful study of the field had to be made before agents could be appointed.

Sir George W. Ross Becomes President.

In 1901 Mr. George Gooderham retired from the presidency and was succeeded by Sir George W. Ross. For six years premier of the Province of Ontario, Sir George was a man of more varied gifts and activities than perhaps any other parliamentary leader of his time. He attained eminence first as an educator, serving as leader of first as an educator, serving as New insurance is 1914. New insurance is 1924 was an eventual one, proposibly the most exciting that will touch the experience of most of the present generation. The great war left its impress on every in dividual's life and an ected every business. Notwithstanding the heavy handings most of the present generation. The great war left its impress on every in dividual's life and an ected every business. Notwithstanding the heavy handings most of the present generation. The great war left its impress on every in dividual's life and an ected every business. Notwithstanding the heavy handings most of the present generation. The great war left its impress on every in dividual's life and an ected every business. Notwithstanding the heavy handings most of the present generation. The great war left its impress on every in dividual's life and an ected every business. Notwithstanding the heavy handings most of the present generation. The great war left its impress on every in dividual's life and an ected every business. Notwithstanding the heavy handings most of the present generation. The great war left its impress on every in dividual's life and an ected every business. Notwithstanding the heavy handings most of the present generation. The great war left its impress on every in dividual's life and an ected every business. Notwithstanding the heavy handings and increase of the present generation. The great war left its impress on every in dividual's life and an ected every business. Notwithstanding the more varied gifts and activities than perhaps any other parliamentary leader of his time. He attained emin-ence first as an educator, serving as minister of education for Ontario for ceipt of satisfactory proof of death or on maturity of policy, no fees being payable for this service.

The securing of new business, the cost of getting it, and its conservation

The securing of new business, the cost of getting it, and its conservation to secure in as many different countries as entire the security of policy.

It was always desirable for a life insurance company to write insurance in as many different countries as entire to the point where it is second to none. He also gained fame as a





SIR JOHN A. MACDONALD. Premier of Canada, 1867-1891; President Manufacturers Life, 1887-1891. writer on educational topics, and enjoyed a wide reputation as a lecturer. In 1907 he was appointed to

the Senate, where he served his country faithfully until his death in March, 1914.

MR. W. G. GOODERHAM.

On April 16, 1914, Mr. W. G. Good-

infancial resources as far as bos-sible. The Manufacturers Life was one of the largest purchasers of Victory bonus in the Dominion of Canada, as well as of government bonds of adjec-countries.

Development Since 1914.

New insurance is-\$14,519.921 \$ 60,440,136

Agency Organization.

Agency Organization.

In conjunction with the official opening of the new home office, the members of the Hundred and Two Hundred Thousand Dollar Clubs of the company are meeting in joint convention. Representatives are present from the company's home agencies from coast to coast, as well as the United States, and a few from agencies abroad!

The manager of agencies, Mr. Alexander Mackenzie, is one of the best known life insurance men on the continent. Mr. Mackenzie joined the organization in November, 1916, as superintendent for Ontario. In February, 1918, he was appointed assistant manager of agencies, and on the retirement of Mr. Junkin in January, 1919, became magager of agencies. At the time of his appointment to manager of agencies the insurance in force amounted to \$100,000.00. In the last seven and a half years the company has trebled this amount, and in June of this year reached the \$300,000.000 mark. In 1924 the company wrote almost as much new insurance in one month as the total

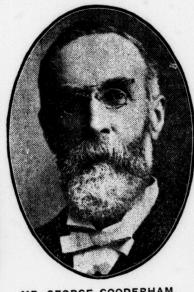
amount, and in such as a much new insurance in one month as the total amount in force at the end of 1890.

The company's organization is insoired by a loyalty and esprit de corps which has grown with the years. In every country where it is represented it ranks high. To meet the needs of the organization, policies are written in English, French. Spanish and Japanese. The beneficent purposes of the company's policies have been extended to cover every possible exigency of the individual's future, and each succeeding year finds a continual expansion in service to its army of insured, which today numbers nearly 150,000.

Dividends to policyholders .. 194,373

ham, former president

company, and trained in the



Capitalist, Toronto, President Manufacturers Life, 1891-1901.

Premier of Ontario, 1899-1905, President Manufacturers Life, 1901-1914.

Capitalist Toronto, President Manufacturers Life, 1901-1914.

Annual Reports Show Splendid

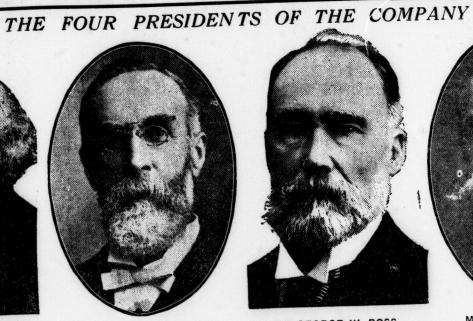
Progress Each Succeed-

ing Year.

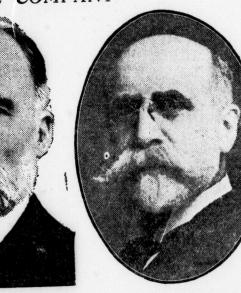
When one realizes that it is only

to appreciate the achievement which

HAS BEEN STEADY



SIR GEORGE W. ROSS



MR. W. G. GOODERHAM. Manu-

BUILDING IDEAL FOR EMPLOYEES

Provides Best Working Conditions Possible.

AWAY FROM DOWNTOWN

The new Manufacturers Life Building is not only in architecture an outstanding feature of one of Toronto's most important streets, but elso is a comfortable place of business for the Head Office staff. It was designed to give them in the greatest possible degree good light, good ventilation and quiet.

The location was selected with that in mind. The Manufacturers Life is the first big company to leave the congested downtown financial district for the better surroundings farther north. Geographically, Bloor street is now the center of the city, and is that much more convenient to the homes of the staff.

From the standpoint of air and quiet, it is much more like a residential district. There are no factories or large buildings. Heavy traffic is several blocks away.

The land for the building was purchased from the Toronto Board of Education. It has a frontage of 300 feet to the Rosedale ravine.

The building itself is one of Toronto's finest examples of classic architecture. It is 196 feet in length and 45 feet in width, with additional sections of 18 feet on the east and west wings. It is of gray stone, with six stories and basement.

The portico, facing on Bloor street, is that in mind. The Manufacturers

that it is not surprising to know that during 1924 The Manufacturers Life paid \$3,599,202 to living policyhold-the McKinnon Building on Melinda

ers.
The payments to beneficiaries, under death claims in 1924 were \$1,ourse, grown rapidly with its business. The income from premiums has increased with the ever-growing volume.

increased with the ever-growing volume of new insurance, and the increased minerased with the ever-growing volume of new insurance, and the increase in assets grown with the increase in assets grown with the increase in assets The Company's income in 1924 was \$14,335,844. This represents not only a tremendous increase over the early above of the Company's history but days of the Company's history, but even represents an increase of over 230 per cent over 1914.



MOVED SEVEN TIMES

To Face Problem of More Space for Staff Many Times.

versally accepted as an ideal method of making provision for one's own future, as well as that of dependents, that it is not surprising to know that



Manufacturers' Life Has Had

For fourteen years these offices sufficed. But in 1910 more room became imperative. The Company had Building, and the Company had a

of King and Yonge streets. Startin with one entire floor, the Compan pied, when the final move was made



DURING SHORT LIFE



Million Dollars, and a year and five months later to Two Hundred Million.

In three and a half years more New Business had been placed on the books.

In January. 1924, the Head Office staff of The Manufacturers. formerly occupied by Branksome

BUSINESS HAS MANY BRANCHES

Foreign Agencies and Branches in Forty-One Countries.

'EXPORTING" INSURANCE

In Few Years Has Built Big Volume of Foreign Business.

Many Canadians do not realize that Canada has an important "export" business in other things besides the

products of factory and farm. Life insurance is one of these. The Manufacturers Life does business in many foreign countries. And it is not a small business. Among the leading agencies every month are always some of these foreign offices.

The company began its foreign business in 1893 in Bermula. For some time extension was confined to the West Indies and Spanish America, Grenada and Jamaica were opened in 1894, as also was Barbados. A year later business was started in Trinidad, Tobago, Haiti. The year 1897 not only saw an extension of business in West Indies and Spanish Americal by the opening of British Honduras and Costa Rica and British Guiana, but it also witnessed the Company's first venture into the Orient. Business was written this year in Shanghai and other Chinese seaports. year later the Empire of Japan was



J. H. LITHGOW, Fellow of the Actuarial Society

opened. Agencies were established in the Straits Settlements and India in 1901, and in the Philippine Islands menced business in the United States with a branch office in Detroit. Today the company is licensed to do eight states which have business in eight states which have been opened up from time to time during the last sixteen years, Follow-ing Michigan, Pennsylvania was entered in 1908, Illinois in 1909, Obio in 1910 and at the first of the present year the States of Oregon and Washington were opened. In 1904 the ompany commenced business in outh Africa, in the Transvaal and in

In 1905 the company conformed with the requirements of the Board of Trade of London, England, which permitted the writings of business ot only in Great Britain and Ireland, but also in all the British Colonies. The company's English offices are at British Columbia House, 1 Regent street, Pall Mall, London.

The countries in which the com-

pany does business outside of Canada re as follows:
Great Britain and Ireland, Antigua,

Barbados, Bermuda, British Guiana, Barbados, Bermuda, British Gulana, British Honduras, Cape Colony, Cey-lon, China, Curacacao, Federated Malay States, Grenada, Hong Kong, India, Jamaica, Mauritius, Natal, Newfoundland, Orange Free State, Straits Settlements, Transvaul, Trinilad United States, Hawaii, Philippine Islands, Porto Rico, Colombia, Costa Rica, Cuba, Dutch Guiana, Egypt, Guatemala, Haiti, Japan, Egypt Guatemala, Haiti, Jaran, Java, Mexico, Panama, Santo Doningo, Siam, Sumatra



Pall Mall, London, England,

\$50,000,000 \$100,000,000 MARCH, 1920 \$150,000,000

Opening of the new Head Office.

\$26,700,000

GROWTH!

the Company, Insurance in Force reached a total of Fifty Million Dollars. Ten and a half years later this amount was doubled. Two years and one

month later the Insurance in Force had grown to One Hundred and Fifty

Quarter-Billion mark was reached, and in June last the Three Hundred

Million-the objective given the Field Force a year ago for the Official

INSURANCE IN FORCE

\$250,000,000 \$310,000,000

