

**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  
K. REESOR, FRANK EDMAND,  
Inspector City Agent  
Confederation Life Bldg.

**Have You Applied  
For Your Share of the  
Seventy Million Dollars**

which will be distributed throughout Manitoba and the Territories within the next few months? The general merchants in these provinces will handle almost all of this money. Make application to them for your share through their own and the only trade newspaper which interests them.  
Within the past year 160,000 new possible buyers of your goods settled in the West. Will the retail merchant offer them what you have to sell?

**THE COMMERCIAL**  
ESTD 1858  
A WEEKLY FINANCIAL-COMMERCIAL & GENERAL TRADE NEWSPAPER OF THE GREAT WEST.  
THE HUGH C. MACLEAN CO., LIMITED,  
Publishers, Winnipeg

**SEVEN  
TO ONE**

That is about the ratio. About seven times as many persons are injured as die from all causes yearly.

Accidents are a more prolific cause of death than any disease except lung diseases.

Twice as many people are accidentally killed as die of old age.

Does it not seem reasonable to you as a business man that it would be to your interest to carry an accident policy?

WRITE THE  
EMPLOYERS' LIABILITY  
ASSURANCE CORPORATION  
MONTREAL — TORONTO

**GRIFFIN & WOODLAND**  
MANAGERS.

**MEXICAN LIGHT  
& POWER CO., Limited.**

30 YEAR 5% GOLD BONDS,  
WITH STOCK BONUS QUOTED  
ON APPLICATION . . . . .

**H. O'Hara & Co.**  
30 Toronto St., TORONTO.

**FINANCIAL CONDITION.**

Æmilius Jarvis & Co., bankers and brokers, Toronto, said in their letter dated Friday, February 24th, that the steady and consistent advance of stocks during the past few months has developed in the last week into somewhat of a boom in the securities embracing a group of southern steel and coal properties, of which the leader has been Sloss. Reports as to details of different plans of amalgamation are too numerous to outline, but it is reliably stated that an important consolidation is almost accomplished between certain of these companies. We mention this matter specially as Sloss has been very largely dealt in in Toronto. In fact, Tennessee Coal and Iron and Republic Iron and Steel have both been much traded in by Canadians. It looks as though speculation were going too far, and while we still feel that financial conditions are sound and industrial enterprise is flourishing on this continent, yet we would deprecate any return to the wild speculations of two years ago. If discretion is exercised and over inflation avoided, we believe the occasion is distinctly a good one for the trader to make money, and for the investor there are still left many sound investment stocks which are selling on an advantageous return basis. The public are becoming more interested, and while the bulk of money now going into stocks is that of the very rich operator and trader, yet a good deal of it is essentially public money. Money continues to be cheap, and as every one knows, this is an important factor in prices. Notwithstanding a large export of gold in the past few months, there has been no resulting stringency. It is hard to say whether this condition will continue, but we do not feel that for some little time money is liable to be scarce.

**LONG AND SHORT LETTERS.**

Sherwin Cody in his "Training Course in Correct English, Business Correspondence and Advertisement Writing" lays down some rules as to the length of business letters. He says:

"Write a long letter to—

"A farmer.

"A woman.

"A customer who is angry and needs quieting down, and will be made only more angry if you seem to slight him.

"A man who is interested, but must be convinced before he will buy your goods.

"Write a short letter to—

"A busy business man.

"An indifferent man on whom you want to make a sharp impression.

"A person who has written you about a trivial matter for which he cares little.

"A man who wants only a record or a piece of information.

"A person who needs only the slightest reminder of something he has forgotten or overlooked."

**Gains in 1904 by**

Head Office, WATERLOO, ONT.

*The Mutual Life*  
**OF CANADA**

In Assets ..... \$937,372  
In Reserve ..... 737,457  
In Income ..... 164,239  
In Surplus ..... 170,920

Expense rate reduced One per cent.  
Death Losses only 41% of the expected.  
Interest rate increased to 5.09%.

**KEEP POSTED  
EVERY DAY**

Our "DAILY BULLETIN" the only thing of the kind in Canada. A most complete and reliable record of Failures — Compromises — Business Changes — Bills of Sale — Chattel Mortgages — Writs and Judgments for the entire Dominion.

We issue carefully revised reference books four times [a year  
**R. G. DUN & CO.**  
Toronto, Montreal, Hamilton,  
London and Cities in Dominion, U.S. and Europe.

—It is pleasant to get word of more moderate weather somewhere, and relief from the parts of the country which have been so snow-bound. A correspondent in Amherstburg, on Detroit River, a point to which mariners are accustomed to look for the earliest signs of open water and spring, thus writes: "As to trades-people, the coal dealers have certainly been in the lead this season, with the plumbers a good second. But the appearance and promise of spring is most inspiring.

'This sunny morning, Roger, clears ye'r bluid,  
And puts a' Nature in a glorious mood.'"

—A good salesman, it is said, can make women buy, whether they want to or not. According to one who has been in the business for the past twenty-five years, women shoppers belong to three classes, the intellectual, the emotional, and the volitional. Nothing but the advantage of the purchase will attract the first, while the second is good game. The third can't be persuaded, for she knows what she wants, and no amount of coaxing in the world will make her change her mind, and it's a waste of time to argue with her.—New York Sun.