

The cost of a policy of life assurance in the Sun Life of Canada sufficient for the protection of a family of moderate means is very little. You can find out all about it upon application to the nearest agent of the Sun Life of Canada, or to the Head Office in Montreal. When writing be particular to give your exact age last birthday and your occupation.

It is not possible for every man to provide for a rainy day by saving for it. If a man with a family dependent upon him is earning barely enough to keep and provide for them "decently," he cannot be expected to save much. To make money requires brains and opportunity, but so complete and liberal are the plans of assurance of the Sun Life of Canada that the only condition required to provide a competence for the future large or small is that the assured should pay the premium regularly when it becomes due. What ever amount he sets out to assure for his family is guaranteed to him with the payment of the *first* premium, just as surely as if he lives to pay the *last*. That's life assurance in the Sun Life of Canada.

The man who desires to improve his social and financial condition (and who does not?) must of necessity secure his present and future earning powers against any possible disaster. What the prayer-book calls "the changes and chances of this mortal life," are all more or less intimately associated with dollars and cents. "The slings and arrows of outrageous fortune," "the whips and scorns of time," "the oppressor's wrong," "the proud man's contumely," "the pangs of despised love," "the law's delay," "the insolence of office," and finally "the spurns that patient merit of the unworthy takes": all these fardels can be borne with a certain degree of equanimity by the man who is "well fixed," and whose future is assured to a substantial amount in a sterling company like the Sun Life of Canada.

Great Britain has again under advisement the propriety of building storehouses and granaries that her people may be fed in time of want. The Empire upon which the Sun never sets proposes to do that

which every individual should do, provide for the future. An individual may not like a nation store up grain for "the seven years of famine," because man cannot live by bread alone, but a future supply of dollars and cents, pounds, shillings and pence may be secured and these exchanged for the commodities of life when needed will "keep the wolf from the door." The cheapest, surest, simplest, safest and altogether the best form of storage for the individual is a policy in the Sun Life of Canada.

Life Assurance is the light which proceedeth from the Sun.

If man were made to mourn, he need not add to his woe by neglecting life assurance.

A life assurance policy in the Sun Life of Canada will not be any cheaper this year. Assure now.

A ship without a rudder is like a man without life assurance, and *vice versa*.

Better pinch a little now yourself in order to carry a policy than leave your family to do all the pinching afterwards.

The investment of a few dollars in a policy in the Sun Life of Canada now may mean the gain of a few thousands to your family "to-morrow."

It takes very little self-denial to secure your present net earnings to your family in the future.

The more your family think of you now, the more they will think of you in the future—if you leave them something to remember you by.

John Bunyan says that religion is the best armour a man can have but the worst cloak. Life assurance is the embattled keep the man in armour can run to for his three meals a day.