

SUNSHINE

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SUN LIFE ASSURANCE COMPANY OF CANADA,
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A. M. MACKAY, *Editor.*



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SUN		MON	TUE	WED	THU	FRI		
10	11	12	13	14	15	16	17	18
6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30	31				

Reciprocity.

SUNSHINE readers have become familiar with our custom of publishing letters from policyholders, congratulating the Company upon the profits that are being paid to them.

Our reason for doing this is that we much prefer the policyholders to blow the trumpet of praise about the results of our policies than to do it ourselves.

It is more effective.

These letters have a human interest ; they show that the paying of money is mutually interchangeable between Company and policyholder.

In the case of the Sun Life of Canada the " Premium Notice " is inevitably followed by the " Dividend Notice," and we presume the latter is more welcome than the former.

This is the kind of mutuality that is of practical value to policyholders.

The policyholders give to the life companies ammunition in the shape of premium income, and they look to the companies to enrich the premium deposits as best they can by safe and profitable investments.

That the Sun Life of Canada overreaches the highest expectations of its policyholders is evidenced by the hearty