



BANK OF ENGLAND, London.

A Canadian Model.

The City Leader, of London, England, in commenting on the report of the Sun Life of Canada, says :

This remarkably favorable state of affairs is chiefly due to the prudent management and business-like methods for which the Company has always been noted, together with the adoption, many years ago, of an unconditional form of policy, which was from the first much appreciated by the public and still continues to enhance the prospects of this office. Ever since its inception, in 1871, the Sun Life of Canada has made a special study of the art of assurance, particularly as to adapting to each individual the form of policy most suitable to his circumstances. This knotty question has now practically been solved by the enterprising directors who issue no less than ten different forms of policy. * * *

As regards reserves, this Company compares very favourably with the other Canadian offices, for when, in 1894, most companies were content to reserve at the net legal standard, Hm. 4½ per cent., the Sun Life of Canada took the Hm. 4 per cent. basis. This step resulted in the Dominion Government amending the law. The Act now allows the companies till 1910 to get

their reserves down to the basis of the Hm. Table with 4 per cent. The reserves of the Sun Life of Canada are already on that basis. The Act then allows five years more, or till 1915, to get them down to 3½ per cent. Long before that time comes this Company expects to have taken this further step. The Sun Life of Canada proposes to maintain its reputation as a leader in the matter of augmented reserves. This Company has now attained a position of absolutely perfect security, and during the last few years has progressed very rapidly, as may be seen from the following figures :

	Revenue.	Assets.	Sums Assured.
1896	£ 410,473 : 14 : 11	£ 1,302,256 : 8 : 0	£ 7,848,677
1900	532,435 : 0 : 4	1,893,881 : 4 : 5	10,850,555

This is the natural result of the directors' energetic and enterprising policy, and with an ever-increasing premium revenue and a decreasing expense ratio, this office should continue to be a model for the smaller Canadian companies to copy.

The Sun Life of Canada is
 "Prosperous and Progressive."