

## SUNSHINE

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A. M. MACKAY, *Editor.*



HEAD OFFICE BUILDINGS  
SUN LIFE ASSURANCE COMPANY  
OF CANADA.

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July		1909					
SUN	MON	TUE	WED	THU	FRI	SAT	
1st Week	2nd Week	3rd Week	4th Week	1st Day	2nd Day	3rd Day	
4	5	6	7	8	9	10	
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18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

## A Great Business.

The Preliminary Report of the Canadian Insurance Department for 1908, just issued, reveals some very interesting figures of the remarkable growth of life assurance in Canada. While the financial operations of the companies are enormous, yet this piling up of millions in the days of health and strength for the days of weakness and need is a work that is higher than purely financial transactions, for it predicates a spirit of economic righteousness that is unequalled in any other movement of men of which we are aware.

What pinching of personal comforts are hidden in those millions!

It is not the large policies that make up the great total, but the smaller ones, where the premium payment oftentimes means the sacrifice of immediate personal needs.

In it all is seen a conquering spirit.

We feel safe in asserting that in a country where the rank and file of the people are well assured, will be found a people strong in character and in all the attributes that go to make up perfect manhood.

On December 31st, 1908, the Superintendent's Report shows that there were over eight hundred and eighty-four thousand policies in force in Canada, totalling over seven hundred and twenty-eight million dollars. The analysis of this large amount is as follows :

Life Policies, 468,046	Amount, \$478,329,400
Endowment, 393,654	" 204,865,100
All others, 22,309	" 37,225,779

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