

THE RECORD FOR 1915

ASSURANCES IN FORCE CROSS THE QUARTER-BILLION MARK.—ASSETS INCREASED BY OVER TEN MILLION DOLLARS TO OVER SEVENTY-FOUR MILLIONS—NET SURPLUS OVER SEVEN AND ONE-HALF MILLIONS

FOR the Sun Life of Canada, the story of 1915 is one of continued and accentuated prosperity and progress. In 1914, the Company gave convincing proof of its ability to make rapid strides in the face of acute depression and crisis; during 1915 it has demonstrated its ability to keep pace, and more than keep pace, with the progressive betterment in general business conditions evidenced throughout the year. The past year, indeed, registers high-water mark in the Company's history, all important departments of its activities exhibiting substantial and gratifying increases. It was a period notable for marked growth in strength as well as in mere size.

Largest Canadian Company

It will be a source of no little gratification to all friends of the Sun Life of Canada to learn that its leadership among Canadian life companies was again maintained in amount of assurances in force, new assurances issued, assets, premium income, interest income, total cash income, surplus earned and total undistributed net surplus.

Assurances Issued and in Force

The confidence of the Canadian people in their largest and most representative life assurance company is reflected in a paid for issue during the year of \$17,735,391 in new assurances in Canada, a figure representing an increase of \$1,745,961 over the record for 1914. New assurances issued and paid for in cash throughout all the Company's world-wide field of operations reached the unprecedented total of \$34,873,851, an increase of \$2,706,512 over the amount for 1914. In one striking particular the past year will be fraught with more than ordinary significance in Canadian life assurance annals; for in it the quarter-billion mark in assurances in force was passed for the first time by a Canadian life company. At December 31st last assurances carried by the Sun Life of Canada stood at \$257,404,160. This figure represents an increase for the year of no less than \$39,104,325, an increase itself more than equal to the total assurances carried by the Company at the end of its first twenty-five years of

operations. In other words, the growth in the Company's assurances in force during the past year alone was more than equal to that attained during the first quarter century of its history—a striking commentary upon the tremendous impetus now back of Sun Life of Canada progress. In this connection it is interesting to note that the fifty million dollar level in assurances in force was first reached in 1899, the hundred million dollar level in 1906 and the two hundred million dollar mark in 1913. Such progress and such a resulting volume of business are eloquent testimony to the increasing and world-wide popularity of Sun Life of Canada policies. They are more. They afford a certainty that in the years to come the Sun Life of Canada will right nobly fulfil the purpose for which it was founded. For if any man can measure how far \$250,000,000 will go in supporting the husbandless and fatherless and in making lighter the burdens of old age, he can estimate the untold good the Sun Life of Canada is destined to do.

Magnitude of Resources

At the Company's customary conservative valuation, its assets as at December 31st last totalled \$74,326,423, an increase for the year of \$10,138,767, the largest increase for any individual year in the Company's forty-five years' history. In addition, it held for the security and profit of its policyholders Contingent Fund Securities of a par value of \$13,219,427. Such resources not only place the Sun Life of Canada in a commanding position among Canadian life companies; they emphasize its attainment of a position of prominence among the most powerful financial organizations of the British Empire. Some idea of our Company's present proportions compared with the days of its youth may be gained from the statement that it took fifteen years of stressful effort to accumulate its first million of assets, and that at the end of its first twenty-eight years of existence its assets totalled less than the increase of \$10,138,767 registered in 1915 alone. So rapid, indeed, has been its recent growth that the Company's assets have nearly doubled since 1910, have more than trebled since 1906, and have more than quadrupled since 1904.