

# THE Journal of Commerce

Published Daily by  
The Journal of Commerce Publishing Company,  
Limited,  
35-45 Alexander Street, Montreal.  
Telephone:—Business: Main 2662. Reportorial:  
Main 4702.

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London, Eng.—W. E. Dowling, 25 Victoria Street,  
Westminster, S.W.

Subscription price, \$3.00 per annum.  
Single Copies, One Cent.  
Advertising rates on application.

MONTREAL, FRIDAY, JUNE 25, 1915.

## Slow Progress.

Without becoming unduly pessimistic, there is nothing to be gained by minimizing the seriousness of the situation at the front. Germany and Austria have captured Lemberg, and have the Russians in full retreat, while on the western frontier the Allies are only able to register very trifling gains. If the Teutonic powers can continue to drive the Russians ahead of them as they have been doing for the past month, there is no telling what they will accomplish. On the other hand if the Allies in the west are only able to register gains of a few yards daily, it will take them a long time to get to the Rhine, to say nothing of getting to Berlin. Very little is being published regarding the Dardanelles, but the task of forcing that historic passage is proving more difficult than was expected.

It is, of course, very easy for armchair critics to find fault with the slow progress being made. We were told some time ago that a great drive was to take place this spring on the western frontier. So far it has not materialized, probably due to the Allies' lack of shells. It is evident, however, that more men are needed. The Germans are able to hold the Allies in the west, despite the fact that they have sent large armies to assist the Austrians in clearing the Russians out of Galicia. To enable the Allies to undertake their spring drive it will be necessary for Kitchener to send more men to the front. As a matter of fact, Kitchener's second army has disappeared in so far as the world outside the War Office knows. It is stated that he is sending five thousand men a day across to France, but once they land there they are lost to the world. They are not going to the front, so it is evident that the army is being gathered together in France to strike a blow at the Teutons. Whether this will be through Italy or as reinforcements to the British now in Northern France or Belgium is not known.

Letters from the front and conversations with those who have returned convey the impression that it is next to impossible to drive the Germans out of France and Belgium by frontal attacks. Their trenches are so solidly constructed that an immense expenditure of human life and ammunition are necessary to gain a few yards. Even when a trench is captured, the Germans simply fall back to other trenches, it is said, extend right back through Belgium into Germany, and as the Germans retreat their line is shortened and made easier of defence. There can, of course, be only one result of the war, and that is the crushing of the Teutonic powers. It is not going to be an easy task, and we may as well make up our minds first as last to the fact that every available man in this country will be needed before the task is completed. There is no need for us to become pessimistic, but there is need for us to seriously face the situation and not to be carried away by a spirit of too easy optimism.

## South Africa and Canada.

The South African correspondent of the British Empire Review, writing from Cape Town on the 16th of May, describes a discussion on the cause of the rebellion, which was cut short by the prorogation of Parliament, and adds:

"In the ordinary course of events a general election should take place this year, but the date will depend upon the result of operations in South-West Africa. If hostilities are not concluded before the autumn, it is likely that a special session will be called to extend the time for a general election, and to make provision for the necessary supplies to carry on the war."

While Canada's part in the great conflict has been to raise armies to fight in Europe, South Africa has found her duty nearer home, in the suppression of rebellion, in the protection of the British territories in Africa from invasion, and in the occupation of territories which under the German flag were a menace to British interests. General Botha and his people have done splendid service for the Empire in this field of war. The idea of having a general election while the forces of South Africa are still in war is not entertained for a moment. If the part of the war in which the South Africans are engaged is not concluded when the ordinary election time is reached "a special session will be called to extend the time for a general election." In South Africa, evidently, the spirit of partisanship is tempered by the higher spirit of patriotism.

In Canada, if some people in high quarters have their way, partisanship only will be considered and the country will soon find itself in the turmoil of a general election.

## Crops and Shells.

The report from Toronto that the Canadian Government were about to make advances to Russia, in the form of currency to be issued against a deposit of Russian Government one-year notes, scarcely needed the contradiction that has appeared. The Russian Government would hardly appeal to the Government of Canada for such aid. Besides, unless the law were to be ignored Canadian currency could not be issued in that way. Nevertheless it is quite possible that the same end may be reached indirectly. The Canadian war legislation authorizes the Government to issue currency notes as advances to the chartered banks, against the deposit of approved securities. The Government would have for its protection the obligation of the banks and the securities as well. If Canadian manufacturers of war supplies for Russia take payment in Russian securities, any of the banks which desires to do so can ac-

cept such securities and turn them over to the Government under the law which we have mentioned. The Government would hardly object to Russian Government notes handled in that way. At a time when so much business has to be done that cannot be placed on an immediate gold basis, the notes of the Russian Government would rank high as a security, and as the operation would at the same time give employment to Canadian industries and aid the common cause of the Allies, it would to a reasonable extent be safe and commendable.

But while the financing of the production of war materials for Britain or her Allies is a business to be encouraged, the banks do well to keep in mind the fact that a more important part of their work is the providing of the money that will be necessary for the handling of the season's crops. Food is even more necessary than shells. Happily there is every prospect that Canada will have abundant crops. Much money will be required in the autumn to provide for the prompt and profitable handling of this business, and the banks will, as usual, feel that this branch of their service has the first claim upon them.

The financing of the production of war materials for the Allies is desirable, even to the extent of utilizing some of the securities of their Governments in a way which would virtually be a loan to them, but it is not so important as the financing of the crop movement, and the banks must be expected to conserve their resources for that purpose.

Apparently Germany is becoming convinced that President Wilson was in earnest when he told the Huns that submarine warfare against inoffensive neutrals must stop.

A German specialist has performed an operation on the Sultan of Turkey; another German surgeon is in attendance on the King of Greece. German spies seem to be everywhere.

One of the sharpest thrusts at the Northcliffe press has been given by Punch, which pictures John Bull addressing Lord Kitchener in these words: "If you need assurance, Sir, you may like to know that this country has the loyal support of all decent people in this country."

The cost of living in Canada is steadily increasing. The Labor Department Index Number for May, 1915, was 147.6, as compared with 147 in the previous month, and 136.3 in May, 1914. The cost of living is now higher than at any period in the history of the country.

The United States is commencing to show some annoyance at the long delay connected with Germany's reply to the American note of protest. Some American papers are pointing out that this is characteristic of Germany. They are showing that in 1909-10, when the two countries had a controversy over the potato industry, German diplomacy treated established treaties as "scraps of paper." In that controversy, which cost the American interests a loss of \$25,000,000, the Germans showed a total disregard of treaty obligations, and made and amended laws to suit themselves. As a matter of fact the United States was bluffed and jockeyed out of the rights which were theirs under former treaties, Germany showing throughout the entire negotiations that callousness and indifference to treaty obligations which has since become very marked, as in the case of Belgium. After a while the world will get to know that Germany is not to be trusted, and will treat her as an outcast among the nations.

The Associated Advertisers' Club of the World are now holding their annual convention in Chicago. It is impossible to over-estimate the possibilities and power of publicity. By means of printers' ink commodities are made household names, while department stores, banks and a thousand and one other business concerns deliver their messages to the public. In this respect Canada might do a great deal more than she has done in the past. We have been buying a million dollars' worth of American-made goods a day, largely because the Canadian people are more familiar with American commodities than they are with Canadian-made goods. American manufacturers brand their goods and advertise, while Canadian manufacturers for the most part are content to sell their goods through a jobber. They have yet to learn that it is much better to have a consumer go into a store and ask for a collar, or shaving stick or shoes by name than to merely go in and ask for a collar, a stick of shaving soap or a pair of shoes. "Brand your goods and advertise" would mean much to Canadian manufacturers.

## DOES IT PAY TO BE COURTEOUS?

Being courteous is a habit which is likely to develop into a bank account. There have been surly men who succeed in business, perhaps because their employees were not surly, but fortune, nevertheless, has usually preferred to keep steady company with gentlemen.

Good will is what business is looking for. It is a part of its capital. It is never got by sour faces. It will not accept discourtesy, even in fiction. It demands good humor, a happy ending, a "there-I've-pleased-you" attitude on the part of the author. And one of the strongest assets of a corrupt political organization is the fact that publicity concerning its acts is necessarily more or less discourteous, whereof the public does not like it. Vice becomes attractive when descriptions of it are impolite, so much does humanity applaud pleasantness, which is another name for courtesy.

Yes, courtesy pays. In business or out of it, even if dividends are sometimes deferred. It pays in politics, often at the sacrifice of public morality, but it pays most of all right in the form of happiness coupons.—Philadelphia Ledger.

## THE GERMAN WILL TO BELIEVE.

(New York Evening Post.)  
We have had far too many say-so German facts in this war. Germans have developed the will to believe in an even more extraordinary way than they have the will to conquer. It is not simply that they take the official statements of their Government as truth or Holy Writ. They have worked themselves up into a kind of metaphysical fury which makes them certain that what they say is self-evident. We have often given examples. It is not necessary to repeat them. That the alleged facts often contradict each other flatly, makes no difference to these German enthusiasts. They have not studied Kant and Hegel in vain; they can swallow opposing categories with ease. We do not know that anything can be done about this, but we do know that a long debating of the "facts" of a simple case with such people would be a waste of time. To every proof they would think it a sufficient answer to say: "We know that it cannot be so."

The immigration into the United States during the first nine months of the present fiscal year was 272,764. During the fiscal year ending June 30, 1914, the total immigration was 1,218,489.

## PAINTS UNDER WATER.

Oddities, of no matter what kind, have always appealed to the great majority of people, but to Walter Pritchard, of Los Angeles, Cal., must be given the credit for doing the oddest work in the oddest places.

He is a painter of marine life—quite different from the man who merely paints the usual ocean scenery. Pritchard paints under water. Using a diving costume, he remains under water for from twenty to thirty minutes at a time. He stands on the ocean bed and gets impressions of the clear water and makes reproductions.

While painting in the ocean, he uses solid oil pencils on a canvas of solid oiled leather, fastened to a heavy iron easel. He has painted many wonderful views, full of color, of the hidden things of the ocean's depths.—Chicago Blade.

## LAST AND GREATEST BLUNDER.

(Springfield Republican.)  
As the Dane, George Brande, has said, for 50 years proud Germany's watchword was "Let them hate, if they only fear." Europe has feared, and fears still, and its common burden of fear is what now oppresses the proud and self-centred Germany. Good will is what the world most needs, and nowhere can Germany find more of it than here in America. To alienate the American people would be the last and the greatest of the blunders of German diplomacy.

## USE FOR MAGNETS.

Magnetic attraction is now being applied, more or less experimentally, to the detection of mines laid at sea. An electro-magnet, supported on a long arm extending forward from a ship's bow, can be made to signal the presence of a mine. Could the current be made strong enough to deflect a torpedo, another terror of the deep would gradually disappear.—London Chronicle.

## HELPED, ANYWAY.

(Boston Globe.)  
The Russian campaign, however, has been by no means vain. The pressure has been constant and untiring. It has kept the Germans extremely busy, and thus relieved the load bearing down on struggling France.

## "A LITTLE NONSENSE NOW AND THEN"

"I think if I were a Tommy Atkins going to France I'd join the bicycle corps."

"Why so?"

"Then if I got homesick I could puncture a tire and once again breathe my native air."

"Eddie, what's the matter? Had a fall off your bike?"

"No; I tried to hang some pictures and stood some dictionaries up on a table and they slipped from under me."

"Words failed you. I suppose."

"I hear you've got a government job now," one man said to another.

The other answered gayly:

"That's so!"

The first man gave an envious sigh, and asked:

"Is it hard work?"

"Not after you get it," was the reply.—Exchange.

A man tells of a diner he once had at a farmhouse, on which occasion the piece de resistance was literally a very tough chicken. Those at the table, including the farmer's two young sons, struggled unsuccessfully to make some impression upon their respective helpings, when Sam turned to his brother.

"Tom," he said softly, "somehow I wish old Dick hadn't a-died. Don't you?"

An aged pensioner named Pat, buying his usual supply of sugar, asked the shopkeeper what was the cause of the sudden rise.

"Did you not hear," said the shopkeeper, "that the Germans fire on the ships bringing over the sugar, and it all goes down in the sea?"

"Begob," said Pat, "I'll get some say water and it'll be swate enough for me, so you can keep your sugar."

W. B. Trites, the novelist, said at a tea in Chicago: "Writers have a novel at the beginning, but, on the other hand, after they arrive they live in clover."

"But the beginning is hard indeed. I met in the park yesterday a beginning poet."

"My dear boy," I said, reproachfully, "that coat needs turning."

"Ah, go on!" said he. "Do you think it's got three sides?"—Chicago Record Herald.

A dandy went into a photographer's in a country town to get his photograph taken. When the job was done he refused to pay on the ground that the picture was not like him.

"All right," said Pat, "Leave it there."

Next day he was passing the place and saw his picture in a showcase, and under it were the words in big letters:

"The ugliest mug in town."

He rushed in and abused Pat.

"But, my man," said Pat, "yesterday ye said the picture was not like you, so you have no reason to complain."

Pat sold him the photograph.—Pittsburg Chronicle.

## SOLDIERS' GRAVES.

(By Minot Judson Savage.)

A silent bivouac of the dead, we say,  
While on the low green tents we lay our flowers,  
And with soft tread we take our reverent way  
Past where each seems to sleep away the hours.

A silent bivouac? Nay, they sleep not here;  
They have passed on and gleaming bright ahead;  
Their camp-fires on yon heights of truth appear,  
Lighting the way that coming feet shall tread.

Their shot-torn flags still wave upon the air,  
There where some new heroic deed is done;  
And, echoing loud, their shout still rings where  
Some new field waits, by brave hearts to be won.

The brave die never, though they sleep in dust;  
Their courage nerves a thousand living men,  
Who seize and carry on the sacred trust,  
And win their noble victories o'er again.

Their graves are cradles of the purpose high  
That led them on the weary march, and through  
The battles where the dying do not die,  
But live forever in the deeds they do.

And thus the silent bivouac of the dead  
And we, who softly by their green tents tread,  
Will hear and heed the noble words they say.

## BREAD OR BOOZE.

(The Farming Business.)  
Great Britain uses more grain in the manufacture of alcohol liquor in one year than she produces in her own territory in the same length of time. So that in effect, her people are not working their farms for the purpose of making bread with which to destroy the economic efficiency of themselves and their fellow citizens. The whole country is dependent on its imports for its bread.

We cannot conceive of any poorer business than this, that a nation should use all the grain which it produces in the manufacture of liquids which sap the vitality and efficiency of its people without adding to any one desirable or useful quality; thus leaving the nation dependent upon the outside world for its bread and cereal foods. Such a practice is a fundamental economic error, and it seems to have taken this great war to teach Great Britain the folly of such a method.

The great war of the past 9 months has taught the nations of the earth, as no moral wave or religious campaign ever could have taught them, the absolute uselessness of alcoholic beverages. It is not a moral lesson which is being taught so much as it is an economic lesson. And out of this war will come the greatest good which ever yet has been done to the cause of temperance and of personal and national efficiency, for it will have taught very forcibly the individual and national damage which comes from diverting the grains of the world to the manufacture of harmful drinks rather than using them for the manufacture of bread and other foods.

## SIR EDWARD CARSON'S LAW PRACTICE.

(London Observer.)  
The Ulster leader's last act before taking office was to refuse a brief marked at a very high figure to appear for Germans in a claim before the law courts. As soon as he heard the nature of the case he ordered his clerk to send the document back, and declared with emphasis that he would not appear for any enemy of this country. This shows his spirit. One of the best stories told of Sir Edward Carson at the Bar concerned his attempt to lessen his work when he was being inundated with briefs. He doubted his fees, thinking this would bring respect, but instead of giving him relief it made him in greater demand than ever. One day a solicitor's clerk brought to his chambers a very heavy brief. Sir Edward did not welcome it. "What's the fee?" he asked the clerk. "Five hundred guineas, sir." ("£500") was the reply. "I don't want it; I won't take it," said Sir Edward, and the clerk retired in disappointment. A little after he returned. "He will make it a thousand guineas, sir," he announced. "No, I won't take it under fifteen hundred," rejoined Sir Edward in the hope that this would settle the matter. To his surprise that fee was promptly agreed to, and the case came on.

## ITALY'S MOTIVES.

(Rochester Democrat and Chronicle.)  
There is no truth in the notion that Italy is fighting merely to gain some coveted territory. She is fighting because she fears the greed and ambition of Austria, and because she knows that it is necessary to the welfare of Europe to crush once and for all the Prussian military machine.

## THE GERMAN'S PRAYER.

She: "One of the most touching things about the war is the way France became religious. All the Frenchmen pray."

He: "Und all der Chermans Bray, too! Dey Bray Gott damn England!"—Life.

## The Day's Best Editorial

### SELF-CONTROL FINER THAN "KULTUR."

(Toronto World.)

First-hand impressions of a catastrophe like the loss of the Lusitania are sufficiently rare to make the arrival of Mr. Ernest Cowper in Toronto yesterday an interesting event. Mr. Cowper has been interviewed both in England and on this side of the Atlantic, but his own words are far more graphic than anything that has got into print. With newspaper training he is not inclined to over-emphasize any part of his experiences, and his restrained and accurate accounts are terribly vivid.

What struck him most, he says, was the behavior of everybody. There was no hysteria and no panic. It might have been an everyday occurrence. Men went about doing what they could to help others. There was no sensation of fear. This supreme self-control at a critical moment is a notable thing, and marks out those who took part in the scene as belonging to a higher type of mentality than the majority of the race have attained.

It is not "culture" of any merely intellectual kind that imparts this disdain of temporal accidents, and it does not seem to be spirituality of the kind defined by the churches that lends such intrepid coolness to men and women who would not be suspected of either culture or spirituality to ordinary circumstances. The old boatwain, who busied himself with his boats, getting them launched and worked, passengers aboard, smoking away as he worked, and continuing at his duty unconcerned as the great vessel slipped lower and lower, till he stood finally engulfed, still smoking his pipe, may have known more of the mystery of spirituality than some who could talk about it in polysyllables. It is not in knowing or having, but in being, that such gifts of the soul are displayed.

Mr. Cowper says that when he came up out of the water after the vessel sank the surface of the sea was covered with babies. This is perhaps the most pitiful thing that has been told about the wreck. The German submarine was near, and when a girl swam alongside a sailor laughed at her and said in English, "Let us hear you sing Tipperary now." One feels that it would be preferable to sink with the old boatwain than swim with such slaves of the baser sort.

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## WHY THE FARMERS STRIKE.

(The Banker-Farmer.)

Herbert Quick is a clear-headed, practical observer. He contributed to the Saturday Evening Post on May 8, an article that should be read by every banker and farmer, may more, by every citizen.

He styled this article, "The Great Farmers' Strike, and How It Can Be Settled." You didn't know that the farmers had struck? Mr. Quick says the farmers are quitting their jobs and moving to town just as fast as they can. He advises us to visit any city, town or village, in a rich, agricultural community and count the retired farmers. This "strike" has been going on for a generation or more. Once 75 per cent. of our people were farmers. Now the proportion has fallen to one-third.

What has caused this "strike?" Let Mr. Quick answer: "The retired farmer, in three cases out of four, has left the farm in order that his children may have better school facilities."

"The worst schools in the United States are the rural schools that have always, as typified in that mythical building, the 'little red school-house' been pointed to with pride when they should have been viewed with alarm."

Mr. Quick shows by concrete examples that wherever exists the right kind of rural school or even when it is half right—the Great Farmers' Strike has been called off. And the right kind correlates education with life.

It is worth repeating that every close student finally places his finger on the improvement of education in the country as the one great remedy for things as they are.

Get hold of this article. It is full of meat. See that some of your leading farmers read it.

## SELECT UNARMED SHIPS.

(New York World.)

Since a war zone was declared at Berlin in February to have been established around the coasts of Great Britain, there has been a singular absence of British war vessels of any kind among the victims of the German undersea campaign. The impression has been created that the German submarines were as scrupulous about avoiding any chance of harm at the hands of enemy vessels as in selecting for attack unarmed ships of commerce and helpless fishing boats.

## CROPS AND RAIN.

(Wall Street Journal.)

Destroying the crops with too much rain is something like killing a cat by giving it too much milk. Either can be done, but it takes an awful lot to do it. The amount of moisture which the soil can absorb at this time of year reminds one of the story told by a man who said he gave a big pile of milk to a hungry cat, and found after five days that the milk had gone, but the cat had not.

## U. S. RUBBER COMMON OFF.

(New York Times.)

New York, June 25.—United States Rubber common stock advanced 54 to 55, off 1/2 to 1 1/2.

## KANSAS CROP REPORT.

(Chicago, June 25.—Kansas Crop Report for 1915.)

Wheat 138,700,000 bushels; acreage 1,000,000 acres of corn 65.

## N. Y. COFFEE EXCHANGE HOLIDAY.

(New York Times.)

New York, June 25.—Coffee Exchange closed for business on Saturday, July 3rd and 4th, July 5th.

## COTTON FUTURES STEADY.

(Liverpool, June 25.—Cotton futures closed at 10 points decline. July-Aug. 5.05 1/4; Oct. 4.95 1/4; Jan.-Feb. 5.46 1/4; May-June 5.52 1/4.)

## AUTHORITY FOR BOND ISSUE.

(Madison, Wis., June 25.—The Railroad Commission of Wisconsin has granted authority to the Chicago, St. Paul, Minneapolis and Omaha Railroad to issue \$2,000,000 bonds.)

## COTTON REPORT COMING.

(Washington, June 25.—The Census Bureau will issue the cotton report at 1 p.m. July 1st, showing number of acres in cultivation and cotton crop of June 25.)

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