

SUNSHINE

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The Force that Wins.

We commend to our readers an address by Mr. Sanborn, of Omaha, a part of which is printed in this issue.

This should appeal particularly to young men, no matter what their calling in life. It contains mighty truths, which are in a great measure the key to a successful career.

The world is too barren of men who have definiteness of purpose so woven into their being that they can by their earnestness impress others.

The keynote of success of the great apostolic evangelist was in his own statement "This one thing I do." In modern times the great Moody was an example of the same idea. The success of the army general is in his mapping out definitely a plan of action and making everything bend to his plan.

The success of a life assurance solicitor is also in his strength of purpose. He must be controlled by the importance of his great work. If he is a mere hireling and thinks only of the "loaves and fishes," he will be a "light weight" in dealing with earnest men.

The assurance business has many strong men, who believe in it with all their soul, and are concentrating all the powers of their being to its advancement.

Would that there were more—that every assurance solicitor realized fully what it means for the head of a family to be unprotected—that they would have a vision of wife and helpless children,

thrust upon the charity of others by the improvidence of the father, and that this vision—which is too real—would so grip their lives that all objections would be withered by the scorching rays of truth, and victory be gained.

A life assurance solicitor has to deal with men. He should be one of the highest type of men. He should know men, and to know men—to win them to action—means mental force.



The Sun Life of Canada is
"Prosperous and Progressive."



Don't do it!

Don't drop a policy of life assurance, for if you are foolish enough to do so you are pretty sure to be wise enough afterward to very bitterly regret it.

To drop a policy of life assurance is one of the most unwise things you can possibly do.

After you have once paid good money on a policy, you have acquired a valid money interest in something which you cannot abandon without loss.

Maintain it, because you have put your money into it.

Maintain it, because it is the best possible shield from distress and destitution.

Maintain it, because it is the best friend your wife and children can have.

Maintain it, because its maintenance gives you peace of mind and comfort that you could not otherwise have.

Maintain it, because it is your bounden duty to do so.

Don't drop your policy.



—Ingleside.

First Boy—Is your father as good as his word?

Second Boy—Better. He often threatens to whip me and then forgets it.