

Journal of Commerce

Published Daily by The Journal of Commerce Publishing Company, Limited, 25-45 St. Alexander Street, Montreal, Telephone Main 2845.

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Subscription price, \$5.00 per annum. Single Copies, One Cent. Advertising rates on application.

MONTREAL, MONDAY, FEBRUARY 8, 1915.

The Session and the Truce.

The formalities of the opening of the session at Ottawa have been completed, and the business of Parliament will now be taken up. A good beginning is to be made by an understanding that the debate on the Address in reply to the Speech from the Throne will be confined to a couple of speeches on each side of the house.

In England the party truce has been carried much further than in Canada. With respect to a considerable part of the business of the Imperial Parliament there has virtually been a Coalition Government since the outbreak of war.

Here in Canada there has not been similar close co-operation, but the Government, in taking the steps which they deemed necessary, have had the most cordial support from the Opposition.

A little while ago there were rumors of an intended early general election, and there are still whispers that such an event is contemplated in some quarters. The business world, particularly, and, we believe the people generally, would be gratified if in some form assurance could be given that no such election will be held during the war.

At the present time a number of life and fire insurance companies are holding their annual meetings, and considerable confusion seems to exist in the public mind over the use of the two words, insurance and assurance.

The Germans "protest too much." Despite their repeated denials, evidence is accumulating that the German people will shortly be facing starvation. The many governmental restrictions which have been placed upon food supplies, coupled with the well-known fact that there was a food shortage in Europe last year, in wheat alone of \$57,500,000 bushels, convinces the public that all is not well in Germany.

The British troops in France have taken to singing "Tramp, tramp, the boys are marching," but it seems as if "Dig, dig, dig, the boys are digging" would be more appropriate.

The Meteor is reported to have been hit during the fight in the North Sea, and put out of business. Let's have the Home Guard do a little "firing" at the Gas Meter—Calgary News-Telegram.

The Suez Canal.

Interesting international problems are likely to arise as a result of the Turkish invasion of Egypt. To reach Egypt they must cross the Suez Canal, which has been specially set aside as a neutral zone.

In discussing the legal aspect of the question the Law Times has the following to say:—

The state of war between Great Britain and Turkey, and the anticipated belligerent operations with Egypt as their objective, will direct attention to the fact that it is the task of Egypt, under arts. 8 and 9 of the Convention of Constantinople of the 29th Oct., 1888, to secure the carrying out of the stipulations of the Convention for the preservation of the neutralization of the Suez Canal.

Men-of-war of the belligerents have to pass through the canal without delay. They may not stay more than twenty-four hours, a case of absolute necessity excepted, within the harbors of Port Said or Suez, and twenty-four hours must intervene between the departure from those harbors of a belligerent man-of-war and a vessel of the enemy.

Up to the present time the British have lost in killed, wounded and missing, 4,463 officers. This shows very clearly that the British officer leads, and does not drive his men into the fight.

Germany has lost 15,000 marines since the outbreak of war, or approximately one quarter of her available men. We are apt to over-estimate the British losses, and forget that the Germans, both in men and ships, have suffered much greater losses than we have with the additional fact that she can afford it less.

The Germans are slowly learning wisdom. The president of the German Navy League, in an address at Kiel University, declared that "the German navy will only accept battle on the high seas when they were assured of a victory."

Too much importance cannot be attached to the fighting now taking place between the Germans and Russians in East Russia, Central Poland and the Carpathians. Along this entire front of seven hundred miles the Russians are making steady progress.

The threat of the Germans to torpedo all merchant ships around the British Isles on and after the 16th inst., is generally regarded as a bluff on the part of the German nation. If they had been in a position to do so they would have sunk British transports before this.

Wheat is selling at abnormally high prices, but according to millers and grain dealers, it is likely to go still higher. There are many factors contributing to the advance in the price of wheat. Not only is there a scarcity of grain throughout the world, but freight rates are abnormally high.

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PATROLLING THE NORTH SEA.

The raid of German cruisers on the Northeast coast of England should bring home to those who think of the North Sea as a rather big lake some idea of its real magnitude. It is not easy to define its northern limits, but the most moderate estimate of its area places it at 140,000 square miles, while a recent careful calculation by a German statistician gives it 545,000 square miles, which is equivalent to 2,111,528 square miles.

To insure every square mile of the North Sea itself, from the Shetlands to the mouth of the Thames, being kept under observation, at least six hundred scouting vessels would be needed, for under the most favorable atmospheric conditions hardly three hundred square miles can be swept from the crow's nest of a cruiser; and the German fleet can select its own time and place for its heroic bombardments of undefended towns.

"A Little Nonsense Now and Then" "Have you a careful chauffeur?" "Very. He never runs over any one unless he's sure he can make a getaway."—From Judge.

"Pop, what's a monologue?" asked a boy known to the Houston Post. "A monologue is a conversation between husband and wife." "I thought that was a dialogue?" "No, a dialogue is where two persons are speaking."

"I guess we'd better fix up our advertisement for summer boarders right now," said Farmer Cornsneel. "What for?" asked his wife. "I don't want to write anything that ain't truthful. There ain't any mosquitoes now an' the nights are always cool."

"Where do you suppose we got the saying: 'He laughs best who laughs last'?" asked Mrs. Binks of her husband. "Probably some Englishman first said it," replied Mr. Binks. "He was doubtless trying to set a national falling in a favorable light."

The late Archbishop of Canterbury, dropping into a London East End church, sang with all his force in a hymn with whose tune and time he had not the faintest acquaintance. A working man in his pew whispered hoarsely to him at the conclusion:—"Coffer, if you can't sing, don't upset the whole bloomin' congregation provin' it."

Pat was employed on an engineering job, a few miles out of the city, and was carried to his work by an express train, which accommodately slowed up near the scene of his labors. One morning, however, the train rushed through the cut without reducing speed, and the superintendent of the job looked in vain for Pat. At last he saw a much-battered Irishman limping back down the ties, and called to him: "Hello, Pat! Where did you get off?" Pat turned stiffly, and waving his hand toward the steep embankment, sighed: "Oh—all along here!"

"Hum, ho!" sighed a New Hampshire man as he came in from downtown, according to the New York Evening Post. "Deacon Jones wants me to be pall-bearer again to his wife's funeral." "Wal, you're goin' to be, ain't ye?" asked the farmer's better half. "I dunno. 'X' know, when Deacon Jones's first wife died, he asked me to be a pall-bearer, an' I did; and then his second wife died, an' I was the same again. An' then he married that Perkins gal, and she died, and I was pall-bearer to that funeral. An' now—wal, I don't like to be all the time acceptin' favors without bein' able to return 'em."

A Youth's Companion subscriber, jealous of the claims of the classic languages to superiority even in the length of the words the ancients could upon occasion invent, writes thus: "I notice that the Companion says, 'No one can compete with the Teuton in word jockeyry.' But what do you think of the following word that you can find in Liddell & Scott's Greek lexicon? 'Lepidotemachoselochogaleokranoidipendrimupotrimmatosiphiloparasonitokatakachumeknikhlopeliosophathopeteralektruooptekephalokhlopelioselogastralobaphetraganopterurgon.' The mean is 'A dish compounded of all kinds of dainties, fish, flesh, and fowl.'" That is certainly an elaborate way of saying "hash."

THERE IS BLOOD ON THE EARTH. There is blood on the face of the earth— It reeks through the years, and is red; Where Truth was slaughtered at birth, And the veins of Liberty-bled.

Lo! vain is the hand that tries To cover the crimson stain: It spreads like a plague, and cries Like a soul in writing pain.

It waiteth the planet's flesh; It calleth on breasts of stone; God holdeth his wrath in leash, Till the hearts of men atone.

Blind, like the creatures of time; Cursed, like all the race, They answer: "The blood and crime—Belong to a sect and place!"

What are these things to heaven— Races or places of man? The world through our Christ was forgiven, Nor question of race then.

The wrong of to-day shall be rued In a thousand coming years; The debt must be paid in blood, The interest, in tears!

Shall none stand up for right Whom the evil passes by? But God has the globe in sight And hearken the weak one's cry.

Wherever a principle dies— Nay, principles never die!— But wherever a ruler lies And a people share the lie—

Where right is crushed by force And manhood is stricken dead— There dwelleth the ancient curse, And the blood on the earth is red; John Bayle & Estley in the Springfield Republican

EDUCATING THE CONSUMER.

The "Made-in-Canada" campaign has a good many critics who have been pestering the editors all over the country with ream upon ream of copy advancing their theories in an effort to discredit the attempt being made by Canadian manufacturers to increase the sale of their products within the country.

The textile manufacturers in this country have a great deal to gain or lose in this period. Even among the most influential dry goods wholesalers and merchants in the country there is a pronounced antipathy toward Canadian-made textile materials which is even more in evidence at this time than formerly and they, by getting in their say at every opportunity, are doing a good deal to antagonize merchants against the domestic product.

It is very evident that if any lasting good is to be accomplished in the way of better acquainting the Canadian consumer with domestic textiles, it is not to be done through the wholesaler or large merchant, but by systematic education applied direct to the consumer. Indirect advertising, which assures the consumer that by using Canadian-made materials he or she is putting bread and butter into the hands of many working people and keeping the industrial wheels in operation, is not the most effective so far as the textile mills are concerned.

Such an educational campaign can be carried out by a combination of individual and concerted effort on the part of every textile mill in the country. There are a number of mills in every district in Eastern Canada, and if a systematic campaign was instituted to familiarize the people of each district with the goods made therein by displaying the goods in the shop windows and having the merchants display only domestic goods a large proportion of the consumers in the country would be reached.

Another scheme is to have every yard of material, every garment, fabric of any kind, or textile material stamped or labelled with a distinct label denoting that the material is Canadian made, and where possible have the manufacturer's name in prominence. Such a label might be advertised throughout the country until every consumer in the Dominion is familiar with it. This might easily be accomplished by associated effort.

The West and other parts of Canada where mills are not to be found can be covered just as thoroughly by an advertising campaign dealing specifically with the Canadian product conducted through the proper mediums, that is, the newspapers and periodicals that reach and are read by the consumer. This field of effort is a wide opportunity and an effective campaign could easily be conducted to familiarize the people with the industry, what it means to Canada, how it is carried on, the extent to which we have been dependent on imported goods in the past, the excellence of the domestic product and a hundred other points in which there is much ignorance. The label, as proposed above, would also be most effective in such a campaign.

The time is at hand for the textile manufacturers to take the upper hand over the importers and wholesalers of the country. They cater to the public taste and if the consumer can be trained to favor the domestic product the importer and wholesaler will follow suit. A number of large merchants, as well as hundreds of the smaller ones, have already recognized this fact, and their actions have been most commendable. It is now up to the manufacturers to do their share. A systematic and directly applied educational campaign will accomplish the desired end and the business can be held by getting into the market with the right goods, at the right time, in the right quantities, with the most progressive business methods.—Canadian Textile Journal.

A SERIOUS NOTE. Alfred Noyes, the English poet, who is about to begin his source as Visiting Professor of English Literature at Princeton, strikes the keynote of his teaching in the following words, quoted by The Princeton Alumni Weekly:—

"The war is bring us right up against things that we have been ignoring, such as ethics and religion. It is going to put an end to the frivolous, non-moral literature—the sticky stuff—that has been flooding our bookshelves lately. It will tend to bring a more serious tone into literature."—Halifax Chronicle.

STATESMEN NEED THEM. Bibles are to be supplied to all the soldiers in the field. It is apparent that some of the statesmen who are responsible for the present conflict are more in need of the Gospel than the soldiers in the trenches.—Buffalo Commercial.

Rest in Bucharest was taken out by the same hand that put the pest in Budapest.—Wall Street Journal.

THE Royal Bank of Canada Incorporated 1869. Capital Authorized - \$100,000,000. Capital Paid up - \$11,000,000. Reserve Funds - \$18,174,000. Total Assets - \$129,000,000.

ROMANCE IN THE CITY. God opens doors to those who knock. He sends His dreams to those who pray. For some romances the while they toil In dingy offices all day.

The Day's Best Editorial. Assurance of American sympathy with the English cause does not meet the hopes of all the English people. From Canada, from Australia, and from England itself we have received expressions indicating disappointment at our attitude of neutrality.

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NEW YORK TRADE RAIDED THE MARKET. Hoped to Get Prices Down to Cover Their Share Advantageously. PITTSBURG COAL CO.

NEW YORK, February 8.—Stocks in general are firm tone at the opening and the volume of business is fairly large. Some close oblique technical position was good but was not likely to advance much, pending clarification of Canadian Pacific dividend.

NEW YORK, February 8.—During the first half of the session the stock market was fairly active and developed an advancing tendency although argued probably because they were not with an upward movement that rise in steel was too rapid for general markets.

NEW YORK, February 8.—Traders' raised market shortly after 10.30 a.m. in the hope prices would go up to cover their shorts, but their sales were so well taken up that the market was conducted in a more position than they had been before.

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