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Special Articles

The Retailer's Position in Advertising Campaigns.

By W. W. Swanson, Ph.D.

Banking and Business Affairs in the United States.

By Elmer H. Youngman.

Comments on Current Commerce.

By E. S. Bates.

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How the Town can Aid the Country.

THE need of cordial co-operation of town and country in the services which are important in their relation to the war is emphasized by many speakers and writers. One of the most practical suggestions comes, through the Halifax Chronicle, from the Secretary for Agriculture of Nova Scotia and Principal of the College of Agriculture at Truro, Mr. Melville Cumming. Principal Cumming thinks that, in view of the scarcity of farm labor, we cannot look for much, if any, increase of the acreage to be cultivated this year, when the need for increased production is being pressed upon public attention. The next best thing to increase of acreage is that there shall be better farming, and increased production, on the land that has already been worked. One thing of much importance to this end is a larger use of fertilizers. How much can be done in this way is explained by Principal Cumming. "It is possible, for example," he says, "on a well cultivated field to produce from three hundred to four hundred bushels of potatoes per acre instead of one hundred and fifty to two hundred bushels, simply by adding one thousand to fifteen hundred pounds more fertilizer per acre than it was planned to use. Some farmers are not afraid to buy this extra amount of fertilizer, but others, because of shortage of capital or lack of confidence or fear of the fall market, will not do so, and consequently hundreds of acres in Nova Scotia that might be producing maximum crops will be producing only 50 per cent. to 75 per cent. of that maximum."

Principal Cumming's aim is to have the city men co-operate with their farmer friends, or with other farmers with whom they may be brought in contact, by supplying quantities of approved fertilizers at cost, and agreeing to take payment in the productive season in vegetables at a fixed minimum price. As a concrete example of how the transaction would operate, Mr. Cumming says:

"A city man sends to a farmer one thousand pounds of high-grade fertilizer at a cost of \$18. He agrees with the farmer to accept repayment for this in potatoes at the fixed minimum price of 70 cents per bushel, which means that the farmer is to ship him 25 5-7 bushels of potatoes, which the city man accepts as full payment even if the prevailing price should be only 50 cents. The city man's additional reward in this case comes from the fact that he has done something to increase the food supply of the country. If, on the other hand, the prevailing price for potatoes should be \$1 per bushel, the city man

would not prevent the farmer from taking advantage of this and so would expect only 18 bushels in payment for the fertilizer."

The farmer has the safe side of this transaction, since he cannot receive less than the minimum price, and he gets the benefit of any advance the market may have. The city man takes a little risk in the possibility that by the autumn prices may fall and he might be able to buy his potatoes at less than the price he has agreed to pay the farmer. But everybody realizes that increased production is necessary, and that the farmer must have some assurance of a satisfying market to induce him to put forth the greater effort. This has been recognized in England in the scheme of Mr. Lloyd George's Government to encourage agriculture, which gives the farmers assurance of a minimum price for their crop.

Principal Cumming's proposal is a very interesting contribution to the literature of the war. It is a well-devised and well-considered plan that deserves careful consideration by all who are interested in that important part of the war service.

The Averted Strike.

AFTER a vigorous effort to resist, temporarily at least, the Adamson eight hours law, the American railway managers yielded to the President and public opinion, and made concessions to the brotherhoods of railway operatives, thus averting the strike which had been ordered to take place on the 19th inst. The recent history of the movement is worth remembering. Several months ago, in view of the widespread agitation of the railway workers, President Wilson recommended legislation to grant the eight hours day, with ten hours' pay, and also legislation somewhat similar to that of the Lemieux Act of Canada, to require investigation before strike. The first part of the recommendation naturally pleased the railway men; the second part they did not view with favor. While the matter was engaging public attention, the workmen determined not to wait for legislation, but to call an immediate strike if their demands were not complied with. Such a strike, if adopted, would have paralyzed the business of the country. To avert it President Wilson decided to defer the second part of his recommendation for future consideration, and to ask Congress to grant at once the eight hours law. This policy, adopted against the strong protests of the railway companies, was enacted into what is called the Adamson law. Thus defeated in Congress, the railway companies determined to challenge in the courts the constitutionality of the new law. In the meantime