

PACIFIC SALMON RESTING AT THE FOOT OF A FALL
in the Fraser River, B.C., before trying to leap the fall.

THE SUN LIFE OF CANADA APPLIES FOR FIVE AND ONE- HALF MILLIONS OF THE SEC- OND CANADIAN WAR LOAN



HE magnitude and financial power of the Sun Life have been strikingly in evidence in connection with the recent Canadian War Loan. The

Company applied for \$5,500,000 of these bonds, this being by far the largest individual subscription, exclusive of course of the amounts underwritten by the banks. The next largest was that of the Canadian Pacific Railway, \$2,500,000. The total subscriptions amounted to more than double the \$100,000,000 asked by the Government.

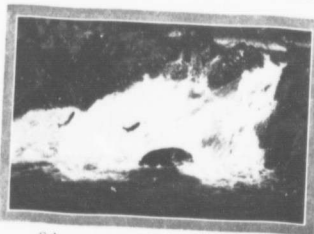
We are sure that all our policyholders will be proud that their Company is able to take such a commanding position at this time, and to assist our Government so materially. Every policyholder can have the satisfaction of knowing that his personal funds have been used in a way which we are sure will meet with his loyal support, and will moreover have an increased pride in his Company. They also have a material reward, for, as a result of the heavy oversubscription, the bonds have already risen considerably above the issue price, which means a substantial addition to the Company's surplus.

The following is a list of various Government securities purchased by the Company since the outbreak of the war:

Dominion of Canada	\$2,573,666.66
Government of Great Britain ..	2,205,766.66
Anglo-French Governments	3,000,000.00
French Government	901,179.00
Russian Government	500,000.00
Government of Newfoundland ..	50,000.00
	<u>\$9,230,612.32</u>

The above does not include the Company's subscription to the last Canadian War Loan, as above mentioned.

As they look over these figures, do not our policyholders feel an increased pride in their great Company, and a thrill of patriotic satisfaction also that their funds are being employed to such good purpose and in such high class, and at the same time profitable, securities?



Salmon attempting to leap a fall in the
Fraser River, B.C.