



MR. THOMAS GILROY,
Manager Sun Life of Canada,
City of Winnipeg.

Mr. Thomas Gilroy, manager of the Sun Life of Canada for the city of Winnipeg, enjoys the distinction of being the longest in the Company's service of any of its officials.

Mr. Gilroy early turned his attention to life assurance, and in the year 1871 was appointed inspector of agencies for the Sun Life of Canada, which had begun to issue policies only a few months previously. Mr. Gilroy established the first agency and secured the first application outside of Montreal, the locality being Brockville, where the Company has ever since been favorably regarded.

After eleven years spent in opening up agencies throughout Ontario, he was appointed first to the general agency at Winnipeg, and is now City Manager for that agency.

Throughout his many years of service Mr. Gilroy's zeal and fidelity have been unremitting, and the wonderful growth of the Company during his long connec-

tion with it naturally affords him no small degree of pride and satisfaction.

In 1871 there were only 100 policies in force for a total sum of \$200,000. At the close of 1899 there were 48,925 policies, assuring nearly \$53,000,000.

Mr. Gilroy has always taken an active interest in public affairs, was a member of the city council of Winnipeg for several years, and in 1895 was elected to the civic chair, which he filled to his own credit and the approval of his fellow-citizens.

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Strength.

In all respects, indeed, the current accounts may be said to be the best as yet sent out by the Sun Life of Canada. Strength seems to have been gained in every direction.

Each year it becomes more than ever evident that the Sun Life of Canada is destined to shine as an assurance star of the first magnitude. Already as a fact it has obtained a high position among the younger enterprises.

—The Insurance Observer, London, Eng.

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What is Life Assurance?

"What is life assurance? 'Tis a band
That grasps the Future by the hand
And weds it to the Present.

It is an act that surely proves
That thoughts run not in selfish grooves,
So tends to make life pleasant.

It binds those living—when one dies,
Welds close the links of human ties,
And tests love's strong endurance.

It teaches thrift, care and forethought,
Yields value far more than is bought:
This, this is life assurance."

—E. J. H., in Commercial World, London.

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The lie indirect is often as bad, and always meaner and more cowardly than the lie direct.—Ballou.