

Sunshine.

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J. MACDONALD OXLEY, *Editor.*

SUNBEAMS.

Sir Walter Scott told his biographer, Lockhart, that the profession of letters (the making of books) was a good staff, but a bad crutch for a man to lean upon. Few men are able entirely to live by literature alone, and as a matter of fact of what trade, profession or occupation can it be truthfully said that a man can absolutely depend upon the fruitage of it to his old age? Not alone may the work of a man's hand or brain fail him in his hour of need, but he may fail to be able to use the figment of his hand or brain when that time comes. A policy in the Sun Life of Canada on the contrary is the best staff and the best crutch for any man to lean upon, be his occupation what it may. The wise man, therefore, is he who shall secure for himself such a staff for his support against the hour of need. Between six and seven millions of people, men, women, and children, are assured in old line (ordinary) and industrial companies in Canada and the United States. These millions are all property owners, (for the possessor of a life assurance policy is a property owner, and what is more he owns a species of property unlike any other in that it becomes an immediate cash asset at death or endowment). It is a species of property which needs no "financing," it needs no perennial "improvement," the fluctuations of "hard times" and "tight money" do not affect it while he possesses

it, it increases in value with time, it is fire-proof and indestructible, it is water-proof and cannot be flooded, it is burglar-proof, thieves cannot break in to steal it, the cost of it is a mere trifle, the benefits to be derived from it cannot be expressed in mere words.

The intelligence and honesty which prompts a man to provide for the present needs of home and family, and the love which deems no sacrifice too great to so provide for them, will never consider the work completed until the fruits of that labour and sacrifice are secured to "the folks" in the future by life assurance. Hence it is as much the duty of every agent in the Sun Life of Canada to see to it that every honest man has the various plans of assurance of the Sun Life of Canada presented to him, as it is for the head of every family to seek and secure the security which a policy in the Sun Life of Canada affords and provides. This is simple reciprocity between man and man—a system of give and take which blesses alike him who gives and him who takes.

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The Sun Life of Canada is known far and wide as being one of the most prosperous and progressive companies in the world. It is a policyholder's company. The policyholders large and small share in the Company's prosperity to the extent of 95 % of the Company's profits. Over \$200,000 was paid out in cash profits last year.

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The Corinthian helmet worn by Minerva the Greek goddess of war, wisdom and all the liberal arts, "as o'er the Dardan fields in arms she ranged," was peculiarly and specially designed as a shield for perfect protection just as the policies of the Sun Life of Canada are designed to furnish protection of the most perfect kind for men, women and children, (gods and goddesses in their own right) in war, wisdom and all the liberal arts in the piping times of peace.