

Standard Cloth for Britain

The lesson Canada must learn is standardization of her war effort

By E. S. BATES.

One result of the Great War in the lessons the world is now learning will undoubtedly be standardization, or in other words, concentration of energy. It has already been accomplished to a large extent in the industrial world in the promotion of efficiency and increased production. In ship-building, shell-making, and other lines of iron and steel much of the success obtained in increasing production has been accomplished through standardization which eliminates overlapping of effort and minimizes loss of time and effort in unnecessary changes. The lesson is now receiving the attention of transportation authorities. Standardization of equipment of railroads appeals as a means of alleviating the present shortage of rolling stock. The automobile industry has shown the value of standardization in the making of cheaper cars, so why not apply the methods to railway rolling stock. Also to thousands of other staples in daily demand by the majority of peoples. The latest announcement is that Great Britain has decided upon the standardization of cloth for civilian wear. The prime necessity is to save wool. The second important consideration is the provision of a warm and durable cloth at a reasonable price. Both can be obtained without any appreciable effect on industry, and without shocking the tastes of the British people.

Since the outbreak of the war the demand for wool has been continuous and insistent. Wool fibre constitutes the chief element of the soldier's uniform. The outfitting of the millions of men in the Allied armies has required the most unstinted use of the world's wool stocks, and has taxed available stocks and production to the limit. The Russian wool crop was insufficient even for her own needs. France, even before the war, imported over 50 per cent of her consumption of raw wool, and when her woollen industry in the North was destroyed by the German invasion she had preface to draw on her Allies, and the neutrals for supplies. Argentine wools have been an uncertain factor owing to ocean transportation shortage and the large stocks of wool held in the country for German account and therefore not available to the Allies. United States and Canada are far from self-sustaining in the matter of wool production. It therefore devolved upon Great Britain, Australia and New Zealand to produce sufficient raw material to meet the war demands. It did not take long to wipe out the world's surplus stocks. Then the British Government realizing the seriousness of the situation took steps to control the sale and utilization of home-grown wools. This was in the fall of 1915. The next spring this control was extended to the Australian and New Zealand clips, which were purchased by the British Government at an established price and sold and controlled by Government officials. Since that time the entire British and Australasian wool production has been under the control of the British Army Council.

The control exercised by the Army Council has been rigid and equitable. Army requirements have been given priority. So far as the Home Trade is concerned, export business came next in importance, then the domestic civilian demand. Supplies have been meted out to France and Russia as required for military purposes, while Canada and United States have also been granted their requirements against contracts for army supplies, and such other quantities as could be spared. The Army Council has exercised rigid price control by giving the producer an equitable advance over pre-war prices and by eliminating speculation, with the result that British and Colonial wools have been by far the cheapest on the world's markets during the past two years.

Little British wool was exported in 1917. Canada and United States were granted 15,000 and 40,000 bales respectively, of Colonial wools which have come into America during the past three months, constituting the cheapest wools in these markets. A further difficulty now proving of serious import is the long distance from Australasia and the shortage of ocean tonnage on the Pacific. This has been a great obstacle, and one that is likely to prove even more serious during 1918.

STANDARD CLOTH FOR CIVILIANS.

The British woollen trade is under rigid control. In the first place, wool can only be obtained on deceleration as to what materials it is going into, then

the Government has forbidden the manufacture of so many lines containing wool that the woollen industry is under absolute control. Naturally, civilian needs have suffered. Hence the necessity for definite action toward the production of standard cloth for civilian wear.

What has now been agreed upon is that cloth manufacturers are to devote part of their attention to the production of a standard cloth established by the Wool Control Board. The cloth is to be made of wool sorts and noils, containing no low grade woolstock or cotton. The manufacturers' price has been established at \$1.50 per yard, and fixed charges and profits have been set for the makers-up and retailers. These prices will be well advertised and thorough inspection of factories and shops will be made regularly. The result is, warm, durable clothing at a low price.

It is proposed to set up sample specifications covering weight, strength, widths, etc., but only essential points will be included. So long as their materials conform with the standard, manufacturers will be given unlimited scope in the matter of design and variety. This will greatly reduce the inevitable sameness, as the scope allowed designers in regard to color, structure, finish, etc., will enable them to make a large variety of attractive patterns. Thereby, any liability of the civilian population on the British Isles becoming a uniformed people, other than Khaki and Navy Blue will be obviated.

Such control has already been exercised to a large extent. Cloth for export has been standardized. Officers' uniform cloth is now made to a standard sample and sold at set prices. It is also proposed to extend the control to flannel. In this latest instance manufacturers will be given two months to submit their samples of standard cloth to the trade. Wool will be allotted to them on the expiration of that time on the basis of the orders they have received. Hence it behooves manufacturers to do all possible to make attractive designs.

LARGER SAVINGS DEPOSITS DURING NOVEMBER.

A resumption of the increase in savings deposits was the feature of the November statement of the Canadian chartered banks, and the even larger increase in demand deposits during the month places the country in a more favorable position for meeting the second instalment of the Victory Loan, due during the first two weeks of the new year. Notice deposits increased \$22,867,024 during November, contrasting with the decrease of slightly over \$2,000,000 in October. The change during the month just reported closely approximates that achieved in the same month of 1916. The recent gains bring time deposits up to the new high record figures of \$1,008,657,874, and total deposits reached new high ground at \$1,547,000,000.

Most interest attaches to the statement for reason that it shows preparations for meeting the next war loan payments. A sharp contraction is likely, how-

ever, after the beginning of the year, when the withdrawals are made on account of the Government loan. Industrial activity of a substantial nature is indicated by the gain in savings deposit figures. The virtual completion of the heavy movement of western grain to market during the month is prominently indicated by the heavy gain in the deposits.

The amount of call money outstanding in the United States was reduced by over \$11,000,000, representing the second substantial reduction in the last few months. Canadian call loans were practically stationary at \$72,178,000. Note circulation was increased to the extent of \$6,282,000, which is approximately half the gain shown in the preceding month. The total assets of Canadian banks again advanced to a high record at \$2,320,270,985.

The following statement shows the principal items of the November bank returns at the end of that month, the changes during November of this year, and the changes during the year ending November 30, and for the purpose of comparison, the changes which occurred in November of last year:—

	Nov., 1917.	Changes During Nov., 1917.	Changes During Year Ending Nov., 1917.	Changes During Nov., 1916.
Reserve fund	\$114,046,753	+\$ 528,540	+\$ 753,735	+\$ 270,095
Note circulation	196,135,910	+ 6,282,903	+ 47,937,839	+ 3,166,304
Demand deposits	538,869,362	+ 43,810,913	+ 79,591,908	+ 29,952,780
Notice deposits	1,008,657,874	+ 22,867,024	+ 172,064,605	+ 22,995,865
Total deposits in Canada	1,547,527,336	+ 66,677,937	+ 251,656,513	+ 7,656,915
Deposits outside Canada	175,645,013	— 6,154,444	+ 13,427,766	— 3,993,681
Current coin	83,179,731	+ 8,228,824	+ 615,867	+ 15,303,280
Dominion notes	165,515,137	+ 27,864,651	+ 46,672,245	+ 3,824,155
Deposits, central gold reserve	91,120,000	+ 10,350,000	+ 47,820,000	+ 7,640,000
Call loans in Canada	72,178,345	+ 524,626	— 17,217,025	— 1,016,553
Call loans outside Canada	139,332,552	— 11,186,195	— 43,417,837	— 6,195,827
Current loans in Canada	868,973,714	— 15,013,146	+ 55,181,767	+ 38,863,725
Current loans outside Canada	95,054,524	+ 2,132,659	+ 19,867,154	+ 3,372,251
Total liabilities	2,078,101,230	+ 82,612,272	+ 361,836,810	+ 6,484,075
Total assets	2,320,270,985	+ 75,392,931	+ 362,759,433	+ 11,428,786

WOOL CONTROL IN CANADA.

Canadian authorities should take careful note of what is being done in England to conserve the wool supply. So far absolutely nothing has been done as regards control of the limited wool production of the Dominion. Last year when the Canadian clip came on the market it was sold at from 15 to 25c per pound above British prices for corresponding qualities. Seventy-five per cent of last year's production was exported to the United States, and that amount had to be substituted by Colonial wools imported from Australasia on which freight and duty had to be paid. It is reasonable to state that a price might be set for the control of the 1918 domestic wool clip which would be satisfactory to producer and consumer alike. The United States is rapidly tending towards such control because it is realized there that speculation in wool now rampant on American markets not only tends to make the wool prohibitive for army requirements, but encourages waste.

In this and many other similar ways Canada has scarcely begun to feel the effects of the Great War. "Business as Usual" as a slogan is a misnomer. Canada cannot expect to go ahead doing business as usual when the rest of the world is upset to the very marrow. The mandate given by the Canadian people on December 17th, is sufficient warrant of the fact that the people of this country are willing and ready to make the most unselfish sacrifices in order to "make the world safe for democracy." Families have given sons and brothers most unstintingly. Surely it is reasonable that they will willingly make the small sacrifices necessary to the efficient control of prices and the conservation of raw materials. The workman of Canada, that is, the great majority of the Canadian people, are heart and soul in favor of such efficiency in the administration of Canada's participation in the war. It was the mandate from them that has made Union Government possible, and they now look for the leaders in that Government to listen to their voices and set politics aside. If never before, the sincerity of our public men will be tested. If their sincerity goes further than the political hustings nothing can prevent the continued prosperity of Canada, but to a large extent such prosperity depends upon the manner in which the sacrifices of the Canadian people are to be expended. Standard cloths are simply an instance. The standardization of all Canada's war effort must now be continually before the administrators of Canadian affairs.