

Familiar as all are with the great productivity of our soil, we scarcely fully realize that underlying this great wheat belt we have, in the opinion of such geologists and mineralogists as Dr. Dawson and others fifteen thousand miles of good lignite in the country drained by the Souris River, one of the southern affluents of the Assinaboine. It is also stated that there are 150,000,000 tons of coal in a workable condition near Medicine Hat. That in Lake Winnipeg there is iron enough for our wants for the next hundred years; and on Lakes Winnipegosis and Manitoba salt enough to supply Canada from Lake Superior to the Pacific for a century. All this, without mentioning our timber, marbles, limestones, pottery clays, sandstones, gypsum, asphaltum and petroleum. It has begun to dawn upon us that to avail ourselves of these blessings we must have the cheap transportation which only water affords, and it is well to remember that we have waterways of infinite commercial and manufacturing value, the neglect of which would be an indication of folly and presage of commercial disaster.

JOHN SCHULTZ.

Winnipeg, Dec. 15, 1887.

JONES VERSUS BROWN.

BY AN UN-COMMERCIAL TRAVELLER.

I sing the joyous salesman "on the road;"
The hope of wholesale men, the dread of those
Poor country merchants with a weary load
Of last year's muslins, tweeds, hats, woollens,
hose

And fashion's fabrics—When Jones tunes his
muse,
They can't refuse.

In vain the poor retailer shakes his head,
Pleads poverty—plethora—prior claims;
"Come see my samples," quoth the salesman,
dead

To all such pleas and up to sinful games.
He knows that such excuses are "no go,"
Brown won't say "No,"

"Ours is the leading house;" "our goods are
right;"

"Your stock is incomplete without our wares;"
"I have a line of tweeds to show to-night
That knocks the spots off any one who dares
Compete beside us."—In so keen a tilt
Brown needs must wilt.

"I offer you, besides, a turn in stuffs,
In novel dress goods, patterns fresh and fair,
Diagonals, stripes, cashmeres, plushes, tufts,
Mantle-cloths—you can sell 'em anywhere,
In fact, they sell themselves, to all effect."
(Brown's hair 's erect!)

"Your neighbor wants them.—All I've got
to do"

—Thus does the drummer bull-doze timid
Brown—

"Is, step across the road, and then you'll rue
The day these splendid samples struck your
town

And you refused them! Do you see the
point?"

Brown says, "Aroynt!"

Thou cunning tempter, I would fain agree;
But see, my laden shelves, my bill-book grim
With stern BILLS PAYABLE, due A. & B.;
C. Brothers; D. & Co.—My eyes grow dim
When of their year-long lenity I think."

Jones tips a wink

And thus resumes: "My friend, you don't
perceive

The quick turn-over that our goods will bring;
They fetch the public.—Yea, as hot cakes
leave

Hotel-plates when the railway bell doth ring.
So will these leave your counters, and cash fill
Your empty till."

Relentless Jones! he notes the wavering air,
The hopeful sparkle—the despondent sigh,
And, with caressing tone and tactful care,
Another arrow from his bow lets fly,
Which, since no other quick resource remains,
His wink explains.

"Now, Mister Brown, you can't afford to be
Without these leading lines; they'll help you
sell

Your other stuff, that "A," "B," "C," and
"D"

Have stocked you with, so faithfully and well;
I'll tell you what I'll do; Now, "on the dead"
I'll date ahead.

Our terms are four months prompt to every-
body,

And we give value, every time, you bet,
But, just to help you out (I like to study
A man's good, when he's so afraid of debt)
I'll make this parcel four months 1st of May,
We're now at New Year's.—Don't give me
away,"

Brown whispers "Stay."

ARE YOU INSURED?

BY A PRACTICAL UNDERWRITER.

This very pertinent question is often to
be found in a conspicuous place on invoices
sent by wholesale merchants to their coun-
try customers. We fear however, that in
many cases very little attention is given to
it. The person who buys goods on credit
is morally bound to keep such goods well
insured. It is to his own interest as well
as to that of his creditors, that he shall not
neglect to secure them as well as himself
against loss by fire, which may happen at
a time when least expected,

The present stringency in the money
market is very naturally causing some anx-
iety in commercial circles, hence the need
of leaving nothing undone, which may
tend to inspire confidence. The farmers'
anticipations of a more than average crop
of cereals have not been realized, and the
prices obtained for grain have not lessened
the burden of anxiety resting upon the
minds of such of them as had to meet
various money obligations from the proceeds
of their crops. The long-credit system is
still far too prevalent among country store
keepers, and farmers are among their prin-
cipal debtors. The farmer is accustomed
to getting credit; so long as grain is low he
"feels poor," and squirms when asked to
pay up. But he ought to be asked and ur-
ged regularly, and so ought every man who
has bought on credit. If a store-keeper
does not collect his outstandings and look
after his bills payable, his credit will assu-
redly suffer.

One of the very first things to do at this
time of the year is to take stock carefully.
In doing so all shelf-worn and unsalable
goods should be set apart, marked down
and sold without reserve. The longer such
goods are kept the less salable they be-
come. Stock having been taken, the next

step is to see that the goods are kept insur-
ed in reliable companies to, at least, two-
thirds, or say three-fourths of their cash
value. Nothing will tell more favorably
upon a country merchant's credit, in the
minds of those from whom he buys his
goods, than the knowledge that his merch-
andise is fully insured. It is but reasonable
however, that insurance companies be par-
ticular as to the limit of the amount of in-
surance a person carries, as compared with
the value of his goods. The recollection
that he is carrying one-fourth or one-third
of the insurance himself, is a strong motive
for carefulness on his part in taking precau-
tions against fire. This is one element in
the moral hazard.

When a merchant buys his goods for cash,
as it is pleasant to believe many of them
do, he should still be careful to keep them
insured. How much more then is it the
duty of a merchant, who buys his wares on
credit, to see that his insurance is well kept
up. Prudence in buying and care in selling,
especially to credit customers, combined
with a rigid economy in conducting his
business, will enable the merchant who
faithfully observes these suggestions, to
meet his obligations with regularity. Such
a man rarely fails in business. If a careful
inquiry were made into the cause of the
many failures among tradesmen or country
storekeepers, which occur from time to
time it would be seen that they are due to
culpable mismanagement, and lack of sys-
tem in conducting business. In many cases
books of account are not kept, or if kept at
all are, from want of a proper system, not
to be relied upon to show the state of a
man's business at any given time. This
defect is at the very bottom of half the dis-
putes which arise between retail merchants
and insurance companies in respect of
losses.

Money received for cash and for credit
sales should be carefully kept apart. When
money is received in payment of an over-
due account it should not be entered as a
"cash sale," as is too often done. Let a
careful record of stock-taking be made,
year by year, and preserved in the safe
along with the merchant's books. Let un-
salable goods be disposed of as soon as
possible. Let outstanding accounts be dili-
gently looked after. If these very neces-
sary precautions are taken, and one's prem-
ises do take fire, there will be no difficulty
in proving the loss, and no difficulty, if the
loss is an honest one, in getting a fair set-
tlement with the companies in which the
owner is insured.

The tradesman or merchant who has his
premises adequately insured, his books pro-
perly kept, his stock in good shape, his
outstanding debts sharply scanned and
"dunned up" will be sure to have and will
richly deserve A MERRY CHRISTMAS.

Toronto, Dec. 22.

—What we want are the three levers—
moral power, mental power and physical
power, * * * And, favored as we are, we
should certainly produce our quota of illus-
trious men if the cultivation of the mind was
pursued with the same zeal as the good of the
body; if wisdom were valued only as highly
as mere material wealth, and sought as
strenuously, day by day.—Thomas D'Arcy
McGee.