

Sun Life of Canada Sets New Records

RESULTS secured during the year 1916 re-affirm the position of the Sun Life Assurance Company of Canada as the leading life assurance organization in the Dominion. Once more it leads the field among Canadian Companies in each of the following respects:

Largest New Business. Largest Business in Force. Largest Assets.
Largest Surplus Earnings. Largest Net Surplus. Largest Income.
Largest Distribution of Life Assurance Benefits.

THE YEAR'S RESULTS

The following large and uniform increases registered during the year 1916 clearly demonstrate the strength of the Company's position and the confidence and prestige it enjoys in the public mind:

	1916	1915	INCREASE
Assets as at December 31st	\$82,948,996	\$74,326,423	\$8,622,573 (11.6%)
Cash Income	18,499,131	15,972,672	2,526,459 (15.8%)
Surplus paid or allotted to Policyholders.	1,110,900	985,487	125,413 (12.7%)
Net Surplus as at December 31st.	8,509,865	7,545,591	964,274 (12.8%)
Total Payments to Policyholders.	7,578,016	7,129,479	448,537 (6.3%)
Assurances Issued and Paid for in Cash.	42,772,296	34,873,851	7,898,445 (22.6%)
Assurances in Force	281,434,700	257,404,160	24,030,540 (9.3%)

Coincident with the above increases, the Company succeeded during the year in effecting a substantial and important reduction in the ratio of expense, a feature which favourably affects earnings on policyholders' account.

THE COMPANY'S GROWTH

YEAR	INCOME.	ASSETS	LIFE ASSURANCES IN FORCE
1872	\$ 48,210.73	96,461.95	1,064,350.00
1886	373,500.31	1,573,027.10	9,413,358.07
1896	1,880,258.00	6,388,144.66	38,196,890.92
1906	6,212,615.02	24,292,692.65	102,566,398.10
1916	18,499,131.62	82,948,996.06	281,434,699.94

SUN LIFE ASSURANCE COMPANY OF CANADA

1871

HEAD OFFICE MONTREAL

T. B. MACAULAY, President.

1917