

## STANDARD MUTUAL FIRE INSURANCE CO.

Head Office, - MARKHAM, Ont.

Authorized Capital, - 500,000  
Subscribed Capital, - 125,000

WM. ARMSTRONG, H. B. REESOR  
President Man. Director  
F. K. REESOR, FRANK EDMAND,  
Inspector City Agent  
Confederation Life Bldg.

## The Metropolitan Fire Insurance Company

CASH-MUTUAL and STOCK  
HEAD OFFICE, - TORONTO  
Authorized Capital, \$500,000

D. HIBNER, Berlin, Pres. W. G. WRIGHT, Inspector.  
W. H. SHAPLEY, Toronto, F. CLEMENT BROWN,  
Vice President. Manager.

## THE COMMERCIAL

Reaches direct 90 per cent. of the retail, wholesale and manufacturing trades of Northwestern Ontario, Manitoba, the Territories and British Columbia in advance of, and publishes more interesting commercial and financial news than any other similar newspaper in Canada.

Do you want to sell or increase the sale of your goods in these, THE BEST BUYING PROVINCES IN CANADA?

Estimated that 200,000 new settlers will arrive this year. Will the retail merchant offer them your goods? Our advertisers our best references. We beg the favor of an enquiry.

THE HUGH C. MACLEAN CO., LIMITED,  
Publishers, Winnipeg.

Eastern firms should subscribe for THE COMMERCIAL and keep posted on Western trade



### The Altar Of Friendship

Do not hazard your all on the altar of friendship. Thousands of men have been ruined by going surety for friends. Better far for you to pay a strong surety company the premium on the bond. It will pay you to enquire about our policies.

EMPLOYERS' LIABILITY  
ASSURANCE CORPORATION  
MONTREAL - TORONTO

GRIFFIN & WOODLAND  
MANAGERS.

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—The market for raw silk has continued quite inactive, and concessions offered by Japanese dealers and a decline in exchange that has made it easier to do business in the Canton and Shanghai markets have failed to stimulate demand. At the same time there has been continued improvement in nearly all divisions of the silk

goods markets, both in this country and abroad. Many mills are increasing their production, and not a few new ones are being started or projected. This means an increased consumption of raw silk, and will force manufacturers into the market in the near future.—Dry Goods Economist.

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—The country storekeeper in Canada and the States may have a hard time of it trying to compete with the mail-order houses, but may consider himself lucky, compared with the merchant in the smaller towns of Great Britain. There they not only have rural free delivery, but there is a parcels post by which boxes of dry goods or firkins of butter may be forwarded by mail. To add to the local retailer's woes, the Government is considering the establishment of a postal C.O.D. system, by which the letter carrier will collect the money for the mail-order concern. Naturally, the storekeepers are up in arms, and by a united "holler" they may succeed in having his obnoxious project squelched, at least temporarily. They have a system over there of deluging the Postmaster-General with postal cards saying, "No," to the proposed scheme.

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—Business in the fancy departments of dry goods at Manchester has somewhat improved, and between now and the middle of November there should be a much brisker movement in these branches. The demand for heavy goods is, however, somewhat unsatisfactory, and in the linen and white goods branches are far from brisk. In the silk sections there has been more doing in dress goods of Continental makes, and Macclesfield articles, such as handkerchiefs and mufflers, have also been the subject of a larger enquiry, although trade generally in the town is not brisk. The movement in other silk districts is not large enough to call for special remark. There has been a fair turnover

**30,000 Policyholders**  
**who carry \$40,000,000**  
**Insurance in**  
**Head Office, WATERLOO, ONT.**

*The Mutual Life*  
**OF CANADA**  
think it an  
**Ideal Company**

BECAUSE OF ITS

- (a) Reasonable Premium Rates.
- (b) Guaranteed Cash and Paid-up Values.
- (c) Liberal Policy Conditions.
- (d) And Expanding Dividends.

**Agencies in all principal Towns and Cities in Canada.**

in the Belfast, Ireland, linen market during the week, and prices continue steady. Flax keeps high in price. Rates for Russian flax seemed to tend downwards for a few days, but have firmed again, and there seems little likelihood that raw material will be cheaper for some time. Export trade is moderate, and tends to improve. Orders from the United States are not coming forward as might be expected, but a better feeling is noted, and an expansion in business may shortly be looked for. Cuban trade should also show an improvement very soon. There is a steady demand from the South American markets. Canada is beginning to buy more freely, and there is a growing business with Australasia. The European markets are quiet.

## THE METROPOLITAN LIFE INSURANCE CO.

(INCORPORATED BY THE STATE OF NEW YORK.)

The Company OF the People, BY the People, FOR the People.

**ASSETS, \$105,656,311.60**

### Proof of Public Confidence

This Company has more premium-paying business in force in the United States than any other Company, and for each of the last 10 Years has had more New Insurance accepted and issued in America than any other Company.

The Number of Policies in force is greater than that of any other Company in America, greater than all the Regular Life Insurance Companies put together (less one) and can only be appreciated by comparison. It is a greater number than the Combined Population of Greater New York, Chicago, Philadelphia, Boston, Toronto and Montreal.

Full particulars regarding the plans of the Metropolitan may be obtained of any of its Agents in all the principal cities of the United States and Canada, or from the Home Office, 1 Madison Ave. New York City.

**Amount of Canadian Securities deposited with the Dominion Government for the protection of Policy-holders in Canada, \$1 800,000.00.**

### Significant Facts

This Company's Policy-claims paid in 1903 averaged in number one for each minute and a third of each business day of 8 hours each, and, in amount, \$89.00 a minute the year through.

THE DAILY AVERAGE OF THE COMPANY'S BUSINESS DURING 1903.

**359** per day in number of Claims Paid.

**6,297** per day in number of Policies Issued.

**\$1,303,559.06** per day in New Insurance Written.

**\$98,582.76** per day in Payments to Policy holders and addition to Reserve.

**\$53,841.18** per day in Increase of Assets