

Advertising Ireland.

We understand that an association has been formed with headquarters in Dublin for the purpose of inducing more tourists to include Ireland in their itinerary. Agents possessing persuasive powers of a high order, all of whom have performed the famous feat of osculation at Blarney Castle, will be sent to America to return on popular lines and impress passengers with the glories of Ireland. "See Ireland and die," will be their rendering of the hackneyed saying. Each agent will be armed with a supply of photographs of Irish scenery, from Killarney to the Giant's Causeway, guide-books, railway time-tables and other arguments. Every passenger will be made to understand that unless he sees Ireland he will have lived in vain. When the boat touches at Queenstown it is hoped that a considerable number of the passengers will take the tender there, instead of proceeding directly to Liverpool. The expense of all this missionary work is to be borne by the association, which is composed of all classes of citizens who have the progress of Ireland at heart and realize the financial benefits that should accrue from the tourist industry. SUNSHINE adds its mite by giving several views of Ireland in this issue, which will, we trust, be of interest to the many thousands of Irishmen all over the world.

Longevity in Ireland.

The Registrar-General for Ireland says that nearly 20 per cent. of the people of the Emerald Isle die of old age. There are, he says, 212 Irish men and women now living over 100 years old, a proportion far above the average of most nations.

Has This Occurred to You?

During a limited period of this life almost every man is assurable. You are

supposed to be so now. There comes a time in every man's life when he is no longer assurable. With you, that time may be next week or next year. Act while you may—to-day.

An Englishman went into a restaurant in a New England town and was served for his first course with a delicacy unknown to him. So he asked the waiter what it was, and the waiter replied:

"It's bean soup, sir." Whereupon the Englishman, in high indignation, responded:

"I don't care what it's been; I want to know what it is!"

Which is Your Month?

According to an old astrological prediction, if a girl is born

In January, she will be a prudent housewife, melancholy but good-tempered.

In February, an affectionate wife and tender mother.

In March, a frivolous chatterbox, somewhat given to quarreling.

In April, inconsistent, not intelligent, but good-looking.

In May, handsome and likely to be happy.

In June, impetuous, frivolous, and will marry early.

In July, passably handsome, but sulky.

In August, amiable and practical, likely to marry rich.

In September, discreet, affable and liked.

In October, pretty and coquettish and unhappy.

In November, liberal, kind, of a mild disposition.

In December, fond of novelty and extravagant.

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