

provision for the future, but is living from "hand to mouth." It should be made a criminal offence to be unprotected by life assurance.



On June 30th the Sun Life of Canada closed the best half-year's business in its history.



Did you promise to take some more assurance this year? You had better do so now, for fear that when you near the end of the year you will be so very busy that you won't have any time. The hours are so full and the pocket generally feels so empty around Christmas time.



Sparks from Other Anvils.

"The Sun Life of Canada, though conservatively managed, is progressive. It issues all kinds of policies within the limits of safety. It pays its claims promptly, and regards the interests of its policyholders as a sacred trust."—*American Exchange and Review.*

"A sounder, safer, more progressive company than the Sun Life of Canada has yet to be discovered."—*Insurance, Banking and Finance Review, London, England.*



"The success of the Sun Life of Canada is due to the attractiveness of the contracts it offers, and to the results to policyholders which it is able to show."—*Insurance Monitor, New York.*



"It is right and truthful to speak of the Sun Life of Canada as 'prosperous and progressive.' The confidence it enjoys at its home in Canada is scarcely less than the esteem with which it is regarded in the United States and elsewhere."—*The Insurance Press, New York.*



"The Sun Life of Canada has always been notable for the steadiness of its investments and the prudence and foresight with which they have been made, and it is safe to say that in this respect the position of the company is unsurpassed."—*The Policyholder, London.*



THE NEW BOARD OF TRADE BUILDING, MONTREAL.