## Buying Printing Is Like Bee Culture---Done Right It Brings Honey; Done Wrong It Brings Stings!

Printing is a means toward an end--nothing more---and first costs count for little. Results determine values. Cheap printing is that which brings trade; if it fails it's expensive at any price. The effort and the postage are the same in either case.

It is our purpose in selling printing to study the results---to find out what you wish to accomplish, and then to meet that need with exactly the right kind of printing.

We try to sell something more than Ink, Paper and Type. It pays to call our efficiency into consultation, not simply to ask us to quote prices.

While we realize fully that the lowest price is not always real economy, yet we can promise every printing buyer that we will furnish the correct printing for his purpose at the lowest possible price for such service.

Our plant is one of the largest and best equipped in the city, and we give the customer every advantage of labor-saving equipment.

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Construction of the constr

## The Industrial & Educational Press, Limited

Printing Department --- Main 2662 35-45 ST. ALEXANDER ST., MONTREAL

Present Colossal Struggle in Europe

## BELIEVES IN ARBITRATION

Disputes by an Impartial

Birmingham, October 31.-At semi-annual meet nairman of the Steel Corporation, said in part: "I am optimist in principle as well as in practice. There ne declares that the earnings from Jan. 1 to Oct. ficial supervisor of them. 1914, on the tonnage produced have been at the smallest margin of profit since formation of the com-pany. The report of another company shows that ncome from manufacturing and operating, after deperiod of 1913.

Volume and prices of iron and steel sold in this country were very low, comparatively speaking, dur-ing months immediately prior to the European war;

### Struggle for Existence.

"What is there to encourage us in our struggle for present existence and future success? We are always actual production of wealth in the United States is growing year by year; and this ability to produc ed. Actual realization of profits may be interrupted, but the great variety of its products and the length and breadth of its dom with a climate and atmosphere unsurpassed, continu ously serve to insure increasing wealth and prosper ty, and enable us to rely on ability of the nation to comfortably support her own inhabitants and to furnish a surplus to other nations in large and increase ng quantities, with corresponding returns in value.

"It would seem safe to predict that in many impor ant respects business conditions in the United State for the next three months at least will be better than for the last three months. As to the long future do not hesitate to say, with emphasis, that opportun ties for progress and success are greater than eve If we can get out of the ruts of antagon isms, inconsistency, distrust, hypocrisy, individual in difference to rights and interests of others, which seem to have prevented natural and legitimate pro gress the last few years, so that the people generally will disregard undue personal ambition and will work together, joining hands for protection and pro motion of the welfare of all alike, having a dis position to utilize to the best advantage the privileges this country affords, it will be only a question will be firmly established as the leading country of

## Maintain Strict Neutrality.

"Without attempting to locate blame for the war pecause the people of this country are disposed to ment of the agricultural and mineral resources of the maintain strict neutrality, we may perhaps consider, though we would hesitate to do more than suggest, the possible cause or causes. We hear from those who advocate settlement of international disputes by resort to force many different reasons, some giving one reason and some another, which is believed in and insisted on as sufficient

"Many claim to believe the war is the outgrowth o antagonism between Slav and Teuton. Others equal believe it a contest to secure additiona territory. I venture the opinion that the struggle for commercial supremacy was the underlying cause, or at least had a decided influence; that the questions lts a Long Way at issue largely relate to dollars and cents. And many believe if representatives of the different nations had previously met in a spirit of friendly and considerat inquiry for the purpose of definitely settling the financial interests of each, all trouble could have been

pose of making a point, it may be inquired, what will be the final result of the conflict? The nation that wins will surely lose, elthough this would seen at first blush a paradox. The enormous cost and long continued suffering of the survivors will not be fully covered by any success or glory or indem it would have been better to have settled, if pos sible, all existing differences, real or imaginary, or a basis approved by some competent and impartia tribunal. The sums expended and to be expende by the different nations would have greatly extended their opportunities for success and happiness i wisely used for those purposes.

## Enforcement of Decisions

"Personally, I believe in a positive and binding agreement between all the nations for final settle ment by arbitration of all international disputes or a basis decided by a competent and impartial tribun-al and for enforcement of decisions by the nations not personally involved in question at issue. Such agreement could be made, such a tribunal could b made practical, if the nations were so dispe Human nature is the same the world over. It is BUREAU OF PUBLICITY selfish and inconsiderate. Might too often makes right; the strong becomes arrogant, unreasonable and aggressive; the evil-minded is reckless and in different. I am not willing to admit that the ma-jority of individuals are controlled by these infirmities. I think the average man is honest and fairminded and desires to be just towards his neigh-bor; and that the world is growing better. I hope

considerate and indifferent. In representing interests of those who place us in official positions, we feel obligated to strive for success, and we go beyond reason or justice. As many of you have remarked at previous meetings, it was customary in days gone by to harbor the same feelings and to pursue the same conduct that have been exhibited in our feelings and to pursue the same conduct. Business men struggled for revenge, or conquest, or suppression, or other reasons just as bad. The graves of concerns destroyed

Judge Gary Says This Underlies the That is the Chief Obstacle to the But Now There is Promise That She Opening of the London Stock Exchange

## SOLD THROUGH AMSTERDAM

le Way to Certainly Avoid Such Realizing Has Bee on Situation.

London, October 30.-One of the chief obsta opening the London Stock Exchange is fear that Ger-in the United States after several years spent in mans and Austrians will throw their holdings of se-close personal association with the people of China curities on the market. No way to certainly avoid says that the world as large are very much mistaker steel Corporation, said in part: 1 am curries on the market. No way or reinciple as well as in practice. There such realization has yet been discovered. It is fear-in their arraignments of the Chinese.

"American business men," Mr. Clinton said, "in their arraignments of the Chinese.

"American business men," Mr. Clinton said, "in the rush of every day lift, oft forget that China is so the control of the chinese.

"American business men," Mr. Clinton said, "in the rush of every day lift, oft forget that China is so the chinese. ing our eyes to well known facts; and at present we reptitiously shipped to London. The British authoriare not very prosperous. This is reflected in reports ties have control of London agencies of the German reptitiously shipped to London. The British authoribig and que of some of the larger companies. The president of and Austrian banks, and Sir William Plender is of-

inquiries, as to foreign security holdings, and dividends that may be paid on them:

also true that it needs more industries a new findends that may be paid on them:

(1) In cases where shares stand in name of London agency of one of these banks, and that bank has seventh as much for the first nine months of 1914 parted with ownership of the shares but is still re- who deal with them personally will subas for the same period of 1913. Still another sets gistered in respect to them, it will, as in the past, statement, are a great big, honest, broad-minded forth that, for the first six months of 1914, net operations was less than half the amount for the same the shares (provided they are not alien enemies) on nation' being satisfied as to their ownership by production of certificates.

(2) The same applies to shares standing in names of nominees of any of the London agencies. These and with respect to volume, there have been sub- gentlemen are officials of the banks, and if dividends from foreign sources. In the past China has deare received by them, they will be paid over, as in pended to an alarming extent upon foreign loam

(3) With regard to shares registered in name of is true, were legitimate, but again any one of the banks, without the London agency that were forced. In other words, this Eur of such bank being specifically referred to, I am not war has turned the attention of the Cl omforted by the fact that productive capacity and in a position to say that dividends will be received ternal affairs. in London. If the shares are in Canadian compan-recent floating by Chinese business emn of a \$16, les they would presumably either be paid to the Lon- 000,000 loanZ Small as this may appear to be as re don agencies or withheld, as the companies would gards the finance of a large country. not be entitled to pay to Berlin.

fore, to say that dividends might not be forwarded

gencies of the banks in respect of shares of which has been "squeezed," or described they are not the owners, they will be paid over as terms, has been the victim of grafters. But now above (1 and 2).

## PAYS ITS CREDITORS

Committee to Meet Debts.

lent Estrada Cabrera in his efforts in behalf of the historians speak of China as one of the grea struction of the financial affairs of the Republic of Guatemala is the fact that the government of that sent day will be recalled as the country at the beginning of this week, placed in the China's struggle for recognition. In less hands of the committee of British boutholders the years China will be the greatest purchaser sum of £59,000 in payment of instalments due on the products. Owning up to, as it does one

These are the first payments made in several years. President Cabrera, upon taking charge of his office in 1898, found his country on the border of bankruptcy. This work of reconstruction has been difficult, but he has been devoting his attention to the proper developountry, leading aid and support to the several branches of enterprise to the best of his ability.

military services and the Germans continue drinki beer and alcoholic beverages, the Allies will win, says a prominent United States surgeon

BUT IT'S ONLY 75 MILES TO THREE-RIVERS (THE HALF-WAY CITY BE-TWEEN MONTREAL AND QUEBEC), WHERE FACTORIES ARE WORKING NIGHT AND DAY IN TURNING OUT "MADE IN CANADA" PRODUCTS.

THREE - RIVERS' ADVANTAGES OVER FOR "MADE IN CANADA" GOODS

IN SELECTING SITES, CONSIDERATION MUST BE GIVEN TO PROXIMITY OF
RAW MATERIAL, RAIL AND WATER
TRANSPORTATION, COST OF POWER,
LABOR, LIVING CONDITIONS, AND OPDEPTIMITIES TO THE PROXIMITY OF POWER AND OPROBERT TO THE POW PORTUNITIES FOR ECONOMICAL IN-

HAVE US SEND YOU OUR NEW FRESH BOOKLET OF FACTS ABOUT CANADA AND WAR NEWS-(a Post-Card Brings

## ADDRESS-THREE RIVERS, P.Q.

open court by those familiar with the subject. New Order of Things.

"To-day I congratulate you on your success in the time will come, even though not in my time, when wars and rumors of wars shall cease.

"All that I have said applies forcibly to our business. We who are here to-day are engaged in competition: we are naturally selfish: we are often in-

Will Yet Rise to be a Great Nation

## MANY IMPERATIVE REFORMS

Getting All These Things.

Mr. J. M. Clinton, of Hankow, China, who is now

the reality of China and its government as that of a republic

"What makes me hopeful of China is the real char-acter of the much maligned Chinese. It is true He has written the Stock Exchange, in answer to China needs railways, that it is getting them; it is Chinese, I have found, and others

### Loans From Foreign Sources. Speaking of the effect the present European war will have on China, Mr. Clinton said:

"One wonderful result is the cessation of bans with which to conduct its affairs. So lies in what it stands for. The war will American companies would, however, be under no such restriction, and I am not in a position, theredency to make China fall back upon her own re For the last 300 years, according China has been an oppressed nation. At its head If, however, any dividends are received by London has been a foreign element with the resaid, things were changing. China

dominated by young men, many of whom have re ceived their education in western having tasted of freedom and life as a modern way, are strongly advocating the same their native country. China is advan China One of Great Powers.

"Twenty-five years hence,' the speake ers, which I am firmly convinced the population of the world, and being itself one these developments are bound to come

Mr. Clinton gave views of the Japanes tion in the present war. On one hand, he said, Ja pan's motive in going after the province of Kiao Chau, is thought to be a good

On the other hand, he said, there are those wh elieve Japan is furthering her own interests. The entiment of China, he said, is unfavorable toward

## **SALES OF FIVE AND TEN CENT**

Normal Rate of Increase, However, Was Not Mainained.-This Might Be Expected in Any Cash Business

New York, October 31 .- According f one of the largest five and ten-cent stores, t business done during August and September wa satisfactory in view of the unprecedented conditions
Sales while not maintaining the normal rate of increase, showed gains over last year

The officer points to the fact that five and te cent stores are operated on a strictly cash basis. is a matter of public knowledge that sala CANADIAN CITIES CANNOT BE OVER-LOOKED BY THE THINKING CAPITAL-CRY FROM ENGLAND AND FRANCE, AS
Thus it will be seen that any reduction in the an WELL AS 8,000,000 PEOPLE AT HOME of cash in the hands of the working class, which furnishes a big percentage of customers to these MEANS NEW FACTORIES FOR CANADA. stores, will be reflected in their purchases. It is also a natural assumption that people, under such conditions, will trade where they can obtain credit and

greater than any increase that may result from additional business obtained from European countries a comparison of the sales of the F. W. Woolworth Co. and the S. S. Kresge Co. for the months of August and September and the nine month period in 1912. 1913 and 1914 shows that this year sales for August and September do not present the normal increase, which occurred last year over 1912 F. W. Woolworth Co.

August . . . \$5,434,023 1.5% \$5,352,600 5.4% 
 September
 5,557,242
 6.3%
 5,226,825
 104%

 Nine months
 46,718,706
 6.5%
 43,845,173
 9.85

S. S. Kresge Co.
Sales: 1914. \*Inc. 1913. †inc.
August . . \$1,224.761 19.3 \$ \$1,035.999 22.00% 1,079,549 39.00% September . 1,284,026 19.0% 8,663,269 26.00% Nine months . 10,634,624 22.7%

\*Increase over 1913. †Increase over 1912.

### ALGOMA STEEL SECURES ORDER FOR 20,000 TONS RAILS.

Emergency Orders for Euro Account Not Instances of

MUCH HAS BEEN DONE

General Strengthening

(Special to the Journal of Comm n, October 31.—It is idle to argue tha rovement in business except in s where emergency orders are being plount of European nations now at war. tances inordinate activity is it nce but this far from makes up what has

has not been made in the past three m particularly is this impressive when a review onfronted finance and business when the war

and have been practically solved: New York bond maturity; the foreign exchange paralysis the break-down in the cotton market; the esta ment of the Federal Reserve System-admit ition-with its shifting of reserves another thing injected into the situation. This, wer, is proceeding, and within a short time the try should begin to reap the benefits from this

the last but not least important problems, is stil arently some distance off. Until this is accomp ed it cannot be said of course, that financial co However, the success which has attended the

rts of the country's leading bankers and bus the belief that we shall work out of the present ess situation within a reasonabl yshort Admitting the unfavorable factors, such as sm clearings and the poor, but not unexpectedly uarterly statement of the Steel Corporation, are yet bright spots to be seen. Increasing ex and growing ease in money appear on the credit shock which the business world has sustained, more could be expected than the period of brough which we are now passing.

But there is an irreducable minimum to everyt and while the turn in business does not yet ap to be in sight, from now on any change should

# SOMEWHAT BETTER TRADE

onfidence is gradually returning in Canada, and c weather with war's demands have made for so what better trade. Incidentally lower temperate have brought out some sorting orders. Up in the Northwest, ideal weather has en

farmers to make progress with fall ploughing, tion points to a larger wheat acre rmers are holding wheat.

Collections show some impre nterior country points. Montreal reports that the English government

placed an order for 25,000 fleece lined coats, for 2 00 pairs of heavy woollen drawers and a contract 0,000 pairs of army boots has been awarded. Toronto notes that military demand for leath teel sheets and woollen goods causes activity in li-

hat would otherwise be short of work. Winnipeg reports that large orders have iced for harness, saddles and horses, but domes

trade is quiet. Bank clearings at sixteen cities for the week er ing with Thursday last aggregate \$153,769,000, a crease of 10.6 per cent from last week and of 2 er cent from the corresponding week last year.

siness failures for the week terminating Thu day were 81, contrasted with 64 last week and 51

## DUN'S REVIEW

New York, October 31.—Dispatches to Dun's P flew from branch offices of R. G. Dun & Compa n leading trade centres of the Dominion of Cariac s improving and that the trade generally is still quiet, the trend is towards in

Montreal reports little change from a week as business in dry-goods is somewhat slow, h there is a higher volume of spring orders. Textile mills, shirt, clothing and footwear facto

les are busy on government orders and distributi f groceries is well maintained. Retail trade is n quite so active at Quebec, but wholesale business fully as good as a year ago. Quiet conditions generally prevail at Toronto, ti

lovement of dry-goods, clothing and other reason able lines being restricted by the weather. The situation, however, has been helped by large

orders for war materials, certain factories havin sufficient business booked to keep them employed until spring, and the outlook, on the whole, has in

Confidence is gradually returning at Hamilton, a though the movement of merchandise does not as you show much increase. More favorable conditions appear to be developing

in the Far West and Northwest and prospects ger ally are regarded encouraging

Wimipeg reports that retail trade has been stimus lated by cool weather, and wholesalers note a decide increase in rease in inquiries and shipping directions, especial ly in seasonable goods.

There is a satisfactory demand for staple merchan lise at Saskatoon, with the movement in most line showing gradual improvemnt.

Both wholesale and retail trade are in fair volum it Regina, and most merchants expect a brisk fall an

gary, demand for staple commodities being well up

Gross earnings of all Canadian railroads reporting to date for the three weeks of October show a decrease of 27.5 per cent. as compared with the earnings of the same roads for the corresponding period a year ago.