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Real Estate, Insurance,
Mining & Financial
AGENTS.

—AGENTS FOR—
The Yorkshire Guarantee and Securities Corporation, England.
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The Albion Fire Insurance Association, Ltd., England.
The Mannheim (Marine) Insurance Co., Ltd., Germany.
The Great West Life Assurance Co., Winnipeg and Victoria.
The Royal Canadian Packing Co., Claxton, Skeena River, "Globe Brand of Salmon."
The Steveston Canning Co., Steveston, Fraser River, "Lighthouse Brand of Salmon."

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FIRE INSURANCE.

As showing the necessity for fire insurance companies being not unnecessarily taxed and the absolute requirement for them to charge what some people consider to be unnecessarily high rates, the following facts given upon official authority will prove of interest.

During 1893 twenty-seven companies having a premium income of a million dollars or more each, suffered an aggregate reduction of surplus to the extent of \$8,000,000. The losses and expenses of eighteen foreign companies covering fire risks in the United States exceeded the premiums by no less than \$1,000,000 in the twelve months. The loss ratio of the companies operating in Canada last year was 75 per cent. of the premiums. If only 25 per cent. be allowed for expenses—which is below the average rate—it will be seen that policy holders might find difficulty at this rate in getting their money for their losses, if it were not for the reserves.

To come nearer home we notice the report that the total fire insurance business done in Toronto in 1892 amounted to \$1,111,100, in which about thirty companies are represented. The total amount of premiums paid during that period was \$450,000, of which \$112,500 went to agents for commission and \$220,500, was paid out in losses, leaving \$110,891 the total profits of thirty insurance companies. In 1890 the losses even exceeded the amount taken in.

STUDYING CUSTOMERS.

Some men who sell goods for themselves, or others, never seem to get into their heads the importance of looking up the financial affairs, business habits and general character of their prospective customers. Selling is everything. Attention has been called recently to the case of two salesmen of a wholesale house, one of whom did not lose a single dollar of his sales last year, while the other sold over \$200,000 worth of goods, with only \$250 in doubt. This is a remarkable showing, and goes to prove the fact that if a man is only careful and uses good judgment in regard to the men he sells, examines their ability to pay the bills they buy, and in other ways posts himself on their general standing, he is sure to make a good record at the end

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MINES, MINERAL PRODUCTS

of the year. If clerks would give more attention to a customer's character and habits they could largely reduce the percentage of losses which every firm granting credit must stand each year. Although the reference above is to houses doing a wholesale or large retail business, yet the remarks are as applicable to every retail store of any size.

Messrs. Armstrong and Sproul's and J. King's stores at Fort William, have been burned down. No insurance.

Louis Cooper, a London, Ont., cap manufacturer, has absconded, after clearing out all his stock. The employees lose a large amount in wages. Several business firms are also swindled.

A Friend at Your**Elbow.—THE DRY GOODS REVIEW**

The "Dry Goods Review" is the only journal in Canada published in the interests of the Dry Goods trade. It is full of hints on Buying and Selling, Window Dressing, Store Management, etc., etc.

It contains valuable suggestions on new goods, what's coming and what's going; enables you to avoid old stock, to attract trade and to hold it.

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