

## THE DOMINION SAVINGS

 THE INVESTMENT SOCIET

TEILS OF STAOV ADVMCE

HBMOUP PRMMITS IT WAI's culown artus
STCMStirs
 Finding of Wreck Commission Con tains Caustic Criticism
Montmagny's Skipper
CAPT. GARBETT REPRIMANDED


DONALDSON LINE

##  <br>  <br> ALLAN LINE

MONTREAL--LIVERPOOL
SCANINAVIAN, Thursady, 12 Novem
GRAMPIAN THesday.
CHRISTMAS SAILING





## 

The Charter Market

## ON











FIVE YEARS TO MAKE PHYYCGHL


vol. Xxix No. 156 Crdowments of the Muttal of C
 $4=2$
 mind int


The Mutual Life Assurance Co. of Canc wATERLOO ONTARIO

The London \& Lancashire \& General Assurance Asso tion, Limited

## 

 destrir Reperteal
British America Assura Company



THE LAW UNION AND ROC INSURANCE CO. LIMITED
$\rightarrow$




Commercial Union Assurance


2ne

z

WIT

aF LONDON. ENGLAND
(t) RIRE INSURANCE SINCE A.D. 174

AGENCIES THROUGHOUT THE DOMIN
THE BRITISH CANADIAN REALT
AND INVESTMENT CO. LIMITED
Cinds, Water Poweras.
T. BETHUNE
00.006 TRANSPORTATION BULLD

North American Life
Assurance Co.
sulud tot the Conathant:
min-
Nencoin
mation ab ionemg
penings Write to
AN IDEAL INCOME


Movthu ivome


## CAILROADS

 DIAN PACIFIC to-Chicago Express
1.55 am .9 .0 .0 am.
$\square$

 Toronto .. Chicago




E NEW SChedule

vol. Xxix No. 156
THE JOURNAL OF COMMERCE, SATURDAY, NOVEMBER 7, 1914
PAGE THIREB
Nold

CLASSIFIED ADVERTISEMENTS

| BUSINESS OPPORTUNITIES. |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
| Exceprionally gituatep offices to | tons wanteo-female. |
|  | OMPETENT LADY STENOGRAPHER (BOTH languages). experienced in Financial |
|  |  |
| BUSINESS PREMISES TO LE | miscellaneo |
| dea | \% |
| nati |  |
| , |  |
|  |  |
| to C.P.R. freight sheds, Mile End. Apply to | storac |
|  | AUToMobilegs storbi for winter monthe |
|  |  |
| HIGH CLASS APARTMENTS. |  |
| Brooke wEsT, Ritz Cariton Block |  |
|  | farms for sale. |
|  |  |
|  |  |
|  | COUntay Mouses to let. |
|  |  |
| Tame Street, |  |
| apa |  |
|  |  |
|  | ND solivo |
|  |  |
| Up. |  |
| ${ }^{2248}$ Huch |  |
|  |  |
| Sou kils |  |
| ALE. |  |
|  |  |
|  |  |


vOL. XXIX No. 156


But Fren at That the Postal Tel ren at That the Postal
is Not Making Any Great Sacrifice
did very small busine






## YourFal

Now is the xperts are
assist you in $p$ quirements. arge stock of elopes, bough increase to our your printing

The Industrial \& Educ 3-45 ST. ALEXANDER


##  Agentit for Adoertious Toronto，Montreal，Winnipeg）

## Are You Sincere？

W ${ }^{\text {wive }}$ right now is to practice sincerity
Many business frrms pretend to
have adopted the motto，＂Business have adopted the motto，＂Busines
They preach the necessity fo as Usual．＂They preach the necessity fo they absolutely ignore their own preachments． They seem to overlook the one factor that will
enabie them to practice what they preach． One may inquire what it is that will help to keep business as usual and keep factories run．
ning with a full corps of men employed．There ning with a full corps of men employed．There
is only one method：That is，to create the demand，to sell your proposition to the public．
The question is，are you doing it ？ To create a demand it is necessary to advertise．Yet
Wran ono on actual instanes where a business firm
with the slogan＂Business as Usual＂printed on their with the slogan＂Business as Usual＂printed on their
envelopen used that envelope to enclose a cancellation of
their advertising contract．
Is that being sincere？
Bre this is ont all．To their travelling men many firms
preach courage and condfdence with the spirit that says． ？，Go out and get orders，＂，©tock up phe dealer witi）
the goods．＂Yet in the next breath they deny to thei
 orgnization can have，to wit．THE ADVERYISING
WHICH CREATES THE DEMAND． Is that being sineere The retailera，who gell thoir goods，have been urged
not to get panicky，that business sis going to be good
that Canaida＇s future was neerer brighter．But when
 stocked his shelves with the manufacturere＇s＇goods，the
manuufataturer，intstad of helping that dealer to sell
thent has proceded to curtail his advertising appro．
priation． priation．
Is that be
Many dealerser kave bought their Fall goods on the
strength of the advertising support they would get from the manufacturuer．These dealers now find thememselves
deserted．Their conidence is shaken．The manufac deserte have loft them in the lurch．
turers
Do Do gou think that these men will forget？They will
not．And when the day of reckoning comes，many a
Canadian manufacturer will have to pay the price． Your factory might be burned down ：You can replace
it in due course．You might lose your galesmen ：
Yo
 in 2 short time． But，once let the public forget your product，and the
cost of reestabishing in tin their favor is double or
treble the smo corche the amount of what it or originally cost you to
tret it there．The cumplative value of adyertising is the
get get it there．The cumulative value of
greatest asset that any business has．
The most weloome news to your competitor is the item
which tellh him oou have stopped adevertising．He sees
in your retrenchment his opportunity． We know of one case where an old－established concern，
the leader in it line lo．lost both leadership and prestige
in the panic of 1907 by withdrawing its advertising． in the panic of 1907 by withdrawing its advertising．
Its chiof competitor，who was then $a$ trailer， trebled his advertising and increased his sales force to
take advantage o the opportunity presented to him，
and eventually oaptured the marke．This is an and eventually oaptured the market．This is
extreme ouse but it will serve to how what cai
accompliahed by a far－sighted organization． We urge upon every manufacturer，jobber and fnancier
 These are strong words，but this is the time for clear
thinking and plain speaking．

## FIRMNESS IN THE HOP MARKET

New Yoik November 1 －Pactice cosest markets an






## ＂Business As Usual＂

 I－ momeme
为 Rism
星


 and
 and是
䢒

是







 and



 and Same boo outer phane to muts，matur



\section*{LLOYOS BANK LIMITED． <br> | Chairmans R．V．VASsAR－SMITH． Deputy Chairman：d．W．BEAUMONT PEASE． |  |
| :---: | :---: |
|  |  |
| THE BIIK His over 850 offices im englivo a mices． <br>  panie auxiliana： <br> L Covos saik framce Luited，2s，avenue oi copern． tmen nomen of mo mperiat bank or oamada． |  |

## SHHEME FOR DEBT

 FUNOUNG II BRRZLL THIGTION EAMEE Government of Republic Will Fundfor Three Yearaklyn Rapid Transit Occeppies This
External Debt on External Debt
particulars of plans

| Brooklyy Rapid Transit Occupies Thist |
| :---: |
| Proud Position in the United |
| States |

HAS VERY LARGE SURPLUS



## 教




