

## THE REPORT FOR 1894.

The report for the year 1894 was in every respect the most satisfactory ever submitted, as is made clear from the following summary:—

New Life Applications received during 1894, - - - - -	\$10,200,204.10
Increase over 1893, - - - - -	751,048.53
Cash Income for year ending 31st Dec., 1894, - - - - -	1,373,506.60
Increase over 1893, - - - - -	133,113.48
Assets at 31st Dec., 1894, - - - - -	4,010,410.05
Increase over 1893, - - - - -	614,042.75
Reserve for Security of Policy-holders (according to Dominion Government Standard), - - - - -	4,063,035.62
Increase over 1893, - - - - -	530,074.05
Surplus over all Liabilities, except Capital (according to Dominion Government Standard), - - - - -	465,875.94
Surplus over all Liabilities and Capital Stock (according to Dominion Government Standard, - - - - -	401,375.94
Life Assurances in force 1st January, 1895, - - - - -	31,528,569.74
Increase over previous year, - - - - -	3,728,813.25
Death Claims paid during 1894, - - - - -	207,030.54
Decrease from 1893, - - - - -	29,477.05

The year 1894 has many claims to be considered a record year in the history of the SUN LIFE ASSURANCE COMPANY OF CANADA, and attention is specially invited to the following features of the report:—

The total of new applications received, \$10,200,204, is greatly in excess of that secured in any previous year, and is the largest amount ever received by a Canadian company.

No less satisfactory have been the results in other departments. By comparison with the last Annual Report, it will be found that the net premium income increased \$101,591, the income from interest and rents, \$54,171, and the total income \$133,113. The increase in assets was \$614,042, being over fifty-two per cent. of the premium receipts, while on the other hand a total saving in mortality of \$36,050.65, as compared with the previous year, bespeaks unremitting care in the selection of risks. The total assets, at the close of the year, amounted to \$4,616,418.05 (not including the uncalled

capital), and after distributing \$22,305.85 to policyholders as profits, and writing off a liberal sum to provide for possible depreciation in investments, the surplus beyond all liabilities and capital stock stood at \$401,375.94, being \$112,778.29 in excess of 1893.

Another important step taken was the addition, to the very liberal policy contract already offered, of a NON-ORBITURE feature, whereby the assured may be automatically protected against the risk of lapsing through neglect or temporary financial embarrassment—a provision that cannot fail to be extremely popular and beneficial.

The condition of the assets is entirely satisfactory, and the interest rate is well maintained. Very little real estate is held as the result of foreclosure. In every respect, the year's operations have met with most gratifying success.

## Beyond Expectations.

The subjoined letter, received by one of the Company's District Managers from a delighted and appreciative policy-holder, counts for more than a score of arguments in favor of endowment assurance in general, and that of the SUN LIFE OF CANADA in particular:—

BROCKVILLE, November 7th, 1895.  
W. H. HILL, ESQ.,  
Mgr. Central Ontario Sun Life Assurance Company  
of Canada.

PETERBOROUGH, ONT.

DEAR SIR,—

I should have acknowledged the receipt of yours, enclosing cheque for endowment policy No. 12,871, before, only I wanted to write something more than a mere receipt. I am pleased to hear of the continued prosperity of the "SUN," and it speaks well for your Company when the profits are greater (by 21 per cent.) than you, as the Company's representative, promised, or rather estimated, as was the case with this policy.

I hope your Company will continue to prosper, and I often regret that I do not carry more assurance than I am doing. I might have carried twice as much as I do when at Minden without any great effort. Still what little I do carry I feel is perfectly safe, being in the "SUN."

I must thank you for your promptness and kindness regarding this policy just settled. I hope we will both be alive and well when the one I now hold will be due in 1905, and assuring you of very best wishes, I remain,

Yours sincerely,

(Signed) F. R. C.

The above voluntary testimonial is significant, and shows, in a most practical way, the SUN'S standing as a profit paying institution.