

RUNG ABOVE RUNG.

It is the aim and ambition of corporations no less than of individuals to climb up the ladder of success. Let us see how fully The Sun Life of Canada has achieved this laudable purpose.

The Company began business in May, 1871, and is therefore a little more than a quarter of a century old. Within this period it has grown to be of all the Canadian life companies the one most widely established and doing the largest amount of new business.

Starting with the City of Montreal, its agencies have spread to Great Britain, the Continent, the United States of America, South America, the West Indies, India, China and Japan, and from every one of these countries a steadily increasing volume of new business obtained on a thoroughly satisfactory basis is being received.

In 1872, the *policies in force* amounted to \$1,065,000 in round numbers. By the end of 1896 they had reached the splendid aggregate of \$38,200,000, an increase of 3600 per cent.!

For the year 1872 the *Income* of the Company was \$48,000 in round numbers—for 1896 it was \$1,886,258—being an increase of almost 4000 per cent.!

In 1872 the *Net Assets* were \$96,500—in 1896 they were \$6,388,144—an increase exceeding 6600 per cent.!

The Company commenced business in a small hired office with a staff comprising the then Manager, and one clerk. It now owns and occupies one of the finest business blocks in the City of Montreal, covering an entire square, and bounded by four streets, admirably adapted in every way for the transaction of its business, in which a staff numbering little short of sixty clerks is hard pressed to keep pace with the ever increasing volume of work which pours in from all quarters of the globe.

SUMMARY of the ANNUAL REPORT for 1896.

New Life Applications received during 1896.....	\$11,110,292 19
Increase over 1895.....	1,287,387 16
Cash Income for year ending 31st December, 1896.....	1,886,258 00
Increase over 1895.....	358,203 91
Assets at 31st December, 1896.....	6,388,144 66
Increase over 1895.....	1,022,374 13
Reserve for Security of Policyholders (according to Hm. Four per cent. Table).....	5,932,200 48
Increase over 1895.....	1,198,184 44
Surplus over all Liabilities, except Capital (according to Hm. Four per cent. Table).....	345,108 65
Surplus over all Liabilities and Capital Stock (according to Hm. Four per cent. Table).....	282,608 65
Surplus over all Liabilities and Capital Stock (according to Dominion Government Standard, Hm. 4½ per cent.).....	595,902 02
Claims Paid during 1896.....	398,504 86
Life Assurances in Force.....	38,196,890 92