

BUSINESS IN THE STATES.

Henry Clews & Co. say, under date New York, September 24th, 1898: "The money market has reached a point at which a turn towards ease can be but a matter of a few more days. Each day of the week the Sub-Treasury has been a large debtor at the Clearing House; and the amount of money sent to the interior has been quite nominal. The great factor portending ease, however, has been the activity of the gold movement from Europe. Up to the close of yesterday, the foreign engagements for the shipments of gold to New York aggregated close upon \$14,000,000. By the end of next week the whole of that sum will have found its way into the city banks; and the large supply of export bills coming forward indicates further large importations of the metal.

In the mercantile markets there is a steady, healthy movement, but none of the boom that some have expected as a result of the close of the war. Nor is this surprising; for as the war produced virtually no interruption of business, its end could not be expected to bring any boom all at once. The symptoms in politics, however, are not altogether assuring, and some interests may be in some measure held in suspense until the end of the Paris Peace Conference is reached. Some unwelcome surprise is felt at the silver issue again raising its head in Western politics. The politicians of that section feel impelled to take up the old fad in the absence of other politics that would attract public interest. The Money Conference recently held at Omaha showed by the composition of its attendants and the spirit of its speakers that there is still enough of the old free coinage spirit among the politicians to keep up a certain amount of agitation; and this is unfortunate in view of the distrust which the past excitement has created in European investment circles. It is well that this foreign jealousy about our money standard is so vigilant; for it is precisely at that point that any attempt to force the adoption of free coinage would meet its first check. For we may prostitute the force of law by compelling our own citizens to accept an unstable or depreciated form of money, but we can apply no such compulsion to foreign countries. For all that we buy from them they would demand settlement in gold; and if we should drive our gold out of the country, then our settlements must be made in silver, not at its fictitious face value, but at its true bullion value. On the other hand, our exports would be paid for not in gold but in silver at its current rate of depreciation. No country so situated can successfully compete in foreign commerce with nations which pay and receive payments in the most stable form of money.

AFTER AN INSURANCE POLICY.

A correspondent of the New York Insurance Times, writing from Halifax, N.S., tells the following story, as illustrating the superabundant energy of some life insurance agents in the Maritime Provinces. A couple of insurance solicitors, who happened to be in a quiet village in Hants County, a short time ago, waiting for a rain storm to stop, plied the village merchant with their wares until he said, "Well, whichever can do the best in the way of giving me a show will get my business," and so they went at him, hammer and tongs, and finally he decided on making application to one of the fiends, was getting on swimmingly, when, of course, the following questions naturally came up: "How old is your father?" "My father is dead." "What did he die of?" "Consumption." "How old is your mother?" "My mother is dead." "What did she die of?" "Consumption." (The solicitor began to look a little blank and

wished he had not spent so much time over the village merchant). "Have you any brothers or sisters?" "No," sir. "How many did you have?" "Nine." "Are you the oldest or youngest of the family?" "I am the youngest." "Where are the other nine?" "Dead." "What did they die of?" "Consumption." By this time the insurance expert began to think that he was not much of an expert, and the other fellow had left, of course, while the village merchant blinked his eyes as they departed, and remarked to a bystander, "Don't tell parson so-and-so, that I made a mistake in my family history."

PROGRESS IN MANITOBA.

Perhaps there is no feature which shows the development that is going on in Manitoba and the Territories more directly than the sales of farm lands. Says the Manitoba Commercial: "All reports from the large land companies show a steady and rapid increase in land sales. The sales of land made by the Canadian Pacific railway land department during 1897 were considerably more than double that of the previous year. The largest sales of land are made during the last three months of the year, but the Canadian Pacific Railway land sales to the end of August this year total up considerably more than were made for the whole of last year, and indicate that the sales for this year will be three or four times greater than for 1897. These large gains in the sales of land show that new settlers are coming in to possess the country, and these people will in a year or two become producers, thus keeping up and accelerating the growth in our export trade. The number of acres of land sold monthly by the Canadian Pacific Railway land department, for the past three years, shows as follows. The total given for 1898 is up to the end of August only:

	1898.	1897.	1896.
January	22,044	9,443	4,961
February	20,650	8,163	4,067
March	33,421	8,727	8,120
April	43,145	10,785	8,222
May	43,148	15,802	6,100
June	49,203	18,964	4,634
July	39,512	17,083	6,070
August	19,449	9,460	3,606
September		16,066	2,452
October		25,273	8,038
November		38,773	15,147
December		20,938	16,457

Totals 270,572 199,481 87,878

The growth of the province in producing animals is instanced by the following list of description, taken from the Yorkton Enterprise. "This last week has been one of pressure for the railway company, the cattle buyers, hotel men and merchants. On Thursday, John Paul, cattle buyer at Prince Albert, for Gordon & Ironside, reached here with 700 head of cattle to go over the Manitoba and Northwestern Railway, and the outfit was 15 days on the trail driving from Prince Albert. The total number of cattle shipped from here during the week was 1,440 and 260 sheep. It took five trains to transport the cattle, one train being 30 cars in length. The average price paid for the cattle was about \$43 per head. 485 stockers were also brought here from points east, which after being branded will be taken over the trail to Prince Albert."

HEAVY LOADS FOR ENGINES.

A great advance has been made of late years in the construction of locomotive engines of great strength and hauling power.

"Not very long ago," says the Philadelphia Record, "a train of from sixty to seventy coal cars, having a dead load of a thousand or fifteen hundred tons, pulled

ed by one locomotive, was regarded as 'a wonder,' a 'record breaker,' a 'triumph of skill in the construction of monster engines.' Perhaps in England this may still be so; but in America such a performance is no longer worthy of note. One day last month a single locomotive hauled over the Pennsylvania Railroad, from Altoona to Columbia, a train of one hundred and thirty cars of coal. The length of this train was 3,877 feet, and the total weight behind the locomotive tender was 5,212 tons, of which 3,700 tons was coal, or 'paying freight.' This is said to be the heaviest train on record—that is, up to August 9th; but it is quite possible that in the month which has since elapsed a new record may have been made. The extraordinary cheapness of freight rates on railways in America, the Record considers to be explained in large measure by such methods of economy of operation."

IMPROVING THE QUALITY.

Some ideas, on an important subject, expressed with his usual quaintness and force, are communicated by George Moffat to the Insurance Press of New York. He heads his first essay

BETWEEN OURSELVES.

The Insurance Press, believing that something can be done to improve the prevailing quality of insurance advertising, has directed me to go ahead and try my hand at improving some of it. I will

The stalest, flattest and most unprofitable thing about insurance is insurance advertising. It is stale, flat and unprofitable because it is made so. It is made so because insurance is the most difficult of all forms of advertising.

The more a man knows about insurance, the less, as a rule, he knows about how to advertise it.

It is one thing to get at a man and talk to him about the merits of a particular plan of life insurance and then secure his application, and it is quite another thing to tell a hundred thousand people (all different), about the same plan of insurance through the medium of a daily newspaper, and interest them.

To the vast majority of the people life insurance has few attractions and accident insurance fewer still. Said to be an indemnity for loss, how is it that more than three-fourths of the population of the United States are still uninsured?

If a reputable corporation covenants and agrees to sell to a man a lump sum of money on easy instalments, and also to pay to the next of kin of that man the sum originally agreed upon in the case, he fails to complete the payment of his instalments, how is it that people are not tumbling over one another in an effort to be first at the wicket?

Simply because they do not understand the nature of the offer and benefaction given and provided.

Every field-man knows that it is the hardest part of his work to disabuse the mind of the man or woman he is talking to, not only of preconceived prejudices against his own company, perhaps, but against all companies, agents and the business generally.

Why?

Simply because insurance companies, agents, and the business generally are misunderstood.

There is no necessity for any such misunderstanding.

The insurance companies have at their command the most powerful force which makes for knowledge and understanding on this earth.

That power is The Press.

—"I wants ter remind dese yere politicians," said Uncle Eben, "dat de bes job ob whitewash you kin get done can't be guaranteed foh mo' dan six months or so.—Washington Star.