

Sunshine.

PUBLISHED BY THE SUN LIFE ASSURANCE COMPANY
OF CANADA.

MONTREAL, JUNE, 1896.

LIFE ASSURANCE for the MASSES.

In its inception the application of life assurance was necessarily limited. The premiums were high, the contracts very strict in their conditions, and the selection of lives controlled by highly conservative rules. The Companies engaged in the business made little effort to hunt up clients. Having secured the required capital, established themselves in comfortable offices, and indulged in a modicum of advertising, they then sat still and waited for people to come to them. In those days the would be policy-holder was literally an "applicant," whereas now, it is the Company through its canvassing agents that is the "applicant," and very little business would the best of them have to do if they assumed the attitude of their forerunners.

The natural consequence of the methods indicated, was that the benefits of life assurances were confined in the main to the moneyed classes, and the vast body of the people had no share in them at all. Hence the remarkable development, in England particularly, of all sorts of benefit and burial clubs and societies, which, as a rule, having their headquarters at a public-house, were prone to effect more evil than good in their workings.

The way that these organizations abounded and flourished made it clear that they supplied a real need, and suggested the introduction of industrial assurance. Led by the huge Prudential of London,

this new form of life assurance has assumed gigantic proportions in Great Britain, and there would seem to be no practical limit to its growth other than the exhaustion of available subjects.

In the United States also some worthy imitators of the English models have sprung up, and within the past few months the Sun Life of Canada has entered the same field.

There is, however, an important distinction to be noted between the ordinary Industrial policy, and the Thrift policy issued by this Company.

While the premium rates, and the amounts for which policies will be issued are so moderate as to bring them easily within reach of the provident members of the wage-earning masses, the premiums are not made payable weekly, but in the same way as those on ordinary policies.

Moreover, the policies are not as in the case of the Industrial Companies issued only in the non-participating plan. They all earn *guaranteed bonus additions*, and consequently increase in value yearly.

Furthermore, the Company's Automatic Non-forfeiture system applies to the Thrift policies.

They are, therefore, to all intents and purposes ordinary policies in miniature, and when one considers that in spite of the diligence of the Companies and canvassers, only one-tenth at most of the assurable lives in this country now carry policies of any kind, the field for the Thrift policy of the Sun Life Company of Canada is manifestly a vast one.

UP TO THE HILT.—"Weren't you surprised when he proposed?" "No, why should I be?" "Every one else was."

WISE IN HIS GENERATION.—How did you make yourself so solid with the girl's mother?" "Met her in the hall one evening when I called, and mistook her for the daughter."