



IN THE PUBLIC EYE.

The people are the judges.

The Sun Life of Canada is evidence of this.

Never in the history of life assurance in Canada has a company made such inroads into the hearts of the people as the Sun Life of Canada has done. This is true, not alone in Canada, but wherever the Sun Life of Canada does business. There must be a reason.



The reason is not hard to find.

The Sun Life of Canada has policies the people want and they give what they promise, and it is clear at a glance that a Company that will do this is bound to be popular with the people.

This the Sun Life of Canada has done, and this they intend to continue doing.



To illustrate this, we give a letter received from a policyholder, Mr. E. B. Biggar, publisher of the "Canadian Engineer," Toronto. He writes under date of November 14th, 1898, as follows:

"I have to thank you for your settlement of my first policy in your Company, in anticipation of its maturity. It is a pleasure to note that *the profits have been in excess of your own calculation*, but it only *confirms* the impression that *I have always had* of the sound management of the Sun Life of Canada. My relations with your Company and its Montreal staff have always been of the pleasantest kind, and if I can afford any additional insurance to what I have now, I shall not forget the Sun Life of Canada."



Remember if you want all that is modern in life assurance the Sun Life of Canada has it.