

SUNSHINE

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A. M. MACKAY, *Editor.*



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December							1910		
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.			
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"Sunshine."

In the first place sunshine is *free*. The light of day is one of the necessities of life that as yet no trust controls, and of our paper we may say that all our readers are welcome, free of cost, to whatever brightness it brings. Sunshine is free; so is SUNSHINE.

Again, sunshine is *universal*. So too, following the operations of the great and growing Company of which it is the organ, SUNSHINE is finding its way into all lands. When it is night in Canada our readers are looking over our pages in Bombay or Singapore, and *vice versa*.

Sunshine, too, is *impartial*. Perdita, in "A Winter's Tale," says :

"The self-same sun that shines upon the court
Hides not his visage from our cottage but
Looks on all alike."

And the message of SUNSHINE is not delivered to the *rich*, but to the rich and poor alike. It brings a message of hope and offers even to the poor substantial protection.

Fourthly, as the preacher would say, sunshine has the property of bringing *good cheer*. True to our name we too endeavor to radiate good cheer—to brighten our pages with the best pictures procurable and the best paragraphs written upon our favorite theme of life assurance.

In the next place, sunshine is *sanitary*. Plenty of light is essential to health. Where the light penetrates unwholesome conditions vanish. We are