

THE FUTURE OF COTTON.

Owing to a combination of peculiar circumstances a falling off is observed in the cotton market. In 1890-91 the crop amounted to 8,655,000 bales. In 1891-92 it was 9,038,000 bales. But in 1892-93 it was only 6,717,000 bales, and simultaneously the home consumption steadily increased. Only a few years ago the domestic mills were said to be doing a large business when they consumed a million bales of cotton a year. During the year which ended on September 1, they used up 2,381,000 bales, the quantity exported amounting to 1,402,000 bales; in other words we consumed one-third of our crop at home. Simultaneously we exported nearly \$12,000,000 worth of cotton in the shape of cloth.

In parts of the south planters are growing food instead of cotton. But it is obvious that a diminution in the cotton yield must be temporary. The world can not get its supply of raw cotton from any where except the cotton States. Many countries grow the plant. Cotton cloth was made in India, in China, in Northern Africa long before the dawn of civilization. But no country produces as good a grade of cotton as the Gulf States; and the failure of the superhuman efforts made by Great Britain during our civil war to supply her factories with cotton from elsewhere demonstrates that no country ever will.

It may thus be taken for granted that the cotton crop of the United States will probably increase with the years and that presently we may witness crops of 10,000,000 or 12,000,000 bales, but the proportion of the crop consumed at home is even more certain to increase. We have already reached a point when our dependence on foreign countries for cotton goods is slight. During the first seven months of 1893 our total importations of cotton goods were \$21,632,000, which showed an increase, probably accidental, of \$3,600,000 over the corresponding period of 1892. If this implies an annual importation of \$36,000,000 of cotton goods, our net import, after deducting our export, is about \$21,000,000, a very small fraction of the \$150,000,000 or \$160,000,000 which Europe owes us every year for raw cotton. Half of the cotton goods we import are knit goods, cotton laces, trimmings and cotton embroidery, which we have not learned to make as well or as cheaply as the Europeans. It will not be long before the American mills conquer these markets as they long ago conquered the market for bleached cotton goods. — *San Francisco Call.*

FACTS FOR RETAILERS.

The successful business man is he who is willing to commence at the bottom and work his way up, by steady, unremitting attention to every detail of his business, and to be able to do that he must, before he thinks of engaging in business for himself, have a thorough knowledge of the grocery trade.

In selecting your location, be sure and have it the best you can afford. You will have to pay more rent, but that will cut a very small figure in comparison to the extra trade you will attract. When you

have secured your place of business, the next thing to do is to place yourself right before the public, financially and morally. First, go to one of the prominent mercantile agencies and make a fair, square and honest statement of the business you intend to engage in, the amount of cash capital you have to invest, what your position has been and what you anticipate doing. Then you make a resolution and stick to it, that you will be strictly temperate, and never "play the races," or any other chance game.

When you get ready to purchase your stock, have a memorandum made out, and allow so much money for each stock, or each class of goods, and keep as near the limit as you can. Don't overload yourself with first purchases; get the very best cash discounts; you will find there is considerable money saved during the year by discounting your bills.

When business begins to slack up do not sit down and wait for the return of fall or spring trade, but set up some good scheme that will bring you more prominently before the people, and at the same time bring you profit.

The arrangement of fixtures is something that would be considered as much as anything. Make everything as convenient as possible, and you will find your clerks will wait on more customers, make more sales, and cause much less annoyance to those whom they are serving.

Stocks should be so arranged that customers purchasing one thing will have something else suggested to them by its being convenient, and the clerk will then have no trouble in introducing and selling it.

SAN FRANCISCO COAL TRADE.

J. W. Harrison, coal and metal broker, San Francisco, reports Sept. 22 as follows: "Since the sailing of the last Australian steamer, the following vessels have arrived from the colonies, viz: Lonsdale, 2,800 tons; Jane L. Sanford, 1,175 tons; Mcoltan, 2,525 tons; Routenburn, 2,000 tons. Total, 8,500 tons.

The light arrivals for the past thirty days have served to materially reduce stocks on hand, hence the spot price, and for cargoes near at hand, is considerably better than for later delivery. As yet no perceptible reduction has been made in coal freights from the colonies, the principal reason for the sustenance of present rates is the scarcity of tonnage in Australia, but the general belief is that lower figures will be accepted later. This belief is grounded in the high ruling rates here on grain to Great Britain, which must eventually cause an influx of coal tonnage in this direction. We cannot look for any low priced coal cargoes to be loaded in England for the next three months at least, as the labor troubles there have caused all grades to be marked up, in some cases three and four shillings per ton. The gas companies here are stocked up ahead for several months to come, and will not be in the market for any deliveries prior to the latter part of 1891. If our manufacturers do not increase their present fuel consumption, it will cause a marked falling off in Australian imports next year."

EXPECTANCY OF LIFE.

The average life expectancy in the United States is stated by the *Boston Globe* to be 55 years; in England, among the urban population, it is 50, and among the ruralists, 51 years. Russians have a life expectancy of but 28 years, approximately, and Chilians the same; while in Ellobed, in the Soudan, 23 years is a generation. The average life in the Rome of the Cæsars was 18 years; now it is forty years. Within 50 years, the average in France has increased from 28 to 45½ years, and in the days of Queen Elizabeth the English average was about 20 years.

These figures, as far as they go, are of some interest, but they are very crude. They are too seriously affected by the high rate of infant mortality in days of yore to be instructive in comparing the expectancy of life then with what is now the average, and the data upon which the calculations are based in past times are too precarious to have scientific value. A statement of the expectancy of life at each septennial period in the times, and in the countries above named, would be exceedingly interesting, as evidences of the average mortality during each seven year periods. We believe such statistics would show that the chance of an infant reaching seven years was at one time and yet is, in some countries, so small as to bring the average duration of human life very far below the term now termed a generation. The high rate of infant mortality in this city lowers the local expectancy of life, dating from birth, but, after that period of risk is passed, we are satisfied that the chance of reaching the Psalmist's span of life, is equal to that enjoyed in any part of the Dominion.

The admissions to the World's Fair for the first four months were as follows:—May, 1,050,037; June, 2,675,113; July, 2,769,263; August, 3,515,493. In the first week in September, there were 985,245, and the admissions of the second week are more than a million. It would probably not be an over estimate to make the September and October admissions nearly ten millions, which would make the total twenty millions. The receipts a few days ago indicated about seventeen millions, but the receipts since then have exceeded anticipation. One is glad to see that the enterprise and public spirit of the promoters are likely to be awarded.

The favorable impression which Canada's exemption from commercial panic during the last six months was further emphasized at the meeting of the Bank of British North America, when, in announcing a dividend of 35s per share, Mr. H. J. B. Kendall said that there was no denying that the last six months had been an anxious time for them, and that the wave of distrust which had been the direct result of the Sherman Silver Bill might have extended over the border into the Dominion. That it had not done so was, he thought, eloquent testimony to the soundness of the Canadian banking system. These remarks have been commented upon by all the financial papers, and have still further increased the very favorable impression which previously existed.