

The New Manual.

On January 1st the several agents of the Sun Life of Canada will have the new manual in their possession. This is the book that is eagerly read by the agent. It is his daily, and nightly, companion. He knows it better than he does his Shakespeare—we very nearly said—his Bible. From it he gets his encouragement. To it he appeals when in doubt. From it he looks into the future, and talks many decades ahead of his time. It is his friend in prosperity—his friend in adversity, and when he becomes too old to look for more applications, it will have a prominent place on the book rack, and will speak of "the good old days."

Yet, with all his admiration, perhaps it would still be increased if everything about this little book were known.

There are many things that are hidden from the agent. The heartaches of the men who do the calculating and the planning, the weakened sight of the men who take into their eyes every figure and period and semicolon and letter; who read it, not for information—not they—but with a pencil sharpened to stab, they are on the war-path for the upsidedown letter, and the changed figure that would put the

finely worked out estimates all askew. They read it once, twice, and many times. It worries them, they worry the printer; he smiles, and gives another promise and works away. The bindery girls sing their time away and fold the many parts that go to make this innocent looking little book. After all is over, and the work is done; the first thing that meets the eye is some such word as "annual" stare us in the face like this, "annnal"; or the name we are so familiar with, "The Sun Life Assurance Company of Canada," meets us like this, "The Sun Life Assurance Company of Canaba." We look at the originals—the "proofs" many—and we find that the wicked type was wrong all the time, and sneaked through every proof, to provoke us to the end of our days. The only thing that we will ever see is a "u" turned upside-down, or our beloved Canada "misspelled." If you don't see these things happy are ye.

We know you will treat this book lovingly; but for the sake of the people who have brought it to where it is, give it an extra touch of fondness.

May it aid you, Mr. Agent, in rolling in bundles of applications to the Sun Life of Canada.

The New Business

Written by the

Sun Life of Canada

During 1899, aggregated nearly

\$15,000,000.00