

STILL THEY COME

The letters given below need no comment. Policyholders evidently like to receive, and the SUN LIFE OF CANADA is pleased to see their policyholders pleased. The enthusiasm of a satisfied policyholder is contagious, and may explain the new record made by this Company the last week of April referred to in another place in this number.

"Good Assurance and Fair Play."

JUDGES' CHAMBERS,

SAULT STE. MARIE, ONT., 13th May, 1907.
R. MACAULAY, Esq.,
President Sun Life Assurance Co. of Canada,
Montreal.

Dear Sir,—Through your local manager here, Mr. J. R. Sanderson, I have received dividend notices on my policies, Nos. 3709 and 6553, and desire to express my entire satisfaction therewith.

The Sun Life of Canada has always occupied a prominent place in my regard, and the fair and liberal treatment which I have always received from the Company seems to justify the encomiums you are constantly receiving from various well-informed sources. I can recommend your Company to any one seeking good assurance and fair play.

Yours truly,

FRED. W. JOHNSTONE,
Judge, Algoma.

"Long May it Shine and be the Bright Spot in the Assurance World."

OTTAWA, Dec. 31, 1906.

MESSRS. J. R. & W. L. REID,
Managers for Eastern Ontario,
Ottawa.

Gentlemen,—I am in receipt of your letter of the 28th instant, also the letter from the Assistant Actuary informing me of the amount of profits added to my policy, No. 63947, for the past five years. I am very much pleased with the results, and must say that they are very much better than I ever expected them to be. It shows that this Company has an extra good manager at its head, who is ever on the watch to manage for the benefit of those who have purchased assurance with the Sun. Long may it shine and be the bright spot in the assurance world.

Yours truly,

GEO. S. MAY,
(Member of Provincial Parliament).

"Policy Increased by Nearly Half Premiums Paid."

McLAUGHLIN & PEEL,
BARRISTERS, ETC.

LINDSAY, ONT., March 30, 1907.
W. H. HILL, Esq.,
Sun Life Assurance Company of Canada,
Peterborough, Ont.

Dear Sir,—I have your favor of the 25th, enclosing dividend certificate and notice that the policy was paid up. I am fully satisfied with the results of the policy. I think, considering the fact that this Company, like all other insurance companies, had to pass through a period of seven or eight years of very low rates of interest, besides having to meet with the Government requirement of largely increasing the reserve, that the results of my policy are quite as good as I had any reason to expect, and it is very satisfactory indeed to find my policy increased by nearly half of the premiums that I have paid.

Complaints about the profits received on policies of late years, come usually from people who have no knowledge of what they are talking about.

Yours truly,

R. J. McLAUGHLIN.

The World's Greatest Y.M.C.A. Secretary.
THE YOUNG MEN'S CHRISTIAN ASSOCIATION
OF THE CITY OF MONTREAL,
BUILDING, DOMINION SQUARE.

April 25, 1907.

Mr. T. B. MACAULAY,
Sun Life Assurance Co. of Canada.

Dear Sir,—I beg to acknowledge receipt of your letter enclosing dividend certificate on account of policy No. 1515.

I am surprised and gratified with the amount of the certificate which is credited to this policy, and I appreciate the good financial position which your Company holds to-day, and the outlook for the future.

Yours truly,

D. A. BUDGE,
General Secretary.

P.S.—About three weeks ago I took out another policy with your Company.

The Well-known President of the Montreal Gazette is Dissatisfied!

THE GAZETTE,
Cor. St. Francois Xavier and Craig Streets,
Established 1778.
RICHARD WHITE, President
SMEATON WHITE, Manager.

MONTREAL, April 30, 1907.

T. B. MACAULAY, Esq.,
Secy. Sun Life Assurance Co. of Canada,
Montreal.

My Dear Sir,—I have pleasure in acknowledging your favor of the 20th instant, covering certificate of bonus on my policy in your Company. *The only dissatisfaction I have in connection with this matter is that I did not take the policy for a larger amount when I was at it.*

Wishing you continued success, I am

Yours very truly,

RICHARD WHITE.

Profits Far Exceeded Expectations.

MACLENNAN, CLINE & MACLENNAN,
BARRISTERS, ETC.

CORNWALL, ONT., April 26, 1907.

T. B. MACAULAY, Esq.,
Sun Life Assurance Co. of Canada,
Montreal, Que.

RE No. 5898.

Dear Sir,—I am in receipt of your communication of the 19th instant. The result of the division of profits for the five years ending the first day of May, 1907, has far exceeded the expectations of everybody in regard to the advantages received by the policyholders.

It indicates that your Company is forging rapidly to the front, and, in fact, it has already reached that goal, because I do not suppose that any company could claim to have made an equal record in the last five years.

Wishing the Company continued success, which your own individual efforts have tended so much to promote,

I remain yours truly,

D. B. MACLENNAN.

A Mistake, But Not Too Late to Rectify It.

LAND TITLES OFFICES,
MANITOBA,

PORTAGE LA PRAIRIE, May 3rd, 1907.

SUN LIFE ASSURANCE CO. OF CANADA,
Winnipeg.

Policies 16264-16568.

Dear Sirs,—I acknowledge cheque in payment of endowment policies due 1st instant.

I made a mistake when placing these policies in the Sun Life; I should have doubled the amount of the insurance.

Yours truly,

C. F. COOPER.

Better Than Two of the Big New York Companies,

DRAVTON, N. DAKOTA.

MESSRS. JOHN R. & W. L. REID,
Ottawa, Ont.

Gentlemen,—Your very kind letter of the 23rd instant to hand, and I want to thank you for your promptness in replying to my letter, and to also state that I am very much pleased with excellent showing you make.

I might state to you that I am carrying policies of like amounts (one is \$3,000 and one is \$5,000), and on similar terms, with two of the big New York companies, and I wrote them at the same time I did you for information as to present values of their contracts with me. I find that you are going to pay me in three years, if I live, a much larger amount than my friends in New York. This I am assured of by what you advise me is the present cash value of my policy compared with what the New York companies say they consider my policies are worth now.

Again thanking you, and trusting that I may live to use some of the money myself that I have been casting upon the waters these many years,

I am yours very respectfully,

GEO. A. MCCREA.