



NEWFOUNDLAND—Roman Catholic Cathedral, St. John's.

The Grace of Persistency.

The conscientious life assurance agent, who knows the reality of the benefits of life assurance protection, must, in the very nature of things, be persistent. In persistency is his success. Men in general too often throw the responsibilities of to-day upon to-morrow. It is the life agent's work to insist upon TO-DAY. You may contend that you know your own business and will not be driven. No person would seek to rob you of your contention, nor is it wise to try to drive people to their duty; yet the life agent, acting on the principle that you ought to be assured, brushes aside these, what to him seem trivial matters, and persists.

We say this to clear the way for the representative who may call upon you to-morrow or the next day. Admit without parleying that he has the best side of the situation, quietly discuss it with him and make the best arrangement you can.

This Company has an agent up at North Bay, Ont., who will, we are sure,

say "Amen" to what we have said; for from evidence before us, he has this grace of persistency. In a letter from a policyholder in acknowledging payment of his policy, he closes with these words: "I shall always think well of the Sun Life of Canada and your Mr. Martin of North Bay. The former for its honourable dealings with me, and the latter for that and also for the fact that he literally forced me to take out the policy." We don't know how Mr. Martin does it, but we do know that he has to-day a warm friend in this policyholder. Perhaps at the time this policy was taken out this policyholder would not have wasted his time giving praise to Mr. Martin, but to-day he knows that it was an act of kindness in "literally forcing him to take out the policy."

A life agent is doing a man a great service when he induces him to invest in life assurance.

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

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