

the meantime I would keep my stock insured right up to its full value.

"A complete fire extinguishing apparatus, whether it be waterworks or a steam fire engine, is not so expensive that an ordinary village of a thousand and more inhabitants cannot afford it. In fact the entire outfit will probably pay for itself in a couple of years, if not in less time."

### INSURANCE LITERATURE, ETC.

Some weeks ago we ventured to make the suggestion to life assurance companies that they by no means do the best they might do in putting before the public their claims to patronage. In the case of many of the companies the literature they circulate to urge people to insure is either bombastic or vapid; it is sometimes too full of figures, and sometimes too full of goody-goody warning, without practical instance or reference. In literature, as in speech, a simple and lucid statement is more likely to be effective than an essay upon duty or even lengthy moralizings upon the certainty of death. It is demonstrable that an object lesson is more likely to be attended to, by business men at any rate, than a diffuse and lengthy sermon upon the uncertainty of human existence. And their advertising cards, we urged, ought to be specific rather than general, modern rather than old-fashioned, changed often, instead of being left for years of the same tenor. Some of our best companies, of course, are up to date in this matter, and do not need these suggestions.

We are pleased to find similar views inculcated by Mr. H. R. Whitman, of New York, in a recent article in *Printer's Ink*. That gentleman contends that the kind of insurance advertising that sells policies is the profitable kind. Do not puzzle a man, he says, but offer him something "which will create a desire for more light on the subject—then it aids the agent in his work. There are really only two kinds of insurance—life and endowment. Every man wants one or the other, which, he doesn't always know. To talk to him about tontines, distributions, dividend investment, etc., is only to add to his troubles; the man may be induced to insure, but he is usually the fellow who soon turns up among the lapses, or 'not taken' ruin-pile." Again, Mr. Whitman alleges that, in his experience, insurance companies and agents "almost invariably, in reply to a request for circulars or information, send what they have, whether it be good, bad or indifferent, by mail—then an agent cuts across lots to explain the circular." He does not approve of this. "An intelligent booklet, or circular, would give the man time to get some idea of his own, and then he would be ready for the agent. I don't mean that an agent should not call, but he should give the man a chance to interest himself; the application would then come much easier."

It is not sufficient, to achieve the purpose of life assurance advertising, to say in a company's card that the company is solvent, that its officers are fine men, and that its losses are always paid—the public knows these things already. "Tell them, rather, why that particular company is a good one; tell what plan is best and why it's best; tell the man the company wants to insure about these things, and tell it in language he hears every day, and can understand—not too dense to convey the intended idea to any but the well informed agent. Language can't be too simple to sell goods."

It is satisfactory to learn, upon the authority of one of its proprietors, that the Bates-Whitman company, in their preparation for insurance advertising matter, "will not wash any company's dirty linen." Such a stand is much to their credit, and it would be an immense relief if some

of the big companies, of the United States in particular, could be got to take a high-minded stand in this respect.

### BANK STATEMENT.

We give below a condensation of the figures of the statement of Canadian banks for the month of August. It is compared with the bank statement for the previous month, and shows capital, reserve, assets and liabilities, average holdings of specie and Dominion notes, &c.

#### CANADIAN BANK STATEMENT.

	LIABILITIES	
	August, 1895.	July, 1895.
Capital authorized.....	\$ 73,458,685	\$ 73,458,685
Capital paid up.....	61,704,458	61,704,458
Reserve Funds.....	27,083,799	27,083,799
Notes in circulation.....	30,737,622	29,738,115
Dominion and Provincial Government deposits.....	8,395,441	7,548,323
Public deposits on demand.....	67,386,516	68,175,704
Public deposits after notice.....	115,716,526	114,512,523
Bank loans or deposits from other banks secured.....	1,051,722	1,156,258
Bank loans or deposits from other banks unsecured.....	2,780,631	2,461,151
Due other banks in Canada in daily balances.....	144,655	185,036
Due other banks in foreign countries..	206,473	186,338
Due other banks in Great Britain.....	4,027,049	4,261,095
Other liabilities.....	294,362	375,508
Total liabilities.....	\$230,741,064	\$228,600,132
ASSETS.		
Specie.....	\$ 7,375,298	\$ 7,528,212
Dominion notes.....	15,180,545	15,255,563
Deposits to secure note circulation....	1,814,624	1,813,828
Notes and cheques of other banks.....	6,135,949	7,083,262
Loans to other banks secured.....	464,760	987,864
Deposits made with other banks.....	3,391,456	3,461,722
Due from other banks in foreign countries.....	26,565,856	22,968,798
Due from other banks in Great Britain..	6,339,165	5,677,303
Dominion Govt. debentures or stock	2,687,044	2,720,014
Other securities.....	18,618,071	18,475,309
Call loans on bonds and stock.....	16,766,317	15,888,213
	\$105,339,085	\$101,860,088
Loans to Dominion and Provincial Governments.....	445,922	209,964
Current loans and discounts.....	197,523,285	200,607,210
Due from other banks in Canada in daily exchanges.....	173,182	162,831
Overdue debts.....	4,324,234	2,958,065
Real estate.....	1,134,046	1,110,382
Mortgages on real estate sold.....	621,721	591,456
Bank premises.....	5,636,046	5,550,439
Other assets.....	2,241,162	2,131,786
Total assets.....	\$317,441,375	\$315,323,415
Average amount of specie held during the month.....	7,499,086	7,448,550
Average Dominion notes held during the month.....	12,229,776	14,289,175
Greatest amount notes in circulation during month.....	31,781,850	31,483,859
Loans to directors or their firms.....	7,687,676	8,159,067

### BOOM DAYS IN SOUTH AFRICA.

In the great South African boom, experience often repeated and always ending in disaster, is being reproduced. Great fortunes have been made out of the prevailing madness; but they have been made by the principal operators, who are bound to win in any case, once the venture which they set afoot finds public favor. Barny Barnato, described as a one-time itinerant juggler, is the new Law of the great bubble, which indeed is not without a solid basis. When £1 shares go up to £40 in three months, many will participate in the profits of the upward advance. But these stock speculations are something apart from making money by the working of the mines; they are the result of a species of frenzy which occasionally seizes upon the public mind. Unless more money comes out of the mines than is put into the inflated shares, somebody is bound to lose. People