

SUNSHINE

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A. M. MACKAY, *Editor.*

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Public Confidence.

"They say! What do they say? Let them say!" This maxim, if it can be so called, may have been workable in the distant past by Eastern potentates, but it is not for this century—particularly for a life assurance company. A New York politician some years ago gave expression to the infamous remark, "The public be damned." The politician lived long enough to find out that the public would not be "damned." Any institution whose success or failure depends upon public confidence has to be very jealous of its actions. This shouldn't be the motive for its actions of right—because it is watched, but its line of conduct should be right—because "right is right." The Sun Life of Canada has been, we are very thankful to say, much in the public eye and has attained, by its square-dealing, public confidence. The letters received from policyholders daily are but evidences of success in this direction. Every issue of SUNSHINE would be minus any other reading matter were we to publish all the letters we receive. We only endeavor to make a selection from different parts of the country. Some may say that other companies receive similar letters. That does not matter, it only shows that they also enjoy public confidence. There are scores of first-class companies. This month we give a double page of letters from policyholders and we trust they may be read. Let us