

MANCHESTER.

The Manchester Courier's Review of the
Sun Life of Canada in this Number.

SUNSHINE

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MANCHESTER : THE QUEEN VICTORIA STATUE, PICCADILLY.

SUNSHINE

PUBLISHED BY THE

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

A. M. MACKAY, *Editor.*



November 1907						
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
Nov. Mon. 1st	Nov. Tues. 2nd	Nov. Wed. 3rd	Nov. Thurs. 4th	Nov. Fri. 5th	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



HEAD OFFICE BUILDINGS

SUN LIFE ASSURANCE COMPANY
OF CANADA.

DIRECTORS :

R. MACAULAY, Esq.

President and Managing-Director.

S. H. EWING, Esq.

Vice-President.

J. P. CLEGHORN, Esq.

CHARLES CUSHING, Esq.

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CHIEF MEDICAL OFFICER.

ARTHUR B. WOOD, F. I. A.

ASSISTANT ACTUARY.

E. A. MACNUTT,

TREASURER.

Agency Department :

FREDERICK G. COPE,

SUPERINTENDENT OF AGENCIES.

What is Life Assurance ?

“What is life assurance ? It is simply philanthropy reduced to a business basis. Its primary object is the protection of widows and orphans. When death removes the bread winner, the life policy keeps the home for the family, provides the daily bread and enables the children to be educated. The development of endowment assurance has added the further feature of protection to the assured himself against the needs of his own old age. These aids are given, moreover, not in the form of charity, which demoralizes the recipients, but in such a way as to even increase their self respect. The nobility and beneficence of the business in which we are engaged needs to be emphasized at the present time when the tendency is to magnify any flaws in the companies or their methods, and to overlook the essential grandeur of their work.

The combined income of our orphan asylums and similar charitable institutions is a bagatelle compared with that of our life companies. Our schools and colleges provide education, but it is life assurance that sustains the orphans while their education is being obtained. Life assurance is in fact the most beneficent development of modern civilization. In financial usefulness to bereaved humanity there is no other business that can compare with that of the life assurance company, and no other occupation that can compare

with that of the much maligned life assurance agent. I do not claim that life companies are charitable institutions. They are business organizations, conducted by business men on business principles and for business ends; but that fact increases rather than diminishes the importance and usefulness of their operations. What would be the result if the whole system of life assurance were some night to be swept out of existence by a magician's wand? A greater financial calamity to the world could hardly be imagined. The young husbands and fathers of the future would have the sorrowful thought at all times present to their minds that if premature death should overtake them, their loved ones would be left in destitution. What would the accumulation of twenty, thirty or even fifty dollars per annum for two, five or ten years amount to as a provision for the future, in comparison with the sums which these annual payments would have purchased in the form of life assurance? Nothing has yet been devised that can take the place of the life policy. I dwell thus on the nature of the business because these considerations should influence and mould all legislation in regard to it. To restrict the operations of our life companies would be as objectionable as to restrict the operations of charity or philanthropy, and the aim of parliament on the contrary should be to encourage and foster this great system which is such a blessing to humanity."—From an address on "Insurance Legislation," by Mr. T. B. Macau'ay, F.I.A., before the National Association of Life Underwriters at Toronto.

Do Your Best.

A life assurance company gives the field men these words of advice and encouragement:

Some men get results if kindly en-

couraged—but give us the man who can do things in spite of fate.

It isn't so much difference in territory as difference in knowledge of the business—difference in will power which means energy and the capacity for intelligent labor—difference in vim, loyalty to the company and a high sense of duty. These are the things, rather than one's surroundings, that mark the line between failure and success.

The secret of it all this is—believe in the company, believe in yourself, work to the utmost of your capacity with no thought of failure and with just one thing in view—results.

The only way you can hope to have prospects is to keep meeting people and keep yourself in touch with the world constantly.

Sell to yourself what you sell to others.

How can you assure others if you yourself are not a policy holder?

Sweep out of your mind like so many cobwebs any apologetic feeling regarding your daily work.

You are not trying to persuade people to waste their money, you are persuading them to take something they need.

You are helping them benefit their own condition in life. You are doing them a far greater favor than they do you.

And finally: Don't get discouraged when you are striving to do your level best. Work will win. You will laugh to-morrow over the cares and worries of to-day.

But be sure you are honestly doing your best.



Just Among Ourselves.

Mr. J. H. Hall, of the head office staff, has, after twenty years of good and faithful service, severed his connection with this Company, and is now breathing the pure air of St. Andrews East, where he has taken up his residence.

Previous to his departure, members of the head office staff presented Mr. Hall with a beautiful marble clock and a set of candle sticks.

We trust the clock may mark off only pleasant moments to both Mr. and Mrs. Hall, and that they may both enjoy the best of health in their new home.

The Manchester Courier's Review.

We are indebted to the Manchester Courier for the review of this Company which appeared in its issue of July 6th last, as given below :

"The annual report of the Sun Life Assurance Company of Canada is now quite a matter of public interest, for the Company has the largest life assurance business in the Dominion, where it ranks only second to the Canadian Pacific Railway as a prosperous financial institution. It has also an influential and increasing connection in the United Kingdom, to whom the report for the year ended the 31st December, 1906, which lies before us, cannot fail to give satisfaction, for the figures indicate a very high level of prosperity.

During the past year new assurances to the amount of £3,577,408 were issued by the company, the total annual revenue reached £1,314,431, and the assets stood at £4,837,631, having been increased in the twelve months by the generous sum of £644,146. And this large increase is not exceptional, but quiet customary, for the assets have more than doubled in the past five years. It is, however, not only the addition to the assets, but also the addition to the surplus that is important, for a life office must aim at profits as well as at safety if it is to occupy a front place. Indeed, the merestability and safety of life offices has been taken for granted for many years past, for, by reason of the publication of the annual accounts in the Blue-book, the periodical valuations, the searchlight of criticism, the watchfulness of competition, and, as in the case of the Sun Life of Canada, the Government supervision, it has become practically impossible for any life office to stray far from the highest level of security known to the commercial world. In fact, a life office that could only conform to the sound commercial virtue of paying twenty shillings in the pound, important as that may be, would soon cease to have an independent existence and be absorbed by a stronger company. Hence the supreme question for a life office is, how much more than twenty shillings in the pound it will be able to pay to its policyholder? It may be taken for granted that the poorest of the well-established offices is certain to pay at least the face value of its policies. But the better offices are certain to pay much more than the face value, and this resolves itself into the important question of "surplus," in which respect the Sun Life of Canada is showing remarkable elasticity.

Surplus.

The surplus earned by the Company in the year under review amounted to no less than £189,394, out of which amount £42,875 was sufficient to pay bonuses on all policies entitled to participate during the year; £42,691 was added to the reserves in excess of the standard required by the Dominion Government, and £100,592 was added to the undivided surplus, which was thus raised—measured by the standard of the Dominion Government—to £753,580. In consequence of the power to make surplus, the profits of the Company are increasing year by year, and the outlook for the future is most promising. For some years the Company has been going through a period of large development and expansion, a process which necessarily involved a corresponding outlay. But the point was evidently reached last year, when a large new annual business could be maintained at a decreasing cost; for, despite the extent of the new business in 1906, the expense ratio fell about three points.

Securities.

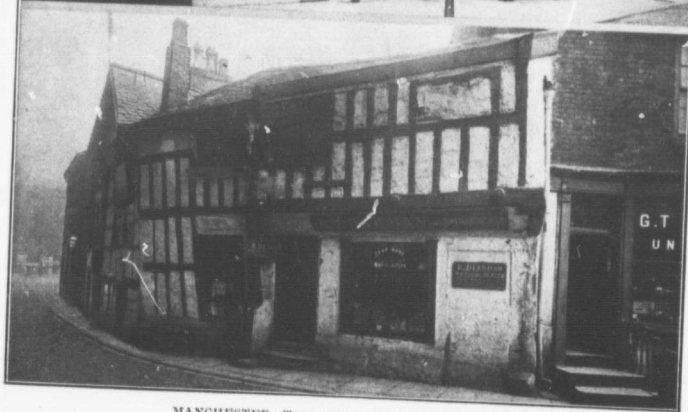
Though most financial institutions have recently suffered from the fall in the value of securities, we note that the total market value of the investments of the Sun Life of Canada was substantially in excess of the cost price, and this has been a notable experience of the Company throughout its history, which may be taken as evidence of the skill with which the investments have always been made. Furthermore, the liberal rate of interest earned by the funds of the Company has been always a strong feature, and the handsome rate of £5 4s. per cent. realized last year was very satisfactory.

Royal Commission.

Reference has been made from time to time in these columns to the Royal Commission, which was appointed last year by the Canadian Government to investigate the working of the various life offices in the Dominion, and the Sun Life of Canada was, of course, included, and was under examination for the whole of six days. At the end of that time, at the close of the proceedings, the chairman of the Commission remarked :

"It seems to me that in the conduct of the Sun Life of Canada's business there is nothing to be desired so far as the present generation is concerned. The directors have done their duty nobly; there is no complaint to make against them or any one of them."

The qualifying words "the present genera-



MANCHESTER : THREE BITS OF OLD MANCHESTER.

In the Old Market Place.
 Seven Stars Hotel, Withy Grove.
 The Poet's Corner, Long-Mill Gate.

tion" are due to the view taken by the Commission that the policyholders of the Company should have a vote. To this point the director of the Company, to whom the words were addressed, replied:

"As soon as we see any desire on the part of the policyholders to have a vote we shall certainly take it into serious consideration, but at present there is no indication whatever of it."

We believe that the view taken by the Commission on this point is an academic rather than a practical one, for there is no reason why the exercise of the vote by the shareholders, which has worked perfectly well in the past, should fail to work equally well in the future. It is not the custom for the policyholders of a proprietary life office to have a vote, and we cannot recall, at the moment of writing, a single life office in Great Britain of the first rank in which the policyholders possess a vote, and, indeed, we do not believe they would take the trouble to exercise it even if they did possess it.

Voting Power.

We can see no advantages in the policyholders having the voting power rather than the shareholders; for, in any case, the functions would be the same whoever exercised the vote, namely, to attend the annual meetings of the company and vote on the proceedings. It must be remembered that the position of the policyholder is a much more favorable one than that of the shareholder in a life office, for the whole of the assets of a life office, including the whole of the subscribed share capital, are available for the policyholder; while the shareholder, on the other hand, is under the legal obligation of putting the whole of his subscribed capital at the disposal of the policyholder, and would, in case of need have to pay up many times as much money as the actual amount on which he receives dividend, which is a sufficient reason in itself to cause him to exercise his vote in favor of the highest possible efficiency in the administration.

Shareholders.

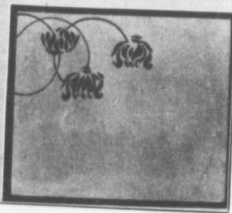
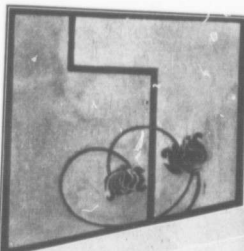
The material fact that the shareholders and the policyholders of a life office derive their profits from precisely the same source, namely, from the surplus, is proof that their interests are identical. Hence the aim of the shareholder must be to make surplus in order to make profit for himself, and if he makes profit for himself he must at the same time make it for the policyholder, with this important difference, that he makes a much larger percentage of profit for

the policyholder than for himself. In the Sun Life of Canada, for example, the shareholders receive 5 per cent. of the surplus and the policyholder 95 per cent. of the surplus, and hence the policyholders always receive nineteen times as much as the shareholders. There is yet another point to be considered in regard to the making of surplus. A company that is capable of making a good surplus not only pays a good profit, but must be in a good state of health—all its functions must be working in the most satisfactory way. And so, while the chief motive of the shareholders must be to see that a company is so managed that it makes surplus, the fact of making surplus results not only in profit for themselves but in a much greater percentage of profit for the policyholders, and at the same times implies the best qualities of management, and thus the whole business hangs together. We cannot see that the Royal Commission has been of any serious service to life assurance; for, in order to justify its existence, the Commission seemed to think it to be necessary to seek for defects, and in consequence mole-hills have been made into mountains. When a Commission supposes its special business is to criticise it becomes easy to magnify trifles. It is not forgotten that a famous London financial critic a few years ago wished to persuade the public that the Bank of England was in a perilous position, though that great institution has happily managed to survive the shock. With a life-office, however, all the cardinal facts of the business are open to public inspection as in no other class of undertaking, and in the case of the Sun Life of Canada its returns are made in Canada, as required by the Government there, and in England, as required by the Government here, so that it is at once a Canadian and an English office, and enjoys the full advantage of this dual position.



The Spider Was Fooled.

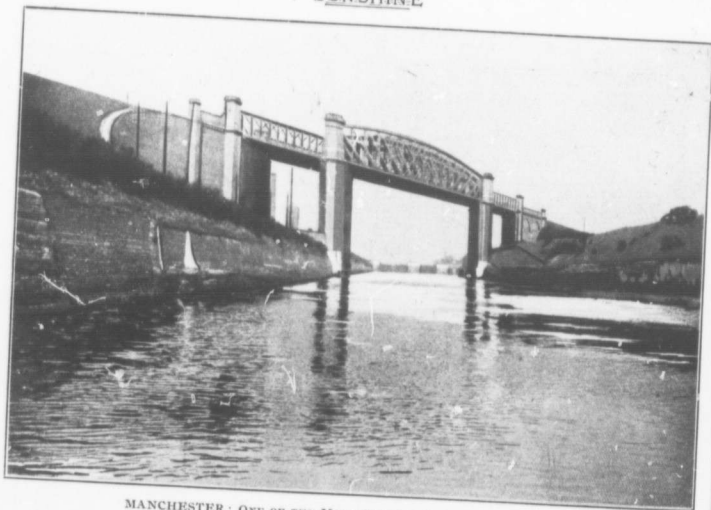
Donald Macdougall started to dress his own fly hooks. He was met by a crony one day, who said, "I hear ye've begin to dress yer ain hooks noo Donald." Is that true?" "It's a' that," answered Donald. "An' can ye put them up ony-thing nateral like?" inquired the crony. "I dinna ken for that," replied Donald, "but there was a spider ran awa' wi' twa o' them yesterday."



MANCHESTER :

A Bit of Wilmslow Road.
The Hen Market.

Royal Infirmary, Piccadilly.
Market Street.



MANCHESTER: ONE OF THE MANY BRIDGES OVER THE SHIP CANAL.

The City of Manchester.

In this month's *SUNSHINE* we give a number of interesting views of Manchester—the industrial metropolis of the British Empire.

It was in the year 1377 that Manchester dates the beginning of its greatness and prosperity. In that year Edward III. introduced woollen manufactures into England, and Lancashire was selected as the seat of these manufactures. The protection given to the woollen industry was an enactment by law prohibiting anyone from wearing any cloth but of English make.

The cotton industry was introduced into England from Smyrna sometime before 1501 and increased very rapidly. In a brief description of Manchester written in 1650, its manufactures are described as "woollens, frizes, fustians, sack-cloths, mingled stuffs, inkle, tapes and prints, in the production of which men, women and children were employed."

Manchester is some thirty-five miles distant from the sea with which it is connected by a ship canal constructed during the period 1887-94, costing in the neighborhood of £16,000,000. The ship canal has been of enormous commercial importance to Manchester, making it become one of the great seaports of the world. The dock covers an area of 406½ acres, this gives some idea of the extent of Manchester's shipping facilities.

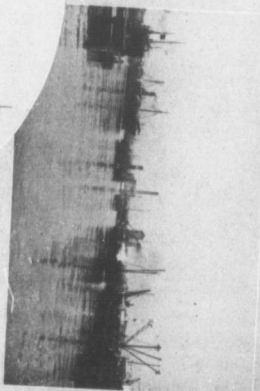
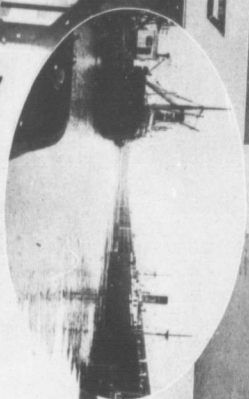
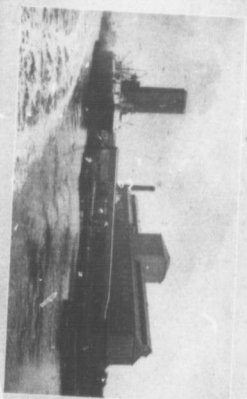
Manchester is also well supplied with railways, having excellent railroad connection with all parts of England.

The old boundaries of the city has a population of some 600,000, but Greater Manchester, within a radius of eight miles, gives a population of over 2,000,000. The area included within a radius of forty miles of Manchester, contains, it is said, and most numerously populated district in the world, with a population of over 8,000,000.

The present annual value of Manches-

HOW GRAIN IS CONVEYED BY BELTS.

MANCHESTER: VIEWS OF THE SHIP CANAL.



ter's textile trade amounts in round figures to £100,000,000, of which £80,000,000 is exported. In addition to this there is a large engineering trade and others of less individual importance. The total amount of manufactured goods from the Manchester district amount to almost one-third of the whole exports of the United Kingdom.

The Sun Life of Canada numbers among its policyholders many of Manchester's business men. The Company is ably represented by Mr. L. W. Zimmerman, F.S.S., with offices in the India Buildings, 14 Cross street.



Horace Greeley's Penmanship.

Here is what Greeley wrote :

Dear Sir,—I am overworked and growing old. I shall be sixty next February 3rd. On the whole it seems to me I must decline to lecture henceforth, except in this immediate vicinity, if I do at all. I cannot promise to visit Illinois on that errand—certainly not now.

Yours, HORACE GREELEY.

Mr. M. B. Castle,
Sandwich, Ill.

And here is how the lecture committee read it :

Mr. Horace Greeley,
New York Tribune :

Dear Sir,—Your acceptance to lecture before our association next winter came to hand this morning. Your penmanship not being the plainest, it took some time to translate it; but we succeeded, and would say your time, "third of February," and terms, "sixty dollars," are perfectly satisfactory. As you suggest, we may be able to get you other engagements in this immediate vicinity. If so, we will advise you.

Yours respectfully,
M. B. CASTLE.

A Life Company of the Best Class.

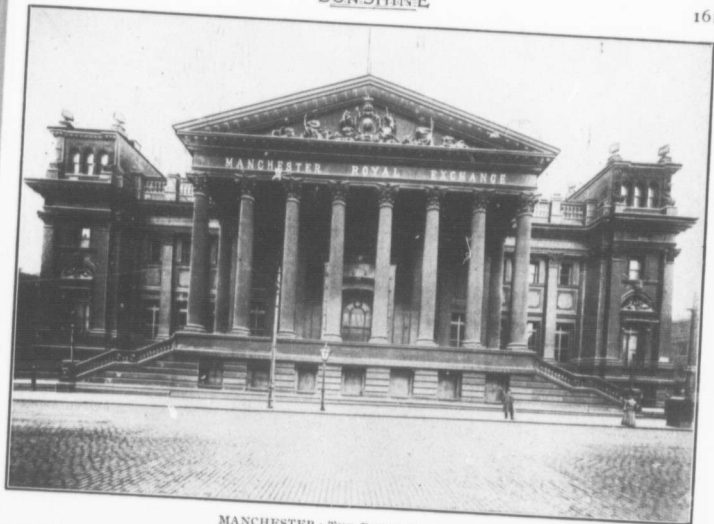
Under the above title the Insurance Times, of New York, in a recent issue, said some flattering things about the Sun Life of Canada. After reviewing the strong financial position of the Company the article concludes as follows :

"The Sun Life of Canada is a company which deserves the confidence of its policyholders, the best efforts of its agents, and the respect of all life assurance men. Its management has always been of a high order and its business methods above criticism. In Canada its name is a household word, and in the United States, where it has established a number of agencies, it is rapidly making progress.

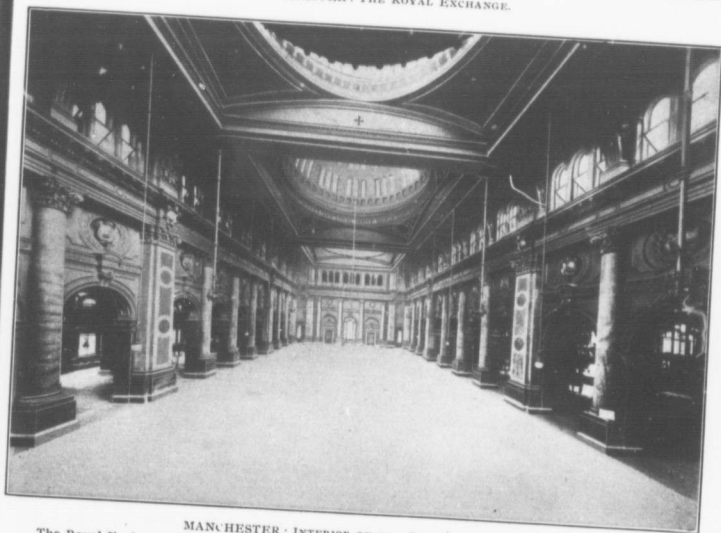
"A twenty-year endowment policy in the Sun Life of Canada which recently matured showed unusually favorable results. The age of the holder when taking it out was thirty, the contract called for \$5,000, and the annual premium was \$234. Upon the completion of the term the Company's options were a cash payment of \$6,956, a non-participating paid-up policy of \$13,350, or an annuity of \$527.40 for life. Compound interest of three and three-quarters per cent. and assurance free should make a strong appeal to both capitalists and wage-earners."



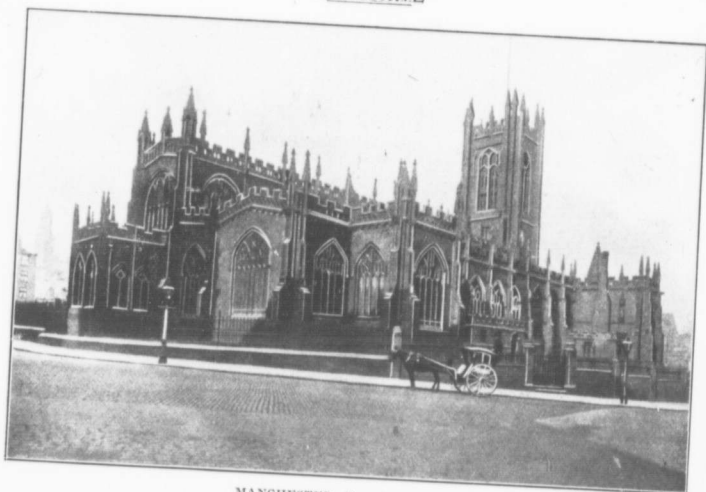
An Irishman, asked the chemist for something to kill moths, and the latter supplied him with camphor balls. Next day the Irishman returned, and, holding out the crumbled remains of some of the balls, said—"Are yez the young man that sold thim things to me yisterday?" "I am," replied the chemist. "What's wrong with them?" "Th' idea of sellin' them to kill moths or anything else! If yez can show me a man that can hit a moth wid wan o' thim, I'll say nawthing about the ornaments and the looking glass me and the misses broke."



MANCHESTER : THE ROYAL EXCHANGE.



MANCHESTER : INTERIOR OF THE ROYAL EXCHANGE.
The Royal Exchange has over 8,000 members from all parts of Lancashire and Cheshire, and is one of the largest meeting rooms in the world for commercial men.



MANCHESTER: THE CATHEDRAL.

As "Business" Sees Us.

Such institutions as the Sun Life of Canada are an honor to the country of their birth. They show all the dogged perseverance characteristic of similar Companies in the home country, with a more pronounced vitality, due, no doubt, to their Colonial origin. A Company which, like the Sun, can show, at the end of its thirty-sixth year, a premium income of £906,909, and accumulated funds of £4,780,445, would be a marvel, of which any country may be proud, and there is every indication that the Canadians, with exceptional good sense, are proud of their insurance institutions.—From "Business," Manchester, Eng.

The Reason Why.

The Tall Man: "Why do you call that sorrel horse of yours 'The Critic'?"

The Short Man: "He's no good; he can't do anything himself, and he's always kicking the other horses."—'Eagle.'

Rather Personal.

A parish minister when visiting his congregation felt tired and hungry, and called upon an old maiden lady he felt sure he could have a cup of tea from. After making his request known and after taking a seat, he observed three cats lapping milk under the table, and exclaimed, "Miss Morris, are these all yours cats?" "My cats!" replied the old lady, "na, faith, na, only ane o' them; but I think a' the hungry brutes o' the parish come to me when they want anything to eat!"

Underrated.

Leslie's Weekly says: The amount of a man's life assurance may well be said to represent in some part the opinion which he has of his value in dollars and cents to his family. Judged by this standard, many men who believe in the benefits of life assurance and are carrying policies have yet rated themselves at a pitiful figure.



MANCHESTER : THE TOWN HALL.

This magnificent building, costing over £100,000, is the finest in the city.



MANCHESTER : HALL OF STATUES IN TOWN HALL.



MANCHESTER : ART GALLERY AND ATHENAEUM.

"The Most Satisfactory."

WINNIPEG, Aug. 27th, 1907.

MANAGER SUN LIFE ASSUR. CO. OF CANADA.

Dear Sir,—I beg to acknowledge receipt of yours of the 26th instant, enclosing dividend certificate of policy No. 8844.

I am very pleased to receive such a good bonus this year. As you know, I have \$15,000 assurance in the Sun Life Assurance Company of Canada, and consider it the most satisfactory assurance I have. Yours truly,

WM. MARTIN.

"By Far the Best Company I Am Assured In."

LOWELL, Mich., Sept. 24, 1907.

Messrs. GODFREY BROS.,

Sun Life of Canada,

Grand Rapids, Mich.

Gentlemen,—In reply to the notice of the annual dividend that was allotted to my twenty-year policy, I beg to say that I am insured in two other companies paying dividends and can state that your dividends far exceed the others, for instance the second dividend in the Sun Life was \$8.05 as against \$5.07 and \$3.44 the second in the other companies.

I consider it by far the best Company I am insured in, and wishing the Company continued success, I am, sincerely yours,

R. R. EATON, M.D.

"A Profitable Return."

OTTAWA, Ont., May 25th, 1907.

THE SUN LIFE ASSURANCE CO.,
Montreal.

Gentlemen,—I am in receipt of the dividend certificate for \$12.95 yearly for five years on policy No. 14018.

This is very satisfactory indeed, and together with the former dividend makes a profitable return.

I am well pleased with it, and my regret is that 14018 is not for a larger amount.

Yours, etc.,

R. B. STRUTHERS, M.D.

"Pleased With the Management."

ATHENS, Ont., July 31, 1907.

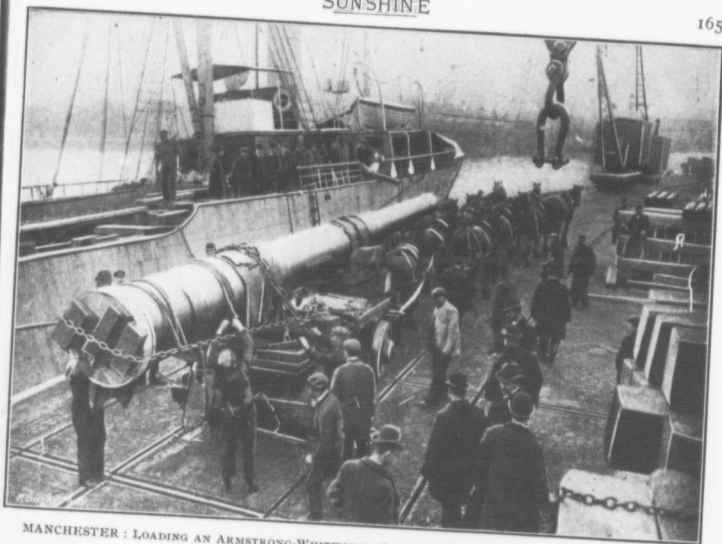
SUN LIFE ASSURANCE CO. OF CANADA.

Dear Sirs,—I just received notice this morning through your local agent of the very handsome amount of \$79.00 added to my policy No. 12345 in the Sun Life of Canada.

I am delighted with this showing on a policy of \$1,000, and am much pleased with the management of the Sun Life Assurance Company of Canada.

Yours very truly,

J. H. WEAVER.



MANCHESTER : LOADING AN ARMSTRONG-WHITWORTH GUN AT THE MANCHESTER SHIP CANAL DOCKS.

AN ENDOWMENT RESULT.

W. H. HILL, Esq.,

Manager Central Ontario, Sun Life of Canada,
Peterboro, Ont.

MADOC, June 3rd, 1907.

Dear Sir,—I have much pleasure in acknowledging the receipt of cheque for \$1,244, being the amount paid me on my endowment policy No. 35390 in your Company which on the maturity matured on the 1st instant.

I find I have received almost 4% compound interest on every dollar paid in to the Company and, in addition, have had free assurance for the past fifteen years.

Such a result speaks volumes for the management of your Company and far exceeded my expectations, and I would be ungrateful indeed were I not to acknowledge it.

I was also offered a paid-up policy of \$2,078, or an annuity for life of \$111.55, both of which I consider excellent.

I thank you very much indeed, and wish your Company the continued success and confidence it so richly deserves.

Yours very truly,

(REV.) H. C. GARBUTT.

[The above was a 10 payment 15-year Endowment policy for \$1,000. Age at entry 42. Premium, \$84.50 for 10 years. Total premiums paid, \$845.00. Total amount received, \$1,244.00, being a return of \$399 over the amount paid in, and the assured was protected for 15 years free of cost.—EDITOR.]

Some Facts from the Report of 1906

Sun Life Assurance Company of Canada

1	Cash Income from Premiums, Interest, Rents, &c.	\$6,212,615.02
	Increase over 1905	495,122.79
2	Assets as at 31st December, 1906	24,292,692.65
	Increase over 1905	2,983,307.83
3	Surplus earned during 1906	921,721.34
	Of which there was distributed to policyholders entitled to participate that year	208,658.97
	And set aside to place reserves on all policies issued since December 31st, 1902, on the 3 per cent. basis	207,763.51
	Surplus over all Liabilities and Capital (according to Hm. Table, with 3½ and 3 per cent. interest)	2,225,247.45
	Surplus over all Liabilities and Capital Stock, Dominion Government Standard	3,654,964.81
4	Death Claims, Matured Endowments, Profits and other payments to Policyholders during 1906	1,980,855.52
5	Payments to Policyholders since organization	15,099,223.87
6	Assurances issued and paid for in Cash	1,410,054.37
7	Assurances in force December 31st, 1906	102,566,398.10

The Company's Growth

	Income.	Net Assets exclusive of Uncalled Capital.	Life Assurances in force.
1872	\$ 48,210.93	\$ 96,461.95	\$ 1,064,350.00
1876	102,822.14	265,944.64	2,414,063.32
1881	182,500.38	538,523.75	5,010,156.81
1886	373,500.31	1,573,027.10	9,413,358.07
1891	920,174.57	2,885,571.44	19,436,961.84
1896	1,886,258.00	6,388,144.66	38,196,890.92
1901	3,095,666.07	11,773,032.07	62,400,931.00
1906	6,212,615.02	24,292,692.65	102,566,398.10

Head Office

Montreal