

THE NORTHERN ASSURANCE CO.

It is a handsome tribute to an insurance company to be able to say of it that it is both wealthy and is prompt in settling claims. After one of the big fires in Toronto this year, the Northern was the first British company to pay up. The day after the fire, the agent announced the company's readiness. The Northern has just had its fifty-ninth annual meeting at the head office in Aberdeen. The year 1894 was one of the best in its history, the profit on fire business alone amounting to £84,236. After paying all claims, expenses, and dividends, the company added £50,000 to its fire reserve fund, which now amounts to £950,000 (\$4,750,000). In fact, the accumulated capital and funds of the Northern are now \$36,465,000; its revenue \$5,545,000, and the deposit made with the Dominion Government is \$200,000. The company lost its widely known and esteemed general manager, Mr. Valentine, last year. His successor is Mr. Henry Edward Wilson, who has been with the Northern since 1866, and as secretary of the London board since 1881. As Mr. Wilson was in charge of the company during the greater part of 1894, owing to Mr. Valentine's illness, the success of the year is largely attributable to his excellent management. The manager of the Canadian branch is Mr. Robert W. Tyre, who has had a long experience in insurance management, and who is noted for honorable dealing and careful policy.

HARD TIMES HAVE TO GO ELSEWHERE.

This is what the Montreal Silk Mills Company, proprietors of "The Health Brand" underwear, say for themselves this season. Notwithstanding the dulness of trade, they find only increased orders, more numerous customers, and a greater interest in their goods, throughout all parts of the Dominion.

This strongly illustrates the truth of the principle that a really good article, widely and honestly advertised, is the one least likely to have its sales affected by hard times.

When the policy of invariably giving satisfaction is conscientiously carried out, the public are sure to get to know, to like, and to ask for, the article which they can have confidence in; and we predict a constantly increasing trade for this or any other product of Canadian manufacturing skill which is judiciously advertised under a brand.

No retailer's stock can now be considered complete without an assortment of "Health Brand" underwear.

FIBRE CHAMOIS VS. BUCKSKIN.

The Canadian Fibre Chamois Company have entered an action in the Supreme Court for an injunction and for \$5,000 damages against Boisseau & Co., the owners of La Cie. Generale des Bazar, of St. Lawrence street, Montreal, upon the alleged grounds that the defendants have been infringing on plaintiffs' trade mark by selling an interlining known as "Textile Buckskin," under the name of Fibre Chamois, and to purchasers asking for the latter. The plaintiffs also complain of a sign displayed in one of the windows of defendants' store, which, it is alleged, is calculated to deceive the public into buying what is called an imitation article, under the belief that they are getting the genuine article. Plaintiffs are represented by Messrs Macmaster and MacLennan, and will apply for an interim injunction.

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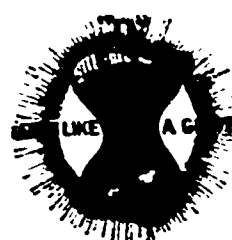
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