

nearly £578,000, and the total funds £2,130,000. But during the present year all these figures are certain to be largely augmented. The new business, we hear, is rolling in at an astonishing rate, and this, too, without any particular increase in the Company's organization, a fact which is all the more striking at a time like the present when nearly all life companies are finding difficulty in maintaining their returns up to the normal level. The prosperity of the Sun Life of Canada is due to the fact that the Company is an attractive one, thanks largely to its distinguished actuary, Mr. T. B. Macaulay, Fellow of the English Institute of Actuaries, president of the American Institute and corresponding member of the French Institute. And the Sun Life of Canada is not attractive to its policyholders only, but also to its own servants, which fact is a force which cannot be over-estimated in the work of developing any great enterprise. The Company is exact in its dealings, demands its just due to a feather weight, is as exact in giving as receiving, never breaks faith, and endeavors to employ only men of character, and treats them as such.

When Thackeray, in "Pendennis," half a century ago, humorously suggested the founding of a paper to be called the Pall Mall Gazette—a title soon afterwards seriously adopted—it was to be a journal written by gentlemen for gentlemen, and if one might be permitted to apply the phrase in another connection, one would be inclined to say that the Sun Life of Canada is a company run by gentlemen for gentlemen.

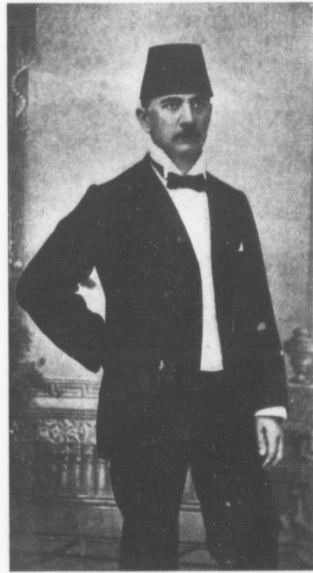
Certain it is that the Company has found the golden key that opens the door of welcome in every country wherein it has set its foot. The Company's business in the United Kingdom, as is well known in assurance circles, has been making great progress for years

past, and well-established branch offices are to be found in many of the important centres of population and commerce.—

Insurance, Banking and Financial Review, London, October, 1901.

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

Nearly all good work is up-hill work; therefore, when difficulties are met they should be regarded rather as a sign that we are working in the right direction than as a cause for surprise and discouragement.



MR. K. A. TRAD,  
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