

And there are not many better investments either, taking all things into consideration. We have before us the actual result of a policy which quite recently matured with this Company. It was a 20-year Endowment for \$1,000, and was taken out at age 25, calling for an annual premium of \$44.05. The result at the end of the Endowment period was as follows :

Cash guaranteed in the policy	\$1,000 00
Profits earned	305 45
Total cash paid Assured	\$1,305 45
Total premiums paid by assured	881 00
Return over cost	\$424 45

SUMMARY OF THE ABOVE RESULT

The Assured received from the Company \$424 45 more than was paid in premiums.

Which means that at the maturity of the policy the Assured had returned to him every annual premium of . . . \$44 05 and an additional average profit of . . . 21 22

For every \$44 05 invested a return of . . . \$65 27

With the additional benefit of life assurance protection for \$1,000.00 for 20 years FREE.

A man must be hard to please who would not be satisfied with this result.

A feature of great value in the above was the fact that after the first payment of \$44.05 was made the estate of the holder of this policy (No. 17666) was worth \$1,000 in the event of death.

This is not a solitary exception. We have a book full of similar results.

Life assurance stands for protection in the present and an assurance of protection in our old age when we will need and enjoy it.

Prosperous and Progressive.

The progress, the prosperity, the extending reputation, splendid and abounding success of the Dominion of Canada are reflected in the simple but striking record of the Sun Life of Canada. The new business paid for in cash last year was \$17,-

879,793. The total amount now in force is \$111,135,694, which represents an advance of well on to three times in the last ten years. The increase in business in force in the year just closed was \$8,569,296, which is almost as large a sum as the total business in force after the company had been fifteen years in existence. The assets have kept pace with this growth of business, the increase in the last ten years having been from \$7,322,371 to \$26,488,595. The judgment and skill with which these assets have been handled, are shown by the fact that, according to the Dominion Government standard, the Company has a surplus of \$3,513,870,—but the Company itself is so careful to be well within the mark that it applies an even more rigid standard than that demanded by the Government and only takes credit for a surplus of \$2,046,884.

In these days of impatient criticism, a life company is likely to be judged by the figures showing what it has done for its policyholders. The test is one likely to show to advantage a company old enough to have got into the full swing of business like the Sun Life of Canada. When this test is applied the Sun Life of Canada responds by showing that it paid to policyholders or their beneficiaries during 1907 no less a sum than \$2,393,491, of which \$422,950, was profits paid to policyholders entitled to participate in 1907. Last year's operations brought payments to policyholders since the organization of the Company to the splendid total of \$17,492,715.

The management and business of the Company reflect honor upon all concerned. The executive of the Sun Life of Canada is known to be exceedingly strong; its office staff most capable, and its agency force most widespread, well-organized and efficient.—Office and Field, Toronto.