

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
1912	\$ 48,210.73	96,461.95	1,064,350.00
1913	373,500.31	1,573,027.10	9,413,358.07
1914	1,886,258.00	6,388,144.66	38,196,890.92
1915	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

NEW CANADIAN WEALTH.

NEW Canadian wealth is being created. Canadian bank deposits have increased at the rate of \$100,000,000 in a year. But all the increased wealth is not going into the bank. The money is being spent in various ways. \$20,000,000 has been voluntarily subscribed to Patriotic and Red Cross funds in the city of Toronto alone, since the beginning of the war. Outside of the industries affected by the war we have only to look at the customs receipts to have direct evidence of our increased buying powers. Take, for instance, the revenues col-

lected at the port of Toronto for the month of January during the last four years:

January, 1914.....	\$1,487,270.
January, 1915.....	1,144,225.
January, 1916.....	2,428,033.
January, 1917.....	3,141,498.

The figures for January, 1917, are the highest ever recorded in a single month at this port. It is not due to raw materials imported for the manufacture of munitions, as they are on the free list. A custom revenue of \$3,000,000 a month at the port of Toronto, means a total customs revenue

for the Dominion of about \$13,000,000; or goods to the value of \$65,000,000 per month.

BUILDING FOR THE FUTURE.

CANADA's strategic position after the war is well illustrated by the statement of a Canadian manager of a very well known United States concern with a branch factory in Montreal. At the annual meeting of the concern he asked for all of the 1916 profits, a good round sum, to be given him to be spent in an additional plant. This additional plant would apparently

be beyond all requirements of the Canadian market, but this manufacturer had other markets in view; namely, England, France, Russia, Italy, India, Australia, and New Zealand.

Preparation.

"My daughter has obtained a position in a lawyer's office. She starts on the first."

"And in the meantime is she doing anything to fit herself for the work?"

"Yes, she is reading 'Bertha, the Beautiful Blond Stenographer.'"—Louisville Courier-Journal.