

Good Advice, Perhaps.

"Study well your own Company, and you are pretty sure to succeed."—Insurance Press.

The above is, we think, good advice. The agent who has every bit of necessary information at his finger ends is the one who inspires confidence. After all, the personality of the agent has much to do with his success or failure. Although the literature you may circulate speaks of millions and may be bound together with cords of silk, if it is presented in a wishy-washy manner the effect will not be good.

Some men come to our desk and present their card in such a scared way that failure, naturally, accompanies the card.

Some time ago we received a man who was agent for a series of valuable books. The price was also on the "valuable" side. The man who presented the sample book knew his business so well, that in less than five minutes our name helped to swell his already large list and, believe us, we thanked him for calling—we couldn't help it. He was master of the situation.

Study your Company, speak with authority, impress upon "your man" that the Sun Life of Canada which you represent is one of the best, and that he should be assured in this Office.—Of course this is for the new men, the "fathers" need not read it.



Old French Sally Port, Annapolis Royal, N.S.
Showing Officers' Quarters.

Teaching a Soldier to Shoot.

He is taught that the bullet travels through the air in a curved line, called the trajectory, and that three forces act upon it: first, the exploded charge, tending to drive it forward in a straight line along the line of fire; second, the force of gravity, and third, the air resistance. At 200 yards, owing to these forces, the bullet travelling at the rate of 2000 feet a second, will have fallen about two feet. In the excitement of firing at close quarters the aim will invariably be too high. It has been calculated that when the enemy approaches within 350 yards the soldiers will instinctively fire as much as two feet or three feet above their heads. Now, it has been found by experiment that the fact of fixing bayonets will cause the bullet to drop a distance of about $2\frac{1}{2}$ feet in 350 yards, and, therefore, when this distance from the enemy, soldiers are instructed to fix bayonets, in order to counteract the excessive elevation of their aim.

The recruit learns that the mean extreme range of the bullet is 3500 yards, and that the longest shot ever observed was 3700 yards. He is taught the penetrating power of his weapon, a subject full of interest. To take one or two examples, rammed earth gives less protection than loose. Bullets easily find their way through joints of walls, while a concentrated fire of about 150 rounds at 200 yards will breach a nine-inch brick wall. Only experience can teach a soldier how much he must aim to the right or left of his mark to counteract the force of the wind. A side wind has more effect on the flight of the bullet than a wind blowing directly toward the firer. The soldier must learn the habits of his rifle, since some shoot higher or lower than others. Every rifle, like every marksman, has its own individuality.—Pearson's Magazine.