

SUNSHINE

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A. M. MACKAY, *Editor.*

| O | | October | | 1911 | | | |
|-----|-----|---------|-----|------------------|-------------------|-----------------|-------------------|
| SUN | MON | TUE | WED | THU | FRI | SAT | SUN |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| | 29 | 30 | 31 | Full Moon 10h | Earl Quail 10h | New Moon 10h | Full Quail 10h |



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This Month's "Sunshine."

We know our readers will not object to the giving over of this number of SUNSHINE to the Sun Life's agency force of Canada and the United States. Only one in twelve is their demand, and they are such a hard-working and good lot of men that they deserve this recognition.

Too much cannot be said of the hard-working man who, with rate book and application form, pursues his calling in season and out of season. Many a home is blessed to-day by home comforts that would be in want and desolation were it not for the persistency of the life assurance agent.



The Life Agent.

Very few among the many thousand policyholders of the Sun Life of Canada took out policies without being canvassed. There seems to be voluntary action in almost everything else but in the matter of life insurance. A man will seek out the fire insurance agent and have his buildings and other valuable things insured. If he had forgotten to get his fire policy renewed and thought of it after being snugly tucked away for the night, he would hasten to the telephone and make the matter right until morning, in fear fire might come along his way and wipe off his accumulations. Yet that same man, perchance, will sleep the sleep of the just with no life assurance, and it never crosses his mind seriously