

Five Formulas Worth Twenty Millions Each.

Russell Sage, the dean of American financiers, set out in pursuit of his present \$100,000,000 as an errand boy in a country grocery store. His maxims are these :

1. Be temperate and you will be happy.
2. Plain food, an easy mind and sound sleep make a man young at eighty-three.
3. Opportunities are disgusted with men who don't recognize them.
4. Despair is the forerunner of failure. Next to a fat purse is a "stiff upper lip."
5. When a man "looses his head" he mustn't complain about the other fellow taking an advantage. Keep cool and freeze out the enemy.



STEPHEN GIRARD BUILDING,
PHILADELPHIA.
HEADQUARTERS OF THE SUN LIFE OF CANADA,
FOR PENNSYLVANIA.

Nothing Succeeds Like Success.

At this late date it is hardly necessary to argue long with the average wide-awake man about the value of Life Assurance—this truth is conceded.

Neglect is the evil that is keeping thousands of men from fulfilling their duty to themselves and their friends. They know what is right, but the rush and whirl of business forbids them to come to a decision. Sometimes we have met with men who were undecided as to the Company in which they should place their trust. It is natural for us to say that the Sun Life of Canada is a Company that appeals as first-class in every respect ; but leaving our personal interest out of the matter, and taking the Company on its record, it stands ahead of any other Canadian Company, both in its attractive profit producing policies and in its management.

That the Sun Life of Canada is meeting with such a large measure of success shows that it must be worthy of it, for in these days of keen competition in the Assurance world a Company must deserve success before it gets it.

A glance at the progress of the Sun Life of Canada on page 175, will warrant us to claim for it the most successful career of any Canadian Assurance Company, not excepting any.

During the past five years the income of the Company has increased over one million dollars. The Assets have doubled, and the Assurance in force has also doubled.

We state these facts for thinking people, so that in their decision they will give preference to the Sun Life of Canada and join hands with a success.