

SUNSHINE

PUBLISHED BY THE
SUN LIFE ASSURANCE COMPANY OF CANADA,
AT HEAD OFFICE, MONTREAL.

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A Question of Price.

Suppose your landlord came to you and said that he would give you a lease to-day at a certain figure, the lease to run as long as you wished and to be binding upon him alone, but that if you failed to sign a contract to-day he would raise the rent.

Suppose also that you found every other landlord would offer you the same and no easier terms.

Wouldn't you be in a hurry to sign that contract?

You *must* have a house of some kind, and if you can save on your rent by signing to-day, why, of course you will sign.

There is something else just as necessary for the protection of your family as your house is. This can be secured more cheaply if you sign up a contract now than if you wait a little longer. And the contract is one that binds only the other party, not yourself. We are speaking of life assurance.

We are confident that most men realize to some extent the value of assurance and mean to take out some later on.

But later on is so often too late! And even if it is not, the later assurance is taken the dearer it is.

To protect his family by means of life assurance is the sacred duty of practically every man. Assurance is as necessary as a roof over your family's head, and the payment of premiums is as vital a responsibility as the payment of rent.

Better attend to it now—the price goes up to-morrow.

A Living Wage.

This slogan of the labour leaders, being but another term for the first law of nature, makes a very direct appeal to toiling humanity.

You have considered, not without sympathy, perhaps, the claims of that