SUISHINE

PUBLISHED BY THE

SUN LIFF ASSURANCE COMPANY OF CANADA, AT HEAD OFFICE, MONTREAL,

A. M. MACKAY, Editor.



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Immortality of Earning Power.

If we could only be immortal!

How many times has this desire made itself felt in the bosom of mankind! The wish to live forever has been inherent in man from generation to generation since the beginning of things.

The ancients spent a great deal of time energy and gold seeking the Elixir of Life, a divine draught or essence which should render them forever impervious to the attacks of Death.

But they died.

To-day we struggle to the last to stave off the advent of the Grim Reaper. We spend millions a year just to try to cheat Death of a few days' possession of our bodies.

But we die, just the same.

Physical immortality is an unrealizable dream. Man knows within himself that his spirit is immortal, but his body has got to die sometime, and that time is not so very far away at the best.

Dead men earn no money!

When the body dies the earning power dies with it.

Yet, you may argue, a dead man needs no money. Yes, but was he earning money for himself alone during his life? How about the widow and the children? Who is going to earn now for them?

Life assurance makes a man immortal!

That is, as far as his earning capacity is concerned. If he purchases a monthly