

## FROM THE ATLANTIC TO THE PACIFIC.

A FEW OPINIONS OF THE CANADIAN PRESS ON THE SUN LIFE OF CANADA'S REPORT FOR 1905.

### HALIFAX, N.S.

Substantial and rapid growth has been the history of the Sun Life of Canada from its organization, but no year in its history has the Company shown such advances as last year. In our advertising pages will be seen a statement the Company has sent out that tells a story of success. The increases over last year are splendid. A feature of last year's operations is the completion of placing all the Company's policies upon a  $3\frac{1}{2}$  per cent. interest basis—thus strengthening the Company's reserves. Life companies are allowed until 1915 to do this, but the Sun Life of Canada did it in 1905, and it is now untrammelled to pursue its way of progress. The policyholders of the company should feel pleased with this most excellent showing.—Halifax Recorder.

### ST. JOHN, N.B.

To many people one life assurance report is as another, but at present the public is more attracted by a life company's statement than a year ago. The report of the Sun Life of Canada spells out the Company's motto: "Prosperous and Progressive."

This company has always been favored with "record years," but 1905 is a decidedly record year.—Globe, St. John.

### MONTREAL.

The report for last year of the Sun Life Assurance Company of Canada, bears further testimony to the success in Canada of life underwriting during a period when some American companies were having anything but a confidence creating experience. The Sun Life of Canada statement shows considerable and gratifying increases in the amount of assurance paid for and the amount in force, the cash income, the assets, and the surplus. The latter, calculated according to the government standard, now amounts to \$2,921,810. The law says that Canadian life companies by the year 1915 must place their business on a  $3\frac{1}{2}$  per cent. basis a requirement more severe than the existing money market conditions suggest is necessary. The Sun Life of Canada has gone faster than the law ordained, however, and last year completed the work, though it took over \$600,000, and this, it is stated, without impairing to a

marked degree the profits of the policyholders. The result is to place the company in a strong financial position.—Gazette, Montreal.

### OTTAWA.

When figures get into millions they are apt to be confusing to the average individual, but with Canada growing as it is to-day it cannot be helped. The statement of the Sun Life of Canada gives a fair array of millions, but the items are so clearly defined that they are easily comprehended. This company does not say much of itself throughout the year, but to use a slang expression, they "keep sawing wood." The past year was the Company's most prosperous. The assurances issued and paid for, show a steady and strong organization, and it will be noticed that the cash income averaged over \$:6,000 for every working day of the year.—Journal, Ottawa.

### TORONTO.

Life assurance has had a good deal of the attention of the public during the past year, and no doubt people in general are better posted than they were heretofore. As a consequence of the trouble in the United States companies, the Canadian companies have had more attention given to them by Canadians.

The Sun Life of Canada apparently has had an extra share of the business, as will be seen by the statement the Company publishes in the advertising pages of to-day's issue.

The law requires all Canadian companies by the year 1915 to place their business on a  $3\frac{1}{2}$  per cent. basis. The Sun Life of Canada set aside each year a portion of the amount required, and completed the work last year, requiring over \$600,000 to do it.—Toronto Globe.

### VANCOUVER, B.C.

The Sun Life of Canada has again demonstrated that its motto, "Prosperous and Progressive," means what it says. The statement is one that should be very gratifying to the Company's many policyholders and the public generally.

The rapid and substantial growth of all the items that are vital to a company's growth goes to show that the Sun Life of Canada is a company of great financial strength.—Province, Vancouver.