

trying to light up some places. It is necessary that sad subjects should be touched upon in a magazine devoted to assurance against the inroads of death, but these topics are dealt with only to throw light upon them.

The claim then of SUNSHINE to its name rests upon the fact that it has a gospel to preach which is really good news. It advocates a system of protection justified by centuries of experience, whereby the hungry are fed, the naked clothed, and the homeless sheltered. That these results are obtained where life assurance is adopted is certified to by the innumerable letters on our files testifying to the actual, tangible good accomplished and blessing diffused by life assurance. This is the reason *par excellence* why we entitle our little paper—SUNSHINE.



Was Shakespeare unconsciously predicting the international scope of the Company's operations when he wrote—
"The 'Sun' with one eye vieweth all the world?"



True Unselfishness.

A few years ago in the town of Port Arthur, Ont., a special agent of the Sun Life of Canada was canvassing a young man, 23 years of age, for a 20-Year Endowment policy. The consent of the prospect was secured, but the parents were bitterly opposed to the proposition. The young man was an obedient son, but he was likewise an affectionate one, and from his point of view the step he proposed to take was a wise one. He reasoned thus: my parents have had the trouble and expense of my up-bringing, and I owe it to them to leave something in the event of my death, by way of return for all they have done for me. So he said to the agent, "I'll go on with the assur-

ance, but, for the sake of peace in the family, we will have to do the business quietly." The application was made and in due time the policy for \$1,000 was issued, payable in equal parts to the father and mother.

Two years afterwards the assured was drowned while bathing in Thunder Bay, and then for the first time the bereaved parents were made aware of the action of their late son. Now what did that life assurance mean to the parents? It meant the wiping out of a mortgage of \$700 on the little home and a nestegg of \$300 in the bank, but, over and above that, it spoke of filial love and affection, manifested in true unselfishness.

Needless to say the parents in this case are now strong advocates of life assurance.



Significant Figures.

In the forceful essay on "Building for the Future," which won for Mr. R. B. Andrews, of Winnipeg, a prize award at the Dominion Life Underwriters' convention, some significant facts are quoted:

Of 1,100 persons in a Philadelphia almshouse, only three were found to have been beneficiaries of life assurance. In the Montgomery County (Philadelphia) almshouse, none of the 133 inmates had been beneficiaries of life assurance. Of 6,000 children passing under the observation of Father Lynch, of Chicago, at one of the large church asylums, the parents carried life assurance in not more than 12 cases.

In the light of such facts can you wonder if SUNSHINE urges upon the unassured the necessity for making provision for dependent ones, in what it considers the safest way, by means of a life assurance policy.



Life assurance is a fortune, bought and paid for on easy instalments.