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Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
..	..	..	1	2	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	31	..
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Soliciting, and That Sort of Thing.

The greatest friends of life assurance, are those who are assured. They have stepped over the line of indifference, and are participating in the ease of mind which life assurance gives. Assurance solicitors tell us that it is very much easier to get a man who is already assured to increase his assurance than to interest the unassured. A valuable hint to new agents.

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Along this line, we are reminded what a policyholder of the Sun Life of Canada told us a few weeks ago. A dozen or more years ago, he took a policy for $1000 in this Company. The agent seemed satisfied with this conquest, and faithfully collected the premium each year, but never suggested an increase of assurance to the policyholder, while agents of other companies placed many thousands on the man's life in the meantime. Likely this man is not a solitary instance in that agent's town.—Moral, "Do not be satisfied with a small amount of assurance placed on a man whom you know can easily carry more."

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But there are two sides to every story. Some men take their first thousand so grudgingly, that all the persuasive eloquence of a Demosthenes could not move them to take more. They seem to take the policy and use it as an armour in fighting off assurance solicitors. These