

SUNSHINE

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O		October		1909			
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	

Eventually—Why Not Now ?

Now that the North Pole has been twice discovered, the holidays over and all things else of a digressing nature out of the way, let us sit down and have a chat about that life assurance policy you thought of giving the Sun Life of Canada "after the holidays."

The other day we noticed an advertisement of a flour concern. They had a bag of flour on a table. Over it was the lone word—"Eventually," and underneath—"Why not now?" So let us put a Sun Life of Canada policy in the place of the bag of flour (life assurance is almost as necessary as flour) and there you have the gist of our chat.

Sometimes patrons of bargain stores go from store to store sampling and in the end buy something that is unsatisfactory. The more they sample the farther they get away from their true requirements.

You don't need to go about sampling life assurance. Stop at the Sun Life of Canada's counter and you will never be dissatisfied. We never have said, and we hope we never shall say that the Sun Life of Canada is the only Company on earth that gives satisfaction; for, as the slang phrase goes,—"There are others." But we do sincerely believe that the policy