In the Limelight

A Series of Short Sketches of Prominent Canadians.

Ask any life assurance man in Canada who is the dominating figure in Canadian life assurance circles to-day and you will be told "T. B. Macaulay, of course."

Mr. Macaulay, who is managing director of the Sun Life of Canada, affords a striking example of the success that can be achieved by a man of power who confines his energies to one channel and refuses to dissipate his forces in a complex system, of businesses. From the very start of his career he has been a life assurance man, and a Sun Life man at that. To his chosen work he has bent the entire power of strong intellect and a commanding will. Until very recently he never associated himself in the slightest way with any other financial or commerical enterprise not bound up with the success of the Sun Life of Canada. This devotion to a single aim has had the two-fold result of making Mr. Macaulay the leading figure in life assurance in Canada, and his company one of the largest Canadian life companies.

Mr. Macaulay inherits his genius for life assurance. His father, Mr. Robertson Macaulay, who had previously been with the Canada Life, came to Montreal in the early seventies and joined the Sun. In 1876 he became manager. One year later his son joined the staff, and in 1880 at the age of twenty, became the company's actuary. Father and son both had a great deal to do with the phenomenal advance of the Sun Life until it took its stand among the leading companies of the Dominion.

The younger Macaulay was meanwhile forging rapidly to the front. In 1891 he became the company's secretary and seven years later he was made a director. In 1908 Mr. Robertson Macaulay retired from the managing-directorship, retaining the presidency, and his son became managing-director.

In the five years of his managership Mr. T. B. Macaulay has seen the Sun Life make rapid gains. His forceful management and enterprising methods have compelled success.

And not only in Canada has his company taken a leading place. In Great Britain it has assumed a huge lead over all competitors in annuities, and outside of companies issuing "industrial" policies, it does the largest business in the British Empire.

Mr. Macaulay is one of the most famous actuaries in the world to-day. He is a Fellow of the Institute of Actuaries of Great Britain, a Fellow of the Actuarial Society of America, and a Fellow of the Statistical Society (Great Britain). He is a supervisor of examinations for the Institute of Actuaries, a charter member of the Actuarial Society and has on many occasions represented his colleagues in Canada. On two occasions he has been president of the Acutarial Society of America. He has been a life-long student of the actuary's problems and has made several important contributions to actuarial science.

Some idea of the standing Mr. Macaulay holds may be gathered from the honors that he has received. At the Congress of Actuaries in Paris in 1900, and at that held in Berlin in 1906 the representatives of each country sending a certain number of delegates were entitled to name a vice-president. Canada had not a sufficient number of delegates to entitle them to this honor, but the United States representatives asked to have Canada included with their country as North America, and then named Mr. Macaulay to represent them.

Outside of life assurance Mr. Macaulay's interests have been curtailed by his unusual concentration He finds time, however, to take an active part in philanthropic and religious interests and in public matters in a non-political way.

Personally Mr. Macaulay is a big man. He possesses a big physique, suggestive of great strength. His mind is cast in the same mould, large, vigorous and compelling. His great will power and energy enable him to get the best out of himself, and to-day, with twenty years of active life ahead of him, he stands really but on the threshold of his achievements.—W. F. STEEDMAN.

GUARANTEE COMPANY EXPANDING.

Mr. H. E. Rawlings, Vice-President and Managing Director of the Guarantee Company of North America has just returned from an extended trip throughout Western Canada and the North Western States. While in the West Mr. Rawlings established agencies at Vancouver, Victoria, Calgary, Edmonton and Winnipeg and arranged for correspondents in a large number of other Western towns and cities.

Mr. Rawlings is most optimistic regarding the future of his Company in the West. "Already we have a great deal of business coming from the West and with the establishment of our new agencies and correspondents we expect to largely increase the amount we are now receiving." Speaking of the crop situation Mr. Rawlings expressed the opinion that when the grain had been marketed there would be a considerable easing up of the present financial stringency.

WINNIPEG LIFE ASSURANCE CO.

The Winnipeg Life Assurance Company is being organized.

The prospectus states that the company will issue policies on all the recognized plans and under the annual dividend system. A strong board of western business men have been appointed as provisional directors.

Among those prominently identified with this promotion are F. O. Maber, formerly manager of the Royal Life at Winnipeg, and H. R. S. McCabe, who was similarly connected with the London & Lancashire Life. Mr. McCabe, will, it is understood, assume the management.

The new company will have an authorized capital of $1,000,000.

The head office will be in Winnipeg.