

# SUNSHINE

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## Life Assurance Not Under Question.

The following editorial from the *Monetary Times*, Toronto, strikes the right key as regards the soundness of the principles of life assurance:

To read some articles in the public press and to hear the comments of some "men on the street," one would imagine that the principles, and, indeed, the whole basis of life assurance, were in the crucible for investigation. Recently things have gone wrong with one or two of the great life assurance companies in the United States, and the cry goes up, "Investigate." But it is not life assurance that is being criticized; it is not the principle that has been at fault, or that is to be investigated; it is the management of a number of men in the business, influential in one city, it is true, but still few. Their methods have been wrong; but the great and inestimable value of life assurance itself remains unshaken.

"It must be remembered that as a great financial institution, life assurance is comparatively a new thing. Yet during its lifetime many far-reaching upheavals have taken place in other forms of business. Banks have gone under, loan com-

panies have collapsed with far-reaching disastrous results to those interested. The history of life assurance, considering all things, has been singularly serene, the faulty methods of a few who tried to snatch undue benefit for themselves out of the necessities of others have only had the consequence of bringing to bear a fierce light upon the whole system of life assurance, in the glare of which its incalculable advantages to the public welfare and its nearness to perfection as a human institution have only been brought still more prominently forward.

When one brings himself to think out the subject in its depths, the surprising thing is that with, comparatively speaking, such a financial innovation as life assurance, the weaknesses have been so unimportant, and that they have been discovered so speedily, and when they have caused so little detriment to the interests of those having their money invested therein. And allowing all possible latitude for the effect of these weaknesses and shortcomings, the fact remains that life assurance, for the combined safety and beneficence of its mode of investment, occupies a preeminent position which no mere individual slackness on the part of a few of its officials can ever shake. This should be borne in mind without fail, not only by readers of the sensational stuff that has lately been appearing in the public press, but by agents soliciting assurance from persons who revamp this kind of nonsense as their own excuse for not putting their names on the dotted line."



## Greetings to the President.

In the report of the Agency Convention given in another column in this number, reference is made to a telegram sent by a Committee, appointed by the Convention, to Mr. R. Macaulay, Pre-