

"Was his life assured?" is about the first question asked when the death is announced of a man with a dependent family. Why? There *must* be a reason.

We haven't been saying much about it, but it is as well that you should know, that from present indications, the year 1902 will be one of the very best in the history of the Sun Life of Canada.

The unassured man trusts wholly to luck. We all know what a fickle thing luck is.

The young man who has to economize to meet his life assurance premiums is a good deal better man, with emphasis on *man*, than the happy-go-lucky chap who spends all his money entertaining himself.

Just as well to enjoy as much ease of mind as it is possible in this world. If you want to get clear of the ghastly spectre of poverty and want in the future, life assurance will do it for you.

Still Winning Prizes.

Mr. Gilbert C. Jordan, who, it will be remembered, won the prize for the largest amount of business written in Canada in 1901, is still winning prizes. Quite recently he visited Head Office, and we had the pleasure of meeting Mrs. Jordan. Congratulations from us all.

The Difference.

Put \$100 in a savings bank. If you die to-morrow there's \$100 for your wife and family.

Put \$100 in a life assurance policy. If you die to-morrow, there's \$5000 for them.

That's different?

—Insurance Press.

Estate Created at Once.

Not many men can accumulate a thousand dollars, except through years of toil and pinching economy. Fewer still can lay up a fortune without working and saving and denying themselves during an entire lifetime that to which both their homes and minds are entitled. And if a man save a small sum or accumulate a fortune through dwarfing mind and starving his body, and then die, of what avail is it to him? He has come in the end, spite of his hoardings, to the pauper's inheritance — six feet of earth. He cannot take more out of the world than the pauper, may be not so much, nor is his grave likely to be either wider or deeper. Why doesn't he put a small part of his money in a life assurance policy, creating thereby at once an estate that he might not be able to accumulate though he hoarded for a full lifetime, and give himself, his family and his friends the benefit of the money he has thereby saved for his and their daily good. A life assurance estate is an estate in houses and lands and bonds, and is of the best and most permanent character. To his family it is worth in the very beginning many times the amount he has paid for it, and to himself in his old age it is every cent he has paid, and usually much more, for it represents, more often than not, just so much money he would not have, had he not invested it in life assurance. There may be a few men who are carrying too much life assurance, but they are not worrying half so much about it as some of their acquaintances who are skimping to save money that will never do them, or, in many cases, their families, any good."—L. D. Drewry.

The Sun Life of Canada is
"Prosperous and Progressive."