

SUNSHINE

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SUN LIFE ASSURANCE COMPANY OF CANADA,
AT HEAD OFFICE, MONTREAL.
A. M. MACKAY, *Editor.*

May 1903													
SUN	MON	TUE	WED	THU	FRI	SAT							
1st Qu.	2nd Qu.	3rd Qu.	4th Qu.	1st Qu.	2nd Qu.	3rd Qu.	1	2	3	4	5	6	7
3	4	5	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



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A New Record.

The Sun Life of Canada so often breaks its own best records in the matter of business-getting that a new victory does not create much surprise. The latest record-breaker is chalked down for the week ending March 31st. On that date the board of directors had laid before them the largest amount in applications ever received by the Company in any week in its successful history. This excellent week's work was not the result of any special "boom," but came to the Company in the ordinary way. The Sun Life of Canada is not spasmodic in its work. The "boom" element is never allowed to enter into its plans. The management would rather trust their growth to popular and equitable policy contracts, careful management, an efficient and trustworthy agency staff, thorough organization and a keeping-everlastingly-at-it policy than to an intermittent push now and then, knowing that the growth of a company, to be steady and permanent, must have that which is conducive to growth—then success is natural. The first three months of 1903 show gains over former years, and augurs well for a splendid advance throughout the year, to its close.

A Moral Benefit of Life Assurance.

While life assurance is doing a great work in aiding men to save money for future contingencies ; it also does a great deal for men in the matter of character-building that cannot be computed