

NORTH OF ENGLAND LETTER.

Yesterday the present Government gave their definite refusal to remove the embargo on the importation of Canadian cattle. So long as the Hon. Ailwyn Fellowes enjoys his \$10,000 a year as president of the Board of Agriculture nothing is to be done. The plea is put in that there is "risk." Canadian cattle are healthy in a way, but there is just the fear that they may contract disease; therefore it is held politic to keep them out. The last outbreak cost a direct \$12,500,000 to our farmers, and very many more millions in an indirect way to the trade of the country. So, until Canadian cattle lose their susceptibility to infectious complaints, or until the Hon. Ailwyn Fellowes loses office, Canada must be content to face the loss of trade. Candor compels the assertion that this second alternative may not be long deferred. It is now said that the general election will take place in June, but, of course, no date can be guaranteed, and no deep faith can be reposed in the intention of our somewhat bewildered Liberals.

The curious canard got abroad that Canadian manufacturers of the London Chamber of Commerce delegation were not after all to visit Manchester. It was said that Manchester interest in Canadian affairs had slumped below zero in consequence of the protective measures recently passed or now in making. So stupid a fable deserves to be crushed here and now. Canadian manufacturers and shippers will do themselves an injustice if they do not seek to understand Manchester's intrinsic importance as the great distributing centre for the North and Midlands. People concerned in any way with provisions, produce and fruit have especially some valuable hints to gain from a stay in this city. And those whose quest is limited to a search for the best market in which to buy may equally profit. London is no city to disparage, but in important respects the organization of business in Manchester makes this market more advantageous to dealers than the metropolitan.

Is Canada learning Chinese? The best-informed reports from the Eastern market show that Chinese trade is bound to go to those who have the vernacular. People with exporting ambitions can hardly afford to despise the advice of the British official reporters, the British non-official experts and the German consular authorities. All these are at one in saying that the immense business to be done is at the mercy of direct representatives who have, as the minimum, such a command of Chinese as comes from six months of steady application. You may learn Chinese now in Manchester, and at Shanghai the German consulate is providing teaching facilities for people of German race. Certain it is that for rubber shoes, cigarettes, hats, umbrellas, leather boots and soaps of certain specified kinds, not to mention cotton cloths, China presents unbounded possibilities. The immediate past, as well as the immediate outlook, are the guarantees of a continued success for the exporters able to handle the orders.

One of the impressions visiting Englishmen bring back from the Dominion is that there are numbers—disproportionate numbers—of promoters in Toronto and other city business society; that is to say, that there is a striking profusion of voluble gentlemen wielding, or professing to wield, incalculable power with the Government, with the municipality, and with the investing public. Granted that the Englishman is prepared to take a very real risk, these capable promisers are ready to ensure the likelihood of a remunerative rate of profit. It is noted that these fortune-makers are not always men of long residence in Canada, or even men in palpably high positions. On thinking over their propositions in the calm solitude of a steamer voyage, it not seldom occurs to the Englishman that the offers are not well enough secured, and are scarcely of that tangible order of merit that will assure them a favorable reception by partners at home. So the eligible opportunities fall to the ground, and it is impossible to prevent oneself from wondering whether the promoting fraternity waste time in vain regrets, or whether fresh openings are always at hand, and whether these ever lead to the fortune forecasted so enthusiastically.

The smoke nuisance is, perhaps, not the serious menace to health and enjoyment in Canada that it is at home. With

us it is a real mischief, dimming sunlight, destroying vegetation, affecting eyesight, and otherwise acting prejudicially upon public health. Although we have a code of penalties to enforce, they can rarely be made operative against air-pollutors, and chiefly because no perfect means of preventing dense smoke is available. The newest expedient to meet with favor is the induced draught for boiler furnaces. The theory of the means is to provide the deficiency of

CENTRAL LIFE INSURANCE COMPANY, OF CANADA.

Four years ago (to be exact, on April 1, 1901), the Central Life Insurance Company of Canada started out in the great business of life insurance. The work of organization was done by its present managing director, Mr. J. M. Spence, and he was fortunately able to gather around him a body of men whose personal worth and business ability have counted, and still count, much for the success of the company.

Economy in management is a most important factor in the surplus earning power of any insurance company, and from the outset the management of the Central Life has been characterized by good judgment and a watchfulness which is to be commended.

During the past four years the work of organization has been quietly but surely going on until to-day the head office and agency staffs are in a most satisfactory condition.

The character of the risks has been high, with the result that the mortality experience of the Central Life from its inception has been most favorable.

The issuance of liberal policies, coupled with the careful and excellent management of the company, has made the company a favorite among those looking for sound insurance.

It was perfectly natural that as the work of development went on a policy of expansion should be adopted. This has been done, and it is a pleasure to be able to report that a few days ago this vigorous young four-year-old company was granted its Dominion license giving it power to write life insurance in any part of Canada. The necessary securities put up by the company in order to have the power referred to were gilt edged. They consisted of the following debentures: City of Winnipeg, \$20,000, running for thirty years; city of Vancouver, \$19,000, running for forty years; city of Victoria, \$15,000, running for fifty years. All of these bonds bear 4 per cent., payable half yearly. It will be conceded by all that these bonds would be hard to beat.

This step places the Central Life on a par with all the other Government line companies. It is believed that with the advantages of a Dominion license the subscribed capital stock of \$500,000, on which \$75,000 has been paid, and the opening of new agencies in Manitoba and the North-West the company will be able to secure a very liberal share of the insurance business to be written in the future.

The officers and directors of the company are as follows: President, Thomas Crawford, M.P.P.; first vice-president, Torrance E. Bissell, Esq.; second vice-president, James Dow, M.B.; medical referee, A. Groves, M.D.; managing director, J. M. Spence, Esq.

Naturally at this time there are a number of desirable agency openings, and applications for these are invited.