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MONTREAL, AUGUST 1, 1914.

The European Struggle and the Standa Wellow Peril

If the Triple Alliance and the Triple Entente gage in a Titanic struggle, it will mean that million of lives will be lost, immeasurable treasure destroye and Europe set back one hundred years. Thoughtfu en already are asking if this will be taken advan tage of by the teaming hoards of Asia, as for years whave had a Yellow Peril scare confronting us.

Asia has a territory of 17,000,000 square mile an a population of 970,000,000. Europe, heretofore ti entre of wealth, culture and the home of th est military and naval powers, has an area but 3,675,000 square miles and a population of 445. The density of the population of Europe i more than twice that of Asia. Of the total population the world which is placed at 1,750.000. China, Japan and India 835,000,000, or almost twice the total population

Already there are signs of an awakened has Japan emerged from her conflict with Russia con-scious of her latent power. China is just beginning sibilities of what might be a 35,000,000 people. India is to omplished by her 435,000,000 people. India is to imprest and might easily be persuaded to join in t with the Orientals and the Occidentals. be only natural that the Orientals should tak advantage of a war stricken and economically depleted Europe. Instead of showing a united from against a mossible Yellow Perl. the Europea nation would be a broken and disorganized series of weat

ened countries.
In connection with the pending struggle, it interesting to note the territorial and numerical strength of the Triple Alliance and the Triple El German Empire possesses 1,335,00 square miles and a population of 80,000,000. Austri Hungary has an area of 261,000 square miles and population of 50,000,000. Italy has an area of 700,00 square miles and a population of 36,000,000 thus the three nations comprising the Alliance possess a population of the square miles and a population of 36,000,000 thus the square miles and a population of 36,000,000 thus the square miles and a population of 36,000,000 thus the square miles and a population of 36,000,000 thus the square miles and a population of 36,000,000 thus the square miles and a population of 36,000,000 thus the square miles and a population of 36,000,000 thus the square miles and a population of 36,000,000 thus the square miles and a population of 36,000,000 thus the square miles and a population of 36,000,000 thus the square miles are square miles and a population of 36,000,000 thus the square miles are square miles and a square miles are square miles are square miles and a square miles are square miles a ation of 166,000,000. The Triple Enteate possess both a greater area and a greater population. The British Empire comprises 1,150,000 square miles an has a population of 445,000,000. The Russian Empire consists of 8,765,000 square miles and has a popular consists of 8,765,000 square miles to tion of 175,000,000. France and her possessions com prise 4,745,000 square miles and has a population of 00. The three nations comprising the Entent with their possessions have a total population of In both the matter of men and money the Triple Entente is also much superior to the Triple Alliance. Altogether, it looks as if a struggle a the two would result in the crushing of the Triple Alliance.

Bugs

This week a new specie of bugs made its appear ance in the person of the war bug. On the streets in the hotel lobbies, in cars, on trains, in newspaper and everywhere else there is nothing but the talk of war and the possible outcome of a conflict. result of the continuous discussion is the develop ment of what is known as the war bug.

This is a change from the many bugs which have en coming into the limelight during summer. In various parts of the country, the army worm has been occupying a place on the front pages of our papers with accounts of his devastation season the Gypsy moth and the tent caterpillar had their innings. During the pic-nic on the spider runs over the camper's table cloth during the fruit season the red ant and other estic bugs make the life of the housekeeper stual worry. The fly and the exhortation to swat him still attract attention, while the mosquito leria laden proboscis, is not to be ignored In addition, there are other bugs which attack mer re is the baseball bug, the polo bug, the golf bug he tennis bug. In brief, the addition of the war bug will be just another specie for entomologists to atady. It is to be hoped that his existence all be a ahort one. In the meantime, we will make the most of the war rumors which are appearing every

Extravagance Lessens Investment

A few years ago the inhabitants of the United States and Canada were accustomed to save from \$500,000,000 to \$750,000,000 a year. Now the people of these two countries spend each year on auto-mobiles more than the latter sum. During the past ar, brokers, bond dealers and investment houses Moved earth and heaven,—that which we are, we see complaining about the lack of orders One equal temper of heroic hearts.

Made weak by time and fate, but strong in will prices which should make them attractive to To strive, to seek, to find, and not to yield.

etween the between the savings of a law years at an impacy expended at the present time for automobil and also a close relation between the orders automobiles and the orders for stocks and bond One cannot "eat his cake and have it," and the ordinary investor spends a few thousand an automobile, he lessens his possible purcha of stocks and bonds by just that amount.

mobile is here to stay and no matter what is said or done, thousand to say and no matter what is said or done, thousands of people will continue to purchase automobiles. The brokers and bond dealers can do something to counteract the wholesale avertising campaign. Automobile manufacturers admit that a large part of their business has resulted from a widespread advertising campaign, one haker of automobiles in the United States spending over \$200.000 during the control of the States spending over \$800,000 during the year. Next year, he is planning to spend \$1,000,000 in the telling of the pleasures to be derived from the ownership

Undoubtedly there is a lot of reckless extravagance connection with the automobile business and very f. Tinancially and in every other way if they had lever ridden in car. Brokers, bond dealers, inbanks and all other institutions well to "fight be devil with fire," or in other words, engage in an extensive advertising campaign.

Too little emphasis is placed upon the pleasure and the happiness to be derived from a fat bank account the receipt of dividend cheques, bond coupons or insurance policy against old age. There is still good deal of money in the country, the bulk of hich will go to big avertisers, whether these be akers of patent medicines, automobiles, azors or any other commodity. We are satisfied investment houses, insurance co milar concerns can rastly increase their business v a indicious advertising campaign.

Perhaps sober second thoughts will prevail and general conflict avoided.

The cost of a sar between the Triple Alliance and he Triple Entente would be lifty four million dollars her day. No wonder economists speak of the waste

The militant suffragettes have shown a consideraon which was unexpected. They have been un asonable so long that people began to doubt if hey possessed any reason at all.

The closing of every stock exchange in the world lustrates the internationalism of finance. ations constitute a brotherhood in matters of busi ess but not in matters of war and peace.

"A LITTLE NONSENSE NOW AND THEN?

What do they mean by the deadly parallel? The comparison you draw between the sur the prospectus. Louisville Courier-Jour

New Clerk-Will you advance me \$10, sir Employer No; if I did you might stay the

The physics instructor in a Texas high school was hing a German girl whose vocabulary was not ry extensive.

T have it in my head, but I can't express reply.-Woman's Home Companion.

The proper way to pronounce Guadalajara six h's and mix.—Cleveland Plain Dealer.

She-"It's raining at last, John!" He (to corpulent wife)-"Well, come inside, the nd give it a chance to get at the lawn!

"Seems to me these stockings are rather flimsy aid the man who was shopping for his wife. hey stand much strain?" "Well, I don't know," responded the clerk, dubiously Will they-er-be extra well filled?"-Judge.

Customer-I think this meat is spoiled. Meat Market Proprietor—Perhaps so, mum, but hat meat came from a prize lamb and it may have

een petted too much. Hinois Siren. SOME DONT'S ON SAFETY FIRST.

Pon't call a man who is bigger than you are far unless you are a first class sprinter or he is un-

Don't debate the question of your friend's wife's ew gown.

Don't try to hug your girl and run the auto t the same tim

Don't tango after your 90th birthday.-Exchange.

Two Pullman porters, representing different rail oads, met off duty and progressed from friendly ossip to heated argument. Their quarrel centre about which one worked for the better road. laims, figures and arguments came fast and furi-At last the tall, thin porter settled the dispute ous. At last the tall, thi with these classic words: "Go on, niggah; we kills mo' people den you fellahs tote."—San Francisco Ar

ULYSSES.

(Alfred Tennyson.)

Come, my friends ! Tis not too late to seek a newer Push off, and sitting well in order smite The sounding furrows; for any purpose holds To sail beyond the sunset, and the baths Of all the western stars until I die It may be that the gulfs will wash us down; It may be we shall touch the Happy Isles And see the great Achilles, whom we knew Though much is taken, much abides; and though We are not now that strength which in old days Moved earth and heaven,-that which we are, we are

A newspaper man becomes equal to standing man surprises. When he is told to go and interview a lordling from England who has come over to this country to tom England who has come over the At present the Canada of pure gold the United States unit—23.22 grains of pure gold the United States unite—23.22 grains of pure gold the United States united Sta often he is disappointed, When the reporter is told e get a story out of a Cabinet Minister, he conjures up another and a different idea, and is liable again to find a man who is entirely contrary to his expectations. Zebulon Aiton Lash is a case in point. He leoks an amiable sort of Mr. Cheeryble, who did any thing but take life in a hurry. But, while the amiable part of the description remains, the balance goes Mr. Lash is brusquely hurried. He is always so busy that he doesn't find much room for talking about anything but business. He is a busy man, in aving to do with the savings of the people would every sense of the word. Indeed, he may be said to subscribe to the idea of an American as distinct from an Englishman; he lives to work, rather than works te live.

Zebulon Aiton Lash is a Newfoundlander. He wa



He is probably the foremost corporation lawyer Canada to-day. In 1868 he was called to the Ontario Bar, and eleven years later, the Marquis of Lorne made him a Queen's Counsel. In 1898 he was elected Bencher of the Law Society, and re-elected in 1906 His life is bound up with the history of big legal ases in this country. As a member of the firm of Blake and Lash-now a very big partnership inde -he early jumped into prominence as a corporation ment in the Mercer Escheat before the Privy Council in England, in 1880, and has appeared there again and again in important cases. At present he enough to look after. In addition to his work for the Canadian Northern Railway-of which he drector-he is chief counsel for the Canadian Bankery Association, and the Canadian Bank of Com neace. He is on many boards, amongst them being the National Trust Company, Brazilian Traction, Brit ish American suffance Company Dexican Light & Power, and T. onto Brewing and Malting Association Perhaps he is lost widely known in connection with is association with the C. N. R. group, and his legal ability has stood the young transcontinental company

To bankers Mr. Lash is very well known. no one in Toronto whose judgment on banking matters is more respected. By many articles in Canadian and other publications, he has shown that his opinon is well worth hearing, and his work for the Canadian Bankers' Association, of which he was a pioneer nas contributed in no small measure towards the suc ess of that institution. Like some of his confreres, has been instrumental in advancing the usefulness of the Toronto University, by work as well as by his munificence. He was created an honorary LLD in munificence. He was 1909. In social service, too, he is a power, but hidden power. His generous gifts to the Toront have helped towards the splendid work which the latter has been able to do.

Politically, Mr. Lash was up to 1911 a Liberal. But he didn't like the reciprocity agreement, and so he came out strong for the other party. His campaign-ing and the prominent work he did helped a good deal to secure the defeat of regiprocity at the polls. Mr. Lash is chairman of the Canadian National League. Mr. Lash is one of those men who believe that a light is very wisely put under a bushel at times.

The debt is discharged by the payment sum of affairs, he is in the very front rank, sum of money as will purchase the same

doesn't talk much for publication. His power the gun itself He believes that it isn't always necessary to make a big row about things. Quietly workng away gets there just as well, and sometimes makes fewer enemies on the way. Perhaps a better way to read the true inwardness of Mr. Lash is just to take read the true inwardness of air. Lash is just to take a look at his signature. You will see a defiant and determined tail which conflicts the 'h," and runs under the name, as if he would key. "A. Lash, there it is; take it or leave it, like if or lamp it. Like Pilate, "What I have written!" And this independence has done much to make Mr. Lash the

power he is in Canada to-day. HUCH S. EAYRS.

THE FUTURE ALL RIGHT.

Although hard times are upon us there is no doub out the future of this country when it gets down to a legitimate basis. We have a fertile soil, a good climate and an abundance of other natural resources We can produce all kinds of feed and iddder crops in abundance. When the farmer is given a square deal and farms as he ought to, this country will come into its own, and not before. Orain Growers'

"I think your account has been running long "I thought you said the other ay it was one of long standing."-Floride Times-Un

THE MONEY STANDARD

rated, but it remains to examine ther in detail.

or 25.8 grains nine-tenths fine. Both American and British gold coins are a full legal tender in Canada It may be noted in passing that the British are eleven-twelfths fine. At present only five ten dollar gold pieces are coined in Canada

anism perfectly clear. But there are difficult an intricate practical problems connected with the stan dard function of gold that will need more extende discussion than has been given.

Gold the Standard of Value,

As has been explained, one of the necessary char acteristics of a perfect monetary medium is that it should possess stability of value. This is essential born there in 1846, and educated in the sister domin- in order that there shall be no wide fluctuation ion. But excepting for his young manhood, he has in price, over short periods of time, with consequent demoralization of the markets. When contracts are entered into which entail longer periods of time it is absolutely essential that the monetary standard shall remain stable in order that justice may b done as between debtor and creditor. Now, gold has been chosen as most nearly meeting these idea conditions. It has been chosen out of the experience of the race not because a group of legislators met and said. "Go to now, let us create a gold stan dard." The conception that any government or any legislature can pass legislatioon that will force upon the world of business practices that have not bech tested by the fire of experience must be abandor ned. On more than one occasion government have naively attempted to create by law various types of legal tender that were not based upon the experience of the pepole, but all such attempts have proved

We have at present a gold dollar of constant weight but of varying purchasing power. The great rise of price during the past decade has made that fact familiar to all. What we need is a dollar of constant purchasing power and of constant weight That however, is an ideal requirement, whose con ditioons can hardly be met.

Difficulties of the Preblem. When it is recalled that price is merely the ex-change relation between gold and any other comnodity whatsoever, the difficulties involved in se stood. It is evident that anything that affects either the demand for or the supply of goods, or the demand for or the supply of gold, will affect the relation of goods and gold, and hence will affect price bility of ever attaining stable prices. At the same time, it is essential that the nations, should select monetary medium that experience has shown to have best met the conditions of an ideal standard.

The Correction of Prince Changes.

First are the well-known instances of efforts of

he authorities in almost every country to fix the rice of staple products. But, although every effort has been made to fix prices both in time of peace and in time of war, these attempts have failed. This policy has therefore been abandoned; although in war crises the authorities yet endeavor to maintain prices at a fixed level by legal promulgations. The second method to which resort has been had for preventing losses due to prirce chaanges has been the selection of some ideal standard, such as a labor unit. But these attempts are important for theoretical and not for practical purposes, as no such standard has ever been put into practical use, if, ndeed, it were possible to do so.

The third class of proposals includes those which ould change the money supply of a country by oining two metals such as gold and silver giving each the quality of legal tender—that is, the American silver dollar contains sixteen times as the power of legally dischargiing a debt upon payment of the money in question into court. policy is known as bimetallism. The experim has been actually made, and is so important that it will need more extensive treatment.

The fourth method is known as the tabular stan dard. Here a selected list of commodities are tabulated and the change in their prices from the time that the debt has been contracted until it is due noted. The debt is discharged by the payment of such a is rather as an influence than as an achievement. He is very often the man behind the gun, rather than this method works substantial justice as between debtor and creditor, it has not been possible to put it into practice because of bookkeeping and other difficulties. It may work out ideal justice, but it is not possible to practically apply it

Experiments in Bimetallism.

Bimetallism is important to-day merely because o the lessons it has taught. Nowhere do we find it adopted in the monetary policy of any nation. But once played a great role.

Silver and gold were once freely coined by all nations and given full legal tender value. Great Britain ceased to freely coin silver in the early part of the nineteenth century and made gold alone among the metals a full legal tender, silver and copper being

legal tender for small sums only.

Finally, at the close of that century all moder nations practically abandoned the bimetallic standard, and silver ceased to be freely coined. For ong centuries silver had been freely coined, and had been the most important monetary metal. It was liscarded from this use in the brief course of generation.

Both hefore and after the great inflow of specie from the Spanish-American mines, the two metals were used interchangeably. Silver was relatively the more plentiful, and the more commonly used. It was entirely possible to coin each metal independently and let the two sorts of pieces circulate together, but not on any common basis. Yet it was highly convenient to link them together in some way, so 'ar-

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G. B. GERRARD, Manager, Montreal Branch

ranging their denominations that they co

interchangeably. netals were manufactured into coins of the same of

similar denominations. The method is illustrated in the system of the United States. The silver dollar contains 3711/4 grains of pure silver, or 4121/2 grains of silver 9-16 time. The gold dollar, if it were coined, would contain 23.22 grains of pure gold, or 25.8 grains of gold 9-10 fine; Their weights are to each other as 16 10 1 (15,988 is the precise figure). Thus,

pay much pure metal as the gold dollar.

The gold standard was definitely adopted by the United States in 1900, although silver ceased to be freely coined several years before. The election of centred around the free coinage of silver and

Prices in general had been falling up to 1896, due to the constant appreciation in the value of g Thus the debtors of the West others-found that it was becoming difficult to meet their obligations, as the gold prices of products continued to fall. the free coinage of silver, so that debts could be discharged in a metal whose value was continually falling. If gold and silver were both freely coined, and both were a full legal tender, it is perfectly clear that the debtor class would discharge their obligations in the cheaper money. Gold would disappear from circulation, as it would be hoarded or exported. It is clear that foreign merchants would demand payment in gold and not silver. Thus gold would dis appear, and the silver dollar would become vertually the standard of the United States.

. The American nation rejected the proposal. It was quite evident that a metal whose value was so unstable as that of silver could not be selected as the standard of value. There would have been two sets of prices domestic silver prices and gold export orices. The proposal if put into effect would have damaged the international commercial position of the United States. Fortunately it was rejected, and the nation remained on a gold ba

Token Coins.

The reason why token coins—the cent, five cent and other pièces—have not fallen in value, although they do not contain their legal values in metal, is because their coinage is limited. The demand for these coins for use as change, coupled with the limitation placed upon their coinage, explains why they do not sink in value below their legal denominations.

We shall next consider the question of paper cur-