

SUNSHINE

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

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Absolutely Safe.

NOT long since, the fever of speculation ran high. The man in the street was ready and willing to "take a flyer" in anything from oil stocks to horizon lots. But chastened by the sharp and salutary lessons of the past year of depression, to-day he will have none of these things. He insistently demands *safety*—first, last and all the time.

So it is that life assurance is held in higher esteem to-day than ever before, for men know it to be a safe and profitable channel of investment and a sure method of protection of family and business interests against the otherwise inevitable losses entailed by death.

And with the general desire for assurance protection there has come a tendency on the part of the prospective policyholder to examine with scrupulous care the financial records and standing of the life assurance companies inviting his confidence. Business depression all about him makes him all the more desirous of entrusting the most sacred of his interests to the safe-keeping of a life company whose security is established beyond question of doubt.

It is due to this "safety first" instinct that Sun Life of Canada policies are proving so increasingly popular not only in Canada but in the Company's widely extended sphere of operations throughout the world.

The holder of a Sun Life of Canada policy possesses a contract moderate in cost, extreme in liberality and as absolutely secure as anything human can be. For the Sun Life of Canada is a veritable tower of strength. Its assets of \$64,187,656 are the largest held by any Canadian life company. At the Company's own standard of valuation, its surplus over all liabilities and capital is also the largest of any company operating under charter from the Dominion Government and stands at \$6,503,793. According to the standard of the Canadian Government it totals \$7,849,215. Over and above this huge surplus it possesses what no other life company possesses, viz., a super-surplus in the form of Reserve Fund Assets of a total par value of \$12,444,527 and of an actual value of over \$5,500,000 according to the valuation made last September by the official examiners of the Michigan Insurance Department.

A policy in the Sun Life of Canada is the last word in absolute security. It is a safe policy to buy and to hold.