

SUNSHINE

PUBLISHED BY THE
SUN LIFE ASSURANCE COMPANY OF CANADA,
AT HEAD OFFICE. MONTREAL.

W. F. STEEDMAN, *Editor.*



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ANOTHER RECORD YEAR!

Nothing could emphasize more strongly the prosperous and progressive spirit of the Sun Life Assurance Company of Canada than the manner in which it has forged ahead in 1913. In a year of great financial stringency and generally unsatisfactory business conditions, the Company has not only made a large addition to the amount of its business in force, but it has made a much larger addition than in any previous year, even when business was good and money free.

During the year an important landmark was passed when the total assurances in force reached and passed two hundred million dollars. This means that within the next generation or so over two hundred million dollars will be distributed by the Sun Life to aid in keeping the wolf from the door of widowhood, orphanhood and old age. The fact that the assurances in force on the Sun's books are the largest upon the books of any Canadian company is a tribute to the Company's record for good results and fair dealing.

The Company's new assurances issued and paid for during 1913 tell a similar story, the Sun Life leading all other Canadian companies by a handsome margin. The total is \$34,290,917, an amount which exceeds that of the previous year by about three and a half millions, and affords tangible evidence of the confidence reposed in the Company by the general public.

With the huge amount of assurances which it has in force, the Company naturally has a very large income. For 1913 the total receipts from premiums, interest, etc., were practically fourteen million dollars, an increase of more than \$1,600,000 over the income of the previous year. This again is a record for Canadian companies.

Such a large income, of course, has an important bearing both upon the assets and upon the profit-paying abilities of the Company. During the year the assets were in-