

New Records Created by The Sun Life of Canada

PROGRESSIVE business methods, backed by forty-five years of fair-dealing, have achieved for the Sun Life of Canada during 1915 records that are new in the Canadian life assurance field.

Assurances of over \$34,000,000 issued and paid for in cash; Total Assurances in Force of over \$250,000,000; Total Payments to Policyholders since organization of more than \$52,600,000; Assets of nearly \$75,000,000; a Cash Income of nearly \$16,000,000, and an Undistributed Net Surplus of over \$7,500,000—all are high-water marks in the annals of Canadian life assurance.

The Sun Life of Canada takes rank as

ONE OF THE GREAT FINANCIAL CORPORATIONS OF THE EMPIRE

The following figures show the dominating position attained by the Company:

	1915	1914	INCREASE
Assets as at December 31st - -	\$74,326,423	\$64,187,656	\$10,138,767 (15.8%)
Cash Income - - - - -	15,972,672	15,052,275	920,397 (6.1%)
Surplus Distributed to Policyholders - - - - -	985,487	861,763	123,724 (14.3%)
Net Surplus as at December 31st	7,545,591	6,503,794	1,041,797 (16 %)
Total Payments to Policyholders	7,129,479	6,161,287	968,192 (15.7%)
Assurances Issued and Paid for in Cash - - - - -	34,873,851	32,167,339	2,706,512 (8.4%)
Assurances in Force - - - -	257,404,160	218,299,835	39,104,325 (17.9%)

THE COMPANY'S GROWTH

YEAR	INCOME	ASSETS	Life Assurance in Force
1872 - - - - -	\$ 48,210.73	\$ 96,461.95	\$ 1,064,350.00
1885 - - - - -	319,987.05	1,411,004.33	7,930,878.77
1895 - - - - -	1,528,054.09	5,365,770.53	34,754,840.25
1905 - - - - -	5,717,492.23	21,309,384.82	95,290,894.71
1915 - - - - -	15,972,672.31	74,326,423.78	257,404,160.42