

SUNBEAMS.

"Always look on the bright side."

ISSUED EVERY SATURDAY
BY THE
SUN PUBLISHING COMPANY,
Temple Building, Montreal.

ADVERTISING RATES:

Single Insertions,	12½ cents per agate line.
One Month (Four Insertions),	10 " " " "
Three Months (Thirteen Insertions),	8 " " " "
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ONE HUNDRED DOLLARS

IN PRIZES,

FOR THE READERS OF "SUNBEAMS."

COMPETITION NO. 1.

The publishers of SUNBEAMS will pay Fifty dollars to the reader sending in the largest number of yearly subscriptions prior to Sept. 30 next. Competitors must send in at least five subscriptions.

To meet the fears of sceptical people who are afraid to subscribe to a new publication lest its existence should be short-lived, it is provided that all subscriptions sent in by competitors prior to June 30 will be payable three months after date of the first issue received.

As a further inducement, the subscription price of SUNBEAMS to competitors will be \$3.00 (the regular price being \$4.00). Each competitor will therefore have 25 per cent. on every subscription and a chance for the grand prize of Fifty dollars. Of course, if you wish, you can greatly increase your chance of the prize by sacrificing your commission and taking the enormous number of subscribers you will be able to get at \$3.00. Send in your subscriptions as you get them.

COMPETITION NO. 2.

Fifty dollars will be paid to the reader of SUNBEAMS sending in the largest number of SUNBEAMS coupons prior to January 1, 1891. The SUNBEAMS coupon will be found at the foot of page 17, in this and every issue. It was first printed in the issue of May 10. Get as many as you can and go in for the prize.

Address, "Prize" Editor, "SUNBEAMS" office
Temple Building, Montreal.

SUNBEAMS' double page cartoon this week is a specially interesting one. It shows how thoroughly Canada's youngest and brightest illustrated weekly is outstripping its older contemporaries in the race for popular favor. SUNBEAMS' American contemporaries are given a place in the race, because in its particular field they are its only rivals. Several of them have hitherto numbered many subscribers in Canada, who are now delighted to find that they do not require to send over the border for a humorous weekly of the highest order.

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IT is customary for new journals to announce in their first numbers that they have "come to stay." While SUNBEAMS had no intention of being a transient visitor, it carefully omitted this statement in its first issue, realising that its longevity depended upon the public and not upon its own conscious merit. Its success has now put the question beyond doubt. SUNBEAMS has therefore much pleasure in informing its subscribers and the public that it has "come to stay."

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THE prize competition, announced on this page, offers a rare chance to our enterprising readers to do their friends a kindness by bringing SUNBEAMS to their attention, and at the same time to acquire some of that commodity which always makes good work so much more interesting. Go in and win.

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THE editorial sanctum has been flooded with suggestions in regard to the best method of curing the blues since that most attractive subject was discussed on this page two weeks ago. The cures are as varied as they are interesting. One correspondent, a man, recommends two cocktails, a generous mint julep, or three glasses of sherry flip. Whether taken together or singly he is quite sure they will make the bluest mortal as happy as a boiled owl within 15 minutes. But perhaps the most sensible remark is made by a lady, who says that the cause of all blues is selfishness, and the cure is unselfishness. Probably she is right. But there be many who still believe in cocktails, and many more who will continue being occasionally blue in spite of all the cures in Christendom.

STRAY RAYS.

THIS said the only secret a woman can keep is her age—but poor Queen Victoria cannot even keep that.

Some matches are made in heaven, but Canadian matches are made in Hull.

Open to criticism—The Art Gallery.

On the fence—The boy who has not got money for the Lacrosse match.