

Sunshine.

PUBLISHED BY THE SUN LIFE ASSURANCE COMPANY
OF CANADA.

MONTREAL, MARCH, 1896.

NOT A LUXURY BUT A NECESSITY

In its infancy, life assurance was, no doubt, very generally regarded as a luxury to be enjoyed mainly by the well-to-do. The premiums were high; the conditions of the policies very restrictive, and the companies undertaking the business made but little effort to secure applications, conceiving it to be the concern of the public to come to them in the relation of humble suppliants whose requests would be granted only upon consideration and severe examination.

In many respects, the past half century has wrought a wonderful change. The public now no longer seeks the companies, but the companies seek the public, and that right zealously. The premium rates have been reduced to a more equitable basis, and the restrictive conditions have one by one been removed until a policy like that now issued by the SUN LIFE ASSURANCE COMPANY OF CANADA has become, in the hands of honest folk, a simple promise to pay a definite amount upon the policy becoming a claim or reaching maturity.

One of the most beneficial results of this change is the altered conception of life assurance itself. It is no longer regarded as a privilege of the rich, but as a necessity for all whose earnings are in excess of necessary living expenses.

Growing out of this there has come a vast enlargement in the scope of life assurance. The first policies contem-

plated only one contingency--the death of the assured, and the payment to his legal representatives of the sum stated on the contract. To-day, the variety of insurance contracts is so great as to become almost bewildering. Not merely one contingency, but many may be provided against, and the possibilities of life seem to be so fully met that it is not easy to conceive what improvements the coming century will be left to make.

Under these circumstances it is not too strong a statement to make that the man who has any one dependant upon him, or who would wisely provide for his old age, has no moral right to neglect life assurance if he can at all afford to pay a premium. The situation has come to be this: taking into account the numberless advantages offered by a good policy in a good company; the reasonable rates of premium; and the exhaustless energy shown by the agents of the companies in canvassing for applications, no man within the bounds of civilization has any excuse if he refuses to avail himself of what may be fair, termed one of the necessities of the day.

Yet statistics show that at the most not more than one in five of all those who might, could, and should insure, are carrying policies on their lives. Evidently, there is still much scope for "missionary work" on the part of the companies, in which beneficial work the SUN LIFE and "SUNSHINE" are prepared to do their full share.

An instance of the ludicrous errors made by readers of the subscription libraries is given by one of the librarians, who, after referring to the uncertainty of some subscribers as to whether the book they wanted was "The Stickit Minister," by Crockett, or "The Crockett Minister," by Stickit, says that one customer recently inquired for Miss Beatrice Haraden's popular book under the title "Sheep that Pass in the Night."