

# SUNSHINE

PUBLISHED BY THE  
SUN LIFE ASSURANCE COMPANY OF CANADA,  
AT HEAD OFFICE, MONTREAL.

A. M. MACKAY, *Editor.*

February 1912						
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HEAD OFFICE BUILDINGS

## SUN LIFE ASSURANCE COMPANY OF CANADA.

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FREDERICK G. COPE,  
ASSISTANT SECRETARY AND  
SUPERINTENDENT OF AGENCIES.

### Nineteen Eleven.

We direct our readers' attention to the statement of the Company's operations during 1911, which is given on the back page of this issue.

This Company has, in years gone by, shown many remarkable exhibits of growth, but we think we are safe in saying that never was there a year the equal of 1911. It is truly a fulfilment of the old adage "Nothing succeeds like success." This great record came to the Company in the ordinary channels of business. No extra effort was put forth; it is but the result of good organization and careful management.

We will not enter into the figures, but we commend the statement to the careful study of all who are in any way interested in the Company, and whether a policyholder or not, the figures will nevertheless have significance.

### Paying the Premium.

Life assurance managers count among their duties that call for much work and worry the collecting of the policy premiums from policyholders who are tardy in their payments.

Their work could be made much easier if policyholders would interest themselves enough to answer correspondence and give a gleam of encouragement. But in many cases many letters are sent out to a policyholder before any reply is received.