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WH, 1921- 1937

**FILE 689**

**WH**

**DOCKET STARTS:**

WHEAT.

W. SANFORD EVANS STATISTICAL SERVICE

171 Mc Dermot Ave.

WINNIPEG. CANADA

A WHEAT QUOTA IN GREAT BRITAIN

What is at present under discussion in the U. K. is a quota for wheat produced in the U.K.

At this stage no plan is being considered for quotas for Overseas British or foreign wheats, but it is suggested that these may be considered at the next Imperial Conference.

The British Government is proposing that millers in the U. K. be required to use in their grist a certain proportion of domestic wheat, which is tentatively fixed at 15 per cent.

As purchase of domestic wheat of good milling quality will thus be compulsory, it is expected and intended that British farmers will not only have an assured market but can command a price above the competitive world level. The government will, however, fix a maximum beyond which the price cannot go.

The method under consideration is that millers desiring imported wheat must produce certificates to the Customs showing the amount of home-grown wheat they are using before they can clear imported wheat, which they will then be allowed to take out of bond up to the proportion of 85 per cent imported to 15 per cent domestic used.

The announcement of policy by Sir J. Gilmour in the House of Commons on December 3 was as follows:

"The Government has decided to apply the principle of a quota to home produced wheat and to introduce legislation in time to enable a scheme to become effective for next year's crop.

"The scheme will be designed to secure for producers a certain market and enable them to obtain an enhanced price subject to a statutory maximum for wheat of milling quality.

"No contribution from the Exchequer by way of subsidy will be involved and it is not intended to encourage the extension of the cultivation of wheat to land unsuitable for that purpose"

It is not quite clear from information made public whether the quota percentage will be calculated on the basis of total consumption of wheat and flour in the U.K., including imported flour as well as imported wheat, or whether flour imports will be disregarded in figuring the percentages.

Average yearly quantities of wheat and of flour produced, imported and exported during the last 5 years, 1926-27 to 1930-31 are as follows,-

1. Wheat produced in U.K., 5 year Average	49,710,000 bus.
2. Wheat imports " " "	197,896,000 "
3. Flour imports " (5,950,000 bbls.)	26,773,000 "
4. Gross imports, wheat and flour (2 plus 3)	224,669,000 "
5. Total supplies (1 plus 4)	274,379,000 "
6. Wheat and flour exports (mainly flour)	12,872,000 "

7. Net imports of wheat and flour (4 minus 6) 211,797,000 bus.  
 8. Net consumption of wheat & flour ( 7 plus 1) 261,507,000 "

If average gross imports of wheat, 197,896,000 bus. (Item 2) are to be used as a basis for determining the quota and if this quantity represents 85 per cent of milling requirements then the remaining 15 per cent to be furnished by home-grown wheat would be 34,923,000 bus. As the domestic crop is 49,710,000, this would seem to assume that only 70 per cent was milling wheat and the balance would find use as seed and feed.

If the percentage is based on gross imports of wheat and flour the home-grown quantity millers must buy would be increased to 39,647,000 bushels.

Presumably the terms would be adjusted from time to time to provide for the compulsory buying of all home-grown wheat of milling quality and it is clearly contemplated that wheat acreage in the U.K. might be increased, but the planting of wheat on unsuitable land will not be encouraged.

As recently as the 5 years, 1914-18, average wheat production in the U.K. was about 70,000,000 bus. per year, or 20,000,000 bus. larger than during the past five years. Any increase in domestic wheat used would decrease requirements from abroad.

Except in so far as the more complete use of wheat grown in the U.K. is brought about or increase in acreage encouraged a quota applied only to home-grown wheat would not materially alter the U.K. market for imported wheat.

#### QUOTAS FOR OTHER COUNTRIES?

If, however, wheat quotas in the British market for Empire countries are arranged at the Imperial Conference next summer, what will the position then be?

The quantity to be competed for by all overseas countries, on the figures of the last 5 years, would be:-

If wheat alone is the basis (Item 2, p.1)	197,896,000 bus.
If flour included (Item 4, page 1)	224,669,000 "

This latter figure represents the gross size at present of the British import market for wheat and flour.

No definite percentage to be allotted to Empire countries has yet been formally considered, but two percentages have been suggested in public discussion.

In England there has been some discussion about a possible allowance of 55 per cent of total requirements to Empire countries. Premier Bennett has incidentally mentioned a possible 70 per cent.

In the former case the distribution would be:  
 Home-grown 15%, Empire Countries 55%, Other Countries 30%. In the latter

case the percentages would be 15, 70 and 15.

The figures in bushels would be:-

On the 55% basis, wheat only, Empire countries	128,050,000 bus.
Foreign countries	69,846,000 "

On the 70% basis, wheat only, Empire countries	162,973,000 bus.
Foreign countries	34,923,000 "

This would leave the import flour market of the U.K. open to unrestricted competition.

If the quota was applied to combined wheat and flour imports the quantities would be:-

On 55% basis, (wheat & flour)	Empire Countries	145,374,000 bus.
" " "	Foreign Countries	79,295,000 "

On 70% basis, (wheat & flour)	Empire countries	185,021,000 "
" " "	Foreign countries	39,648,000 "

How would the Empire Countries share?

Would the British millers be left free to buy in any proportion they chose from Empire countries so long as the aggregate was the required percentage, or would a definite share be allotted to each surplus-producing Empire country?

If the latter, on what basis would the share be determined?

The Hon. Mr. Thomas has intimated that a definite quid pro quo might reasonably be asked. If the division is to be by bargaining, there is, of course, no way of estimating beforehand what the shares might be.

It may be of interest, however, to examine the relative capacities of Empire countries to supply the aggregate quota.

Three British countries must be taken into the account - Canada, Australia and India. Exportable surpluses are the simplest measures of capacity.

CANADA. For the 5 years, 1926-27 to 1930-31 inclusive Canada's exports of wheat and flour averaged 295,662,000

Making allowance for the excess carry-over accumulated under the special conditions of the past two or three years, Canada's average exportable surplus for the period may be figured at about 305,000,000

AUSTRALIA has not accumulated an excessive carry-over and has had average exports of wheat and flour of 101,254,000

INDIA, although occasionally a net importing country, cannot be left out of the account, because every year, and even in deficiency years, it exports some wheat, if not flour, to the United Kingdom. In the last five years its crops have been below average but taking a 20 year period India's net exports have averaged 20,845,000

On the basis of actual exports, as above, and not taking account of Canada's excess carry-over, the relative capacities of these three . . .

countries would stand in the ratios of Canada 70.7, Australia 24.3 and India 5.

Dividing the total Empire quota in these proportions we have:

On the 55% basis, wheat only,	Canada's share	90,500,000 bus.
	Australia's "	31,100,000 "
	India's "	6,400,000 "
On the 55% basis wheat & flour	Canada's share	102,700,000 "
	Australia's "	35,300,000 "
	India's "	7,200,000 "
On the 70% basis, wheat only	Canada's share	115,200,000 "
	Australia's "	35,300,000 "
	India's "	8,100,000 "
On the 70% basis, wheat & flour	Canada's share	130,800,000 "
	Australia's "	45,000,000 "
	India's "	9,200,000 "

#### In Relation to Canada's Surplus

During the past 5 years Canada could have supplied the entire British import requirements of wheat and flour, 224,669,000 bus., without assistance from any other country, and yet have had an average surplus of 80,000,000 bus., for which markets elsewhere must be found. This surplus is larger than Canada's total exports were in any year prior to 1912.

Canada's share on the 55% basis, wheat and flour, would give an outlet for only 33.6% of her surplus and leave her 202,000,000 bus. to find markets for elsewhere.

Even if a 70% basis were considered for wheat and flour, Canada would be left with 175,000,000 bus. or 57% of her surplus to sell to other countries.

It is not possible to make an accurate comparison of these quantities with Canada's average shipments to the U.K. in the past. Because of the way the Customs returns of Canada and Great Britain are made up, it is impossible to tell what actually is the wheat and flour trade between them. It is probable, however, that prior to the summer of 1929, at which time British millers began deliberately to reduce the proportion of Canadian wheat in their grist because they thought an attempt was being made to hold them up in price, the normal average of our exports of wheat and flour to the U.K. was between 90,000,000 and 100,000,000 bus. per year.

On the 55 per cent quota basis, therefore, Canada would qualify for little, if any greater share of the market than she has in the past commanded in fair competition on quality.

Australia's share of the British market would, of course, represent the same percentage of her surplus as is the case with Canada, since both sets of figures are worked out on the same percentage basis.

How about Foreign Countries?

On the 55 per cent basis, foreign countries would have 30 per cent of the market, or 79,000,000 bus. of wheat and flour, and on the 70 per cent basis only one-half that quantity.

Argentina's average exports of wheat and flour to the United Kingdom in the last 5 years have been 46,396,000 bus. per year. It is impossible to tell accurately how much the U.K. has imported from the United States, again because of the way returns are made up, but it is probably considerably smaller than the Argentine quantities. Russia last year supplied the U.K. with 48,000,000 bus., but this is exceptional and far beyond the pre-war average, and in the past the Balkan States and many minor shippers have done some trade with that market.

W. SANFORD EVANS STATISTICAL SERVICE

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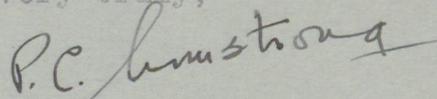
THE CANADIAN PACIFIC RAILWAY CO.  
MONTREAL

December 17th, 1931.

Dear Sir Arthur:

While Dr. Swanson was in the East for the recent conference at McGill University, we took the opportunity of preparing for the Counsel Club of Montreal, a short study of some of the economic factors in production and consumption of wheat. It occurs to me that you might be interested in this and I am enclosing a copy.

Yours very truly,



P.C. Armstrong.

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Principal and Vice-Chancellor,  
McGill University,  
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# THE COUNSEL CLUB

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ROOM 308,

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MONTREAL

DECEMBER 1931

## ECONOMIC DATA ON THE PRODUCTION AND CONSUMPTION OF WHEAT

BY

W. W. SWANSON, PH. D.

P. C. ARMSTRONG.

### Introduction

Interest in the economics of wheat production and distribution has been at a high point in Canada during the unfortunate experiences of the past two years. Much of what has been said and written on the subject appears to be based on incomplete information on this very complex subject. The authors of the following notes submit them, not so much as a complete study of the subject—as that would require many volumes—but as an outline of certain facts which should be kept in mind by those who wish to study this—the major economic activity of Canada.

If, and when present stresses cure themselves, and we return to more placid times, one of the advantages which we shall have won will, it is to be hoped, be greater public interest in and wider study of this great Canadian industry.

### Definition of "Crop Year"

The accompanying tables show world acreage and production of wheat, for the period including the crop years from 1909/10 to 1913/14, and for the crop years 1929/30, 1930/31, and 1931/32. The "crop year" includes the harvest which begins in the spring, in the winter wheat areas of the Northern Hemisphere, continues during the summer and the fall, and is completed in the early part of the following year in the Southern Hemisphere. Wheat harvested in 1931, for example, in the Northern Hemisphere, is taken into the harvest year of 1931/32, as is also wheat harvested in the early part of 1932 in the Southern Hemisphere from sowings made in 1931. On the other hand, wheat sown in the fall of 1931 in the Northern Hemisphere for harvesting in the summer of 1932, belongs in the crop year 1932/33.

### "ooo" Omitted

The figures given omit, unless definitely specified otherwise, three final ciphers, and represent thousands of acres and bushels.

### Lack of Precise Statistics

It is essential to note that world wheat statistics are not, and never have been, precise. The figures used are, in general, those of the Bureau of Agricultural Economics of the United States Department of Agriculture. Other similar series of figures can be extracted from the publications of the International Institute of Agriculture, of G. J. S. Broomhall, and of other statistical services. Minor divergences will occur in comparing figures of

various authorities, but there will be fair agreement on the whole.

### Recent Trend of Production

Complete figures are not available for world wheat acreage and production. A fair estimate is that increase has taken place about as follows:—

	1909/10 to 1913/14	1928/29	1929/30	1930/31
World acreage	204,200	246,900	246,900	250,200
World production	3,038,000	3,982,000	3,498,000	3,778,000

### Approximately Equivalent to Population Growth

Total increase in acreage for the 1930/31 crop year over the prewar period is therefore about 22.5 per cent. This is believed to be approximately the same as the concurrent increase in the world's population.

### Trend of Rye Production

The acreage of rye—which is the most important direct substitute for wheat as human food—has dropped, as for the same dates, from 47,108 to 44,665, and production from 998,003 to 800,711 thousands of bushels.

On the whole the increase in acreage and production of bread grains does not seem to have outrun population increase.

### Dietary Trends

Dietary trends affect consumption, but it is impossible to trace them accurately. We are of the opinion that there is a tendency for consumption of cereals to increase in times of low purchasing power, and to decrease when people are in a better position to spend freely—either from genuine economic betterment, or from other and less basic causes. For example, while figures are not available to bear out this theory in detail, we incline to believe that the definite attempt of many countries to maintain artificially high standards of living—as reflected in the "boom" of 1924-28—led to a tendency to substitute other, and more expensive, foodstuffs for bread grain, and that the collapse of the "boom" produced a return to increased per capita consumption of bread grains.

### Need of Caution in using Statistics

We wish to lay stress on the necessity for extreme caution in making deductions from statistics of wheat production and consumption, and on this point, instance three pitfalls for the unwary—the varying types and qualities of wheat; the variation in effect on world trade in wheat of fluctuations in production in different countries; and the great variation in per capita consumption of wheat in different countries.

## Types of Wheat

In the matter of type, to take but a few instances, it would be unwise to regard an increase or decrease of production in Australia as affecting the market for Western Canadian wheat exactly as similar fluctuations in production in the Argentine Republic. Australian wheat is a soft white grain, and cannot be used everywhere and at all times to replace the hard red grain of Western Canada, while Argentine grain competes very closely with ours. Similarly, the major part of the wheat production of the United States is winter grain; in turn, this is divided into three main types—ordinary soft wheat, comparable with the winter wheat of Ontario; Pacific white winter wheat, comparable with Australian grain; and the hard red winter wheat of Western Kansas and Nebraska. In addition, in the Dakotas and Montana, there is grown a hard spring wheat closely resembling Western Canadian grain. It is obvious that the figures for the total production of wheat in the United States in any year will not, by simple comparison with the figures for another year, indicate the true effect of United States competition for foreign markets. In the present season, for example, with a total United States crop of almost record size, there is a definite shortage of types of wheat similar to our hard spring grain, and at the moment the Chicago futures market does not reflect the true price of of this type of wheat, for which a large premium is being paid. On the other hand, it is equally mistaken to believe that this question of type imposes rigid regulation on the use of wheat. Within limits, one type can and will be substituted for another if the difference in price becomes sufficiently great.

## Considerations of Quality

In the case of quality, similar conditions appear. Wet or dry seasons, early or late coming of frosts, disease of plants, even minor changes of weather during harvest, will affect the availability of wheat for various uses. It is believed that in the present season France must import more wheat than the figures of the domestic production would indicate, as a result of serious deterioration in quality. It is alleged that the current Russian crop has suffered seriously in quality during harvesting and post-harvest handling. As in the case of types, price and general economic conditions will limit the effect of quality on the use of wheat. A country which might, in normal economic circumstances, import wheat to improve the flour produced from a low-grade crop, may try to avoid this purchase if in difficult circumstances.

## Differing Effect of Variations in Production in Various Areas.

The effect on world trade of fluctuations in production in various countries differs. Spain, for example, reports a crop this season considerably smaller than last season, but the report is accompanied by the comment that the deficiency will be made up from reserves. Spain normally does not export wheat when production is above immediate requirements, and only imports in any quantity when very real shortage exists. On the other hand, Argentina, for example, grows wheat specifically for export, and any alteration in the Argentine production will directly increase or decrease the wheat readily available for international commerce. Or, to take another case, Germany and France both produce a considerable proportion of their requirements of wheat, and import the balance. Yet alterations in the production in the two countries require to be weighed differently. Rye is, in Germany, the main bread grain crop, and wheat far less important, while French rye production is insignificant as compared with wheat. Thus increase or decrease in French domestic

production of wheat is directly significant in its bearing on French import requirements, while in the case of Germany consideration must be given to the rye situation in assessing the effect of alteration in the production of domestic wheat on the market for imported grain. Even in a single country the effect of variations in domestic production on the international trade in grain may depend on the district in which the variations occur. Recently a rumour that Russia had purchased two cargoes of Australian wheat was interpreted as proving that Russian supplies were insufficient for domestic needs. The cargoes in question were to be shipped to Vladivostok, and when it is remembered that transcontinental communication in Russia is limited to a single railway, it will be seen that the alleged incident might readily be exaggerated in importance as an indication of wheat conditions in the Ukraine, whence most of the Russian wheat comes.

## Per Capita Consumption in Various Countries

With regard to the question of per capita consumption of wheat in various countries there is much misconception of facts, and misunderstanding of implications. Mr. J. G. S. Broomhall, in the annual editions of his excellent "Corn Trade Year Book", gives the annual per capita consumption of wheat in various countries, ranging from .9 bushels in Japan—he does not list China, for which dependable statistics are lacking—to 7.5 bushels in France. To appreciate the complete reasons for this great variation it is necessary to make a very thorough survey of the agricultural customs, the dietary habits, and the general economic condition of the countries to be considered. It would be impossible to accomplish this in anything less than a series of large volumes, but we may be able to give a few illustrative remarks which will at least indicate the complexity of the question. In Japan, for example, we find a combination of reasons for the low per capita use of wheat in the facts that rice is the main domestic grain crop and that the general standard of living is low. India, which uses 1.0 bushel per capita, is affected by the same general conditions. Poland, which uses 1.3 bushels per capita, produces and consumes rye as the chief bread grain. Rumania, with a per capita consumption of 4.2 bushels, probably has a dietetic standard similar to that of Poland. Germany, with a per capita wheat use of 2.5 bushels, uses more rye than wheat, but more of all bread grains—probably—than either Poland or Rumania, as a result of a generally higher standard of living. France, with a standard of living generally similar to that of Germany, uses 7.5 bushels of wheat per capita because of a very small use of rye. Across the Channel Great Britain uses 5.7 bushels per capita, and little or no other bread grains. Yet the standard of living in Great Britain is—in the matter of the average dietetic indulgence of the people—certainly no lower than in France. Great Britain consumes more meat, cheese, butter and other animal food per capita than does France. Similarly, the United States, with 4.8 bushels consumption per capita, and Canada, with 4.5, are users of wheat almost entirely as bread grain, and have still higher dietetic standards than Great Britain—the explanation lying in their still greater variation of diet. In this complex situation it is necessary to use the greatest care in making deductions from calculations based on assumed per capita consumption. A country with large production of potatoes may, if unable to buy wheat cheaply, turn to the tubers quite readily; another country may be unable to do this, and may be forced to purchase wheat or go in want of food. It has been common recently to hear it suggested that we might decide how much wheat Russia would have for export by dividing the population into the wheat

crop, assuming a per capita consumption equal, say, to that of Canada, and regarding any surplus above this as exportable. That is unsafe reasoning, and it would be necessary to have very full information on all agricultural production in Russia, and on actual present dietetic standards, to be able to use this method of ascertaining probable exports.

### Visible Supply and "Carry-over"

We have already noted the impossibility of obtaining full and accurate statistics of production and consumption. It may be well to point out the lack of information as to existing world stocks at any moment. Much attention has been given recently to figures showing a tendency to an increase in world visible supplies of wheat, and in the "carry-over" at the end of the crop year. Mr. Broomhall furnishes the following table of figures showing world visible supply of wheat as at January 1st in recent years: (thousands of bushels, including flour reduced to equivalent quantities of wheat):

1921	217,049	1925	308,790	1929	490,670
1922	238,393	1926	280,380	1930	539,530
1923	285,488	1927	297,610	1931	523,240
1924	319,800	1928	359,000		

Much attention has been concentrated on the great increase in these figures in recent years. Mr. Broomhall heads his tabulation "An account of the visible Supply of Wheat and Flour in second hands in the U.S.A. and Canada, in the chief ports of the U.K., on the ocean, and in Argentina." This means that figures of world visible supply—which in some cases include stocks in Australia and in some European ports—are necessarily very incomplete as a means of taking stock of the true position of the international wheat market at any time. They do not include, to take one item, stocks of wheat in farmers' hands. In the case of Canada, the United States, Argentina and Australia, this is not very important, as crop statistics for those countries are generally of fair accuracy, and domestic consumption fairly constant. In the case of Europe, however, the domestic crop—which amounts, omitting Russia, to nearly 1,500 million bushels—is not handled as is the crop of the great exporting countries. Wheat in Europe may lie for a year or more in stacks before it is threshed; after threshing it may be stored in the farmer's granary for a long time before sale; after sale it will not be in a "country elevator", or at a great terminal point, but in the storage bins of some small grain merchant, or of a small grist mill. In consequence it is impossible to say with any approach to exactitude how much of this great part of the world's crop of wheat has been consumed, and how much remains. Yet the wheat stocks of Europe will define the demand for wheat from the great exporting countries just as the stocks in those countries will define the available supply. In the circumstances it is impossible to regard alterations in the world visible supply as final evidence of any alteration in the relation of supply to demand. To take a case, world visible supply was near record heights in the summer of 1931, but at the same time observers, from necessarily partial and incomplete investigation, reported domestic stocks in some important European countries at a record low level before the new crop was harvested. As far as these observations were correct, they tended to impair the conclusion arrived at from consideration of the world visible supply figures. The figures of the "carry-over" in chief exporting countries are equally dubious in value as a means of determining world trends. Major H. G. L. Strange, of the Searle Grain Company, Winnipeg, has

published a very interesting compilation of "carry-over" at the end of various crop years in the chief exporting countries, which we copy:

Estimates of carry-overs.

(On hand by exporting countries in millions of bushels.)

Year	A	B	C	D
1925	277	139	—	84
1926	279	146	—	135
1927	340	181	251	150
1928	433	227	309	185
1929	616	370	536	322
1930	589	411	468	331
1931	659	462	546	413
1932	475	—	360	—

A—U.S.A. Bureau of Agricultural Economics: July 1.

B—Broomhall: August 1.

C—International Institute, Rome: August 1.

D—Bradstreet's: August 15.

The variations between the figures of the different authorities result chiefly from the variation between the dates of the various annual stock-takings.

It is impossible to deduce from these figures any positive conclusion that the world's "carry-over" of wheat was altering in this way, for we are entirely without statistical evidence as to the "carry-over" in Europe at the same dates. There has unquestionably been a visible trend in the direction of increase of stocks of wheat in exporting countries in recent years, but we have not the data to permit us to decide if this has represented a tendency to the accumulation of a surplus, or merely an increase in the "carry-over" of the exporting countries with a concomitant decrease in the "carry-over" in Europe. This fact should be borne in mind in all attempts to decide the trend of world wheat production and consumption.

### Effect of Climatic Factor on Production

Before any attempt is made to express opinions on world wheat production and consumption trends, careful study should be made of the effect of climatic conditions on world production. Wheat is grown in all parts of the world, and under a great variety of climatic conditions. The world yield is therefore less affected by climatic variations than the yield of any one country or area, but it still varies very greatly. The following figures (necessarily estimates, but of considerable validity) will illustrate this:

Crop years	Average world yield per acre
Av. 1909/10 to 1913/14	14.88 bushels
" 1921/22 " 1925/26	14.63 "
1928/29	16.15 "
1929/30	14.17 "
1930/31	15.10 "

World yield per acre will vary, from the climatic factor alone, by as much as two bushels per acre as between two successive years. This variation, applied to a world acreage of perhaps 300 million, would alter total world production 600 million bushels. In individual countries the fluctuation is even more marked of course. In Canada, for example, average yield per acre has varied as follows in a decade:

Year	Yield per acre in bushels
1921	13.0
1922	17.8
1923	21.7
1924	11.9

Year	Yield per acre in bushels
1925	19.0
1926	17.8
1927	21.4
1928	23.5
1929	12.1
1930	16.0

In the circumstances it is unwise to make assumptions concerning probable crops in any country, or in the world at large from the experience of any one year, or of less than a decade. Experienced observers did not accept what seemed to be a general assumption that because Russia had largely increased her acreage in 1931 over 1930 that the Russian surplus for export would automatically be increased by an amount equal to the increase of acreage multiplied by the 1930 average yield per acre. The 1930 yield per acre was unquestionably much higher than the Russian average, and the chances were that the 1931 crop would not be as good. It might have been even better, of course, but the information available leads us to believe that the total Russian production in 1931 has been less than in the previous year, despite the increase in acreage. There is reason to expect that the variation in world yield per acre due to the climatic factor will tend to increase. The marked increase in world acreage in the past decade appears to be, very largely, on land of such type, and of such average precipitation as to make its annual production very irregular. (The acreage expansion of recent years in the Canadian West has been, on the whole, not subject to this danger but on land of good type and in a good precipitation belt.) In the future we shall probably be less than ever able to make safe forecasts of world wheat production from acreage figures alone.

### The Price of Wheat

All discussion of wheat as an economic subject must end in some consideration of price. The ability of the producer to purchase goods and services is dependent, not on the total volume of his wheat output, but on the amount of money which he will receive for it, and the value of that money in terms of prices of commodities and services. It is generally realized that this "exchange value" of our production of wheat in western Canada has fallen very greatly during the past two years, partly owing to crop failure, but even more to a fall in world wheat prices unprecedented in recent times for its severity. In consequence public interest is very keenly fixed on the possibility of recovery of wheat prices. It is of course generally realized that there has been a severe drop in the price of many of the goods and services which the wheat producer purchases, but not in every case to an extent which leaves the "exchange value" of wheat undisturbed, while there has, of course, been no general reduction of mortgages, current debts and similar obligations. On the whole, public opinion seems to incline to the belief that a restoration of wheat prices to higher levels is a necessary preliminary to a restoration of general prosperity. When wheat prices first began the long downward course which has only recently been checked, there was a very general inclination to assume that this must result solely from a surplus of wheat above ordinary requirements. As other primary commodities followed the same course it became clear that the problem could not be regarded as so simple, and that general financial and economic stresses were involved. The truth of this has become increasingly apparent. There is to-day a large body of opinion favourable to the theory which we have maintained for the past two years—that no true surplus of wheat has

ever existed; but prices on world markets do not seem to reflect this condition. As it is impossible to attempt here a complete study of the situation, we have annexed, a chart of wheat prices prepared by Major H. G. L. Strange from figures published by Mr. G. J. S. Broomhall. This extraordinary record of fluctuations will bear close examination. It may be said in a general way that it illustrates very forcibly a fact which should be ever present in the mind of the student of wheat economics—the inevitable connection between the price of this staple foodstuff and all the economic affairs of mankind. We offer it in explanation of our statement that it is impossible to make forecasts of wheat prices based solely on the statistical position of world supply and demand. Nothing can be more unwise than "ex cathedra" statements that we shall never see dollar wheat, or, for that matter, two or three dollar wheat again. The course of wheat prices will be determined by an infinitely complex system of forces and cannot, by any process with which we are familiar, be forecast.

### The Present Situation.

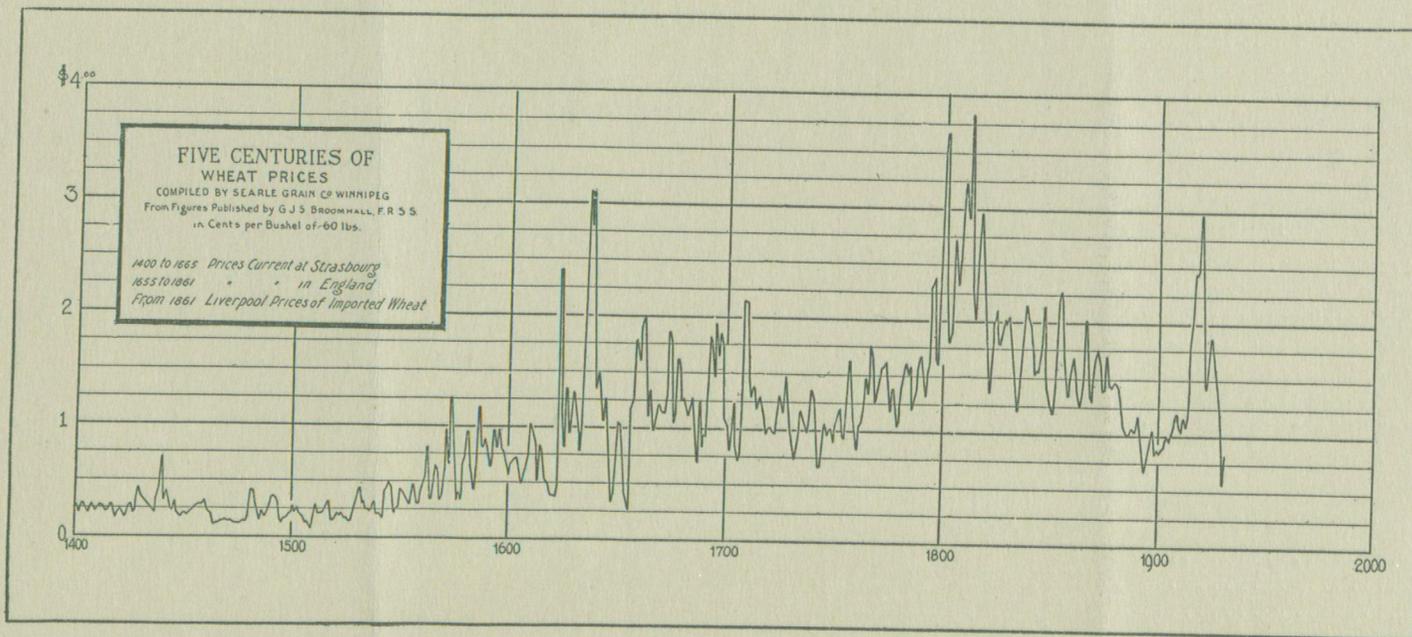
Now what is the general situation of the world supply of and demand for wheat at the present moment? We have sketched only a few of the major difficulties in the way of the prophet in this field, and might add many more. We believe that only an approximation to the full truth can be reached from what information is available, and put that approximation in these words: we have reason to believe that the world crop of 1930/31 was the greatest, or at least the second greatest on record. At the end of that crop year the world visible supply had somewhat diminished, and informed comment suggested that the invisible supply had lessened appreciably. The world crop of 1931/32 is not yet completely garnered, but figures of reasonable validity suggest that it will be more than 200 million bushels less than that of the previous season. The world crop of rye—the most directly available substitute for wheat—is apparently over 150 million bushels less than in the previous year. No reason exists for belief that any great increase has occurred in other possible substitutes for wheat in the world diet. The first sowings of wheat for the crop year 1932/33 have been made. In the United States sowings are decreased from about 42 million to 36 million acres of winter wheat, and have been made under more unfavourable conditions than in the previous season. Russian reports—as far as they are reliable—indicate some shrinkage in winter wheat sowings in that country, and there are no indications of any important expansion in sight elsewhere. On the whole the statistical position seems favourable and certainly should put an end to fears of overproduction. World trade in wheat is unquestionably hampered by unfavourable general economic and financial conditions, but correction of these must be assumed if we are to assume the stability of civilized society. There are indications of a definite shortage of the higher grades of hard wheat.

### The Outlook in Canada.

From all this we deduce that there is no reason for alarm in Canada on the special point of our position as a wheat producing country. General economic and financial conditions are disturbed, abroad many important problems seem to await solution, with no definite indications as yet that their solution is known. The course of wheat prices will depend on these extraneous factors, but there is every reason to feel complete confidence in the recovery of the wheat market as far as that has been affected by conditions special to itself. It is not necessary to be alarmed over wheat.

# WORLD WHEAT POSITION

IMPORTING COUNTRIES IN EUROPE AND THE MEDITERRANEAN:	AVERAGE ACREAGE 1909/10 to 1913/14	AVERAGE PRODUCTION 1909/10 to 1913/14	ACREAGE 1929/1930	PRODUCTION 1929/1930	ACREAGE 1929/1930	PRODUCTION 1929/1930	ACREAGE 1931/1932	PRODUCTION 1931/1932
Czecho-Slovakia.....	1,718	37,879	2,023	52,902	1,975	50,606	1,978	38,323
France.....	16,500	325,664	12,673	337,252	12,990	231,119	12,493	269,623
Germany.....	4,029	131,274	3,955	123,062	4,402	139,217	5,355	155,534
United Kingdom.....	1,787	55,770	1,330	47,451	1,346	39,954	1,197	35,952
Greece.....	1,134	16,273	1,249	8,502	1,191	12,493	1,359	12,236
Italy.....	11,793	184,393	11,794	260,125	11,896	210,071	12,063	247,944
Poland.....	3,343	63,675	3,526	65,862	4,066	82,322	4,012	75,691
Spain.....	9,547	130,446	10,622	154,245	11,134	146,699	10,872	130,806
Other Countries.....	3,334	68,934	3,889	91,578	4,193	99,324	4,319	92,792
	53,185	1014,308	51,061	1140,979	53,193	1011,805	53,648	1058,901
EXPORTING COUNTRIES IN EUROPE AND THE MEDITERRANEAN:								
Morocco.....	1,700	17,000	3,011	31,764	2,957	21,302	2,731	34,708
Bulgaria.....	2,409	37,823	2,661	33,192	3,006	57,317	2,964	61,196
Jugo-Slavia.....	3,982	62,024	5,213	94,999	5,365	80,325	5,390	84,746
Hungary.....	3,712	71,493	3,795	74,985	4,187	84,337	4,133	65,664
Roumania.....	9,515	158,672	6,764	99,753	7,551	130,770	8,365	127,867
Algeria.....	3,521	35,161	3,795	33,307	3,980	32,249	3,535	22,046
Other N. Africa.....	2,649	39,886	3,370	57,537	3,483	50,149	3,570	59,871
	27,488	422,059	28,609	425,537	30,529	456,449	30,688	456,098
OTHER EXPORTING COUNTRIES NORTHERN HEMISPHERE:								
United States.....	47,097	690,108	61,464	809,176	60,520	863,430	57,669	884,000
Canada.....	9,945	197,119	25,255	304,520	24,898	397,872	26,116	298,000
India.....	29,224	351,841	31,973	320,731	31,654	390,843	32,181	347,275
Russia.....	74,031?	757,347?	81,000?	702,851?	83,700?	1097,000?	92,400?	1000,000?
	160,297	1996,415	199,692	2137,278	200,772	2661,845	208,366	2529,275
OTHER EXPORTING COUNTRIES SOUTHERN HEMISPHERE:								
Argentina.....	16,051	147,059	19,486	162,576	21,283	235,960	17,295	218,365
Australia.....	7,603	90,497	14,977	126,885	18,149	212,629	13,990	170,011
	23,654	237,556	34,463	289,461	39,432	448,589	31,285	388,376
OTHER COUNTRIES:								
China.....	.....	600,000?	.....	600,000?	.....	600,000?	.....	600,000?
Japan.....	1,179	23,635	1,213	30,495	1,198	29,538	1,231	30,901
Other Asia.....	1,474	10,898	1,773	24,608	2,023	27,537	1,994	22,851
Chile.....	1,003	20,062	1,758	37,052	1,610	21,190	1,426	.....
Uruguay.....	791	6,517	1,097	13,157	864	7,997	.....	.....
Mexico.....	2,174	11,481	1,293	11,333	1,216	11,446	1,424	15,778



December 21, 1931.

P. C. Armstrong, Esq.,  
Canadian Pacific Railway Company,  
Montreal, P. Q.

Dear Mr. Armstrong,

Thank you very much for sending  
me the interesting pamphlet on some of the economic  
features in production and consumption of wheat.  
I am very glad to have this.

Ever yours faithfully,

Principal.

**DOCKET ENDS:**

WHEAT

JAS. A. WHITAKER  
1008 DORCHESTER STREET, WEST  
BELL TELEPHONE UPTOWN 7504  
MONTREAL, CANADA

Oct 21<sup>st</sup> 1921

General Sir Arthur Currie  
Principal McGill University

Dear Sir: Re. Real Estate School.

Your very kind letter has  
been <sup>in</sup> answer to mine on above  
subject. You ask my views  
as to what subjects should be  
embraced in such a course and  
I answer as follows:

- 1 - The Evolution of The Real Estate Business:
  - (a) Land ownership among the <sup>ancients</sup> ~~modern~~
  - (b) Evolution of the ~~private~~ ownership of  
land - Monarchical, Patriarchal,  
Feudal (Communal), Individual (Private)
- 2 Organization:
  - (a) Real Estate Salesmanship
  - (b) How to be a good "closer"
  - (c) Office methods in Real Estate.
  - (d) Sales management " " "

- 3- Legal terms and documents.  
Options, Promissory Note, Deeds, Ejectment.  
Offers to Purchase.
- 4 Common and statutory Law applicable  
to Real Estate.

- (a) Land lease, property lease - sublease -  
Re-sub. lease, replevants.
- (b) ~~servitudes~~ <sup>Servitudes</sup> - Light, water, passage

#### 4- Suburban Department.

#### 5- City Property Department.

- (a) Business properties.
- (b) Residential.

#### 6- Subdivision and Town Department.

#### 7 Management.

- (a) Atmosphere office should have.
- (b) How a salesman can create it.
- (c) The training of Real Estate and Insurance  
askmen.

(This would round out # 2, a, b, c, & d.)

#### 8 Auction Department

- (a) Private auction sales
- (b) Liquidation sales by order of Court.

- 9 Valuation, or appraisement dept.
- 10 Insurance.
  - (a) Affecting transactions
  - (b) " mortgages & leasehold.
- 11 Real Property Investment:
 

selling & acquisition of a property.
- 12 Advertising Real Estate
- 13 City Planning and Zoning
- 14 Financing Real Estate deals.
- 15 Inspection
- 16 Ethics.

Truman

Yours very truly  
 James A. Whitaker

October  
Twentieth  
1921.

James Whittaker, Esq.,  
211 Drummond Street,  
Montreal.

Dear Sir:-

I am sorry I have not before this acknowledged your communication of October 10th, but the festivities of last week interfered very much with the normal routine of the University.

Regarding the formation of a Real Estate School, I am afraid that it is impossible to take any steps toward that end at the present time. I should think that our Commerce course provides a very good business training, at least such is its purpose.

I would be interested in having your views as to what subjects should be embraced in the course you have in mind.

Yours faithfully,

Principal.

General Sir Arthur Conan  
Principal McGill University  
City.

Dear Sir:

Re Real Estate School.

I am writing you to bring to your attention the fact that many of the State Universities and foundations in the U.S.A. have added a Real Estate School to their departments.

I am, personally, strongly convinced that the time is ripe to start such a thing here. The growth of this branch of business has been so great in the last few years that it has become a profession and <sup>it</sup> is now recognized as such by Universities over the border.

This thought may come to your mind that your other departments sufficiently cover such a proposition, but I am prepared to show you that they do not.

After the Commission was signed and he settled down to business again I dreamed that it would be possible to form a Montreal Real Estate Board. On every hand I was met by protests and the prophesy that it would be a failure, as it had been, twice, before. I persisted. I secured the support of my Employer Mr. J. J. Brown, Mr. A. S. Ross Mr. Royal Irving and the big men and we put the thing on the map where it is now and doing splendid work - "the fait accompli". Now my persistence then was for the sole reason to pave the way to make a proposition such as I am now - to induce Mc-Gill University to recognize Realty as a Profession.

If your associates and yourself would desire to go into the question matter I shall be glad to go into it with you - from its necessity - and how it can be done. I am sure it can be accomplished without any

outlay ~~outlay~~ on the part of the University and  
that it ~~will~~ <sup>will</sup> have the hearty support of  
our best business men. Besides  
it would be our more "strike" on  
the part of Mr. Gill the pioneer of  
"News Canadianis".

Yours sincerely,

James A. Stratton

Oct 10<sup>th</sup> 1921

A.B. It is not too late. It could  
be started this season.  
W

Address  
24 Drummond St.

**DOCKET STARTS:**

WHO'S WHO

May 6th, 1926.

The Editor,  
Who's Who,"  
4, 5 & 6 Soho Square,  
London, W.1.

Dear Sir:-

I am returning herewith proof  
re General Sir Arthur Currie for the 1927 Edition  
of "Who's Who".

When the edition is ready  
please send a copy to General Currie, care of  
McGill University.

Yours faithfully,

Principal's Secretary.

To W. & G. FOYLE LTD., 119-125 CHARING CROSS ROAD,  
LONDON, W.C. 2

- \* Please send me WHO'S WHO 1935, which you are selling for 30/- (inland postage 9d.) from the second week in December
- \* Please send me WHO'S WHO 1936, Price 60/- (post free) immediately on publication.

\* Strike out if not required

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Address.....

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Date.....

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G. S. FOYLE

A.E. Morgan Esq, M.A.  
55, Pearson Park,  
Hull.

November, 1935.

Dear Sir,

THIS YEAR'S "WHO'S WHO" FOR ONLY 30/- AND  
THE ACTUAL PUBLISHED PRICE IS 60/-

We are writing to let you know some very important news. We have just arranged an exceptional book bargain and we are writing immediately to tell you about it.

From the second week in December when the 1936 edition is published we shall be selling the 1935 edition of "Who's Who" for only 30/- (inland postage 9d.)

We know that you will appreciate that this is a really outstanding bargain. As you probably know, the 1935 "Who's Who" with its 3,700 pages and 40,000 biographies - including your own - was originally published at 60/- net and is ACTUALLY BEING SOLD AT THAT PRICE TODAY.

There is no doubt at all that there will be a tremendous demand for this great bargain and as only a limited number of copies will be available, we should appreciate it very much indeed if you could let us have your instructions as soon as you possibly can.

The enclosed card requires no stamp and if you will merely fill it in and post it to us, we should be glad to reserve your copy for you.

Yours faithfully,

W. & G. FOYLE, LTD.

P.S. If you already have a copy of the 1935—"Who's Who", we should like to receive your order for the forthcoming 1936 edition. The price is 60/- post free, and if you fill in the enclosed card, a copy will be sent to you immediately on publication.

In your reply please

quote Dept.....

I saw an item in the paper to the effect that Mr. Tunnell was taken into court and ordered to pay a fine or stand imprisonment for sending out this circular letter in defiance of the Court Injunction against him.

DM.

OFFICE OF

"The

Canadian

WHO'S WHO"

357 BAY STREET, TORONTO, ONT.

EDITOR-IN-CHIEF:  
SIR CHARLES G. D. ROBERTS  
KT., M.A., LL.D., F.R.S.C.

ASSISTANT EDITOR:  
ARTHUR L. TUNNELL

DO NOT CONFUSE THIS PUBLICATION WITH ONE KNOWN AS  
"WHO'S WHO IN CANADA"

Dear Sir:

Your name has been proposed by one of the recognized authorities who has assisted the Editors. Exhaustive preparation has been made to ensure inclusion in the "CANADIAN WHO'S WHO" of those biographies which for one good reason or another are obviously desirable, and should be permanently available for reference.

"The CANADIAN WHO'S WHO" was first published by "The Times," London, England, in 1910, but they are not in any way sponsoring this re-publication. A new edition is intended to provide a dependable, up to date record of contemporary Canadians, and also of those related in some significant way to Canada.

The book is to be sold entirely on its merits. Editorial standards will be maintained consistent with both usefulness and the public advantage.

It is clearly understood that you will be under no obligation at any time to buy this work.

Please fill in the enclosed data form as fully as possible. Even though other records of yourself may be extant in some form, the Editors would prefer to have authoritative, first-hand information. Accordingly, we beg a little of your time, as well as your indulgence in this respect.

Librarians, publicists, educationists, and editors of the newspress have bespoken the need for this new national reference work. Will you please assist, and oblige us by mailing your data as soon as possible.

Yours very truly,

THE EDITORS.

NO ONE HAS PAID, OR CAN PAY, FOR INCLUSION IN "The Canadian WHO'S WHO"



EDITOR-IN-CHIEF:  
SIR CHARLES G. D. ROBERTS  
M.A., LL.D., F.R.S.C.

OFFICE OF  
"The  
Canadian  
WHO'S WHO"

357 BAY STREET  
TORONTO, CANADA

PUBLISHERS OF  
"Canadian WHO WAS WHO"

PROPRIETORS OF  
Associated Newspaper Services  
Reg'd.

February 3rd, 1937.

Dear Sir:

We have appealed from the judgment of the Supreme Court of Ontario in which the trial judge restrained us from using the titles "THE CANADIAN WHO'S WHO" and "CANADIAN WHO WAS WHO". The appeal is based on many grounds but the most significant fact remains that the learned trial judge did not make any finding as to:

1. The validity of the copyright duly registered in 1910, by the Times Publishing Company of London, England, in which they copyrighted the title "THE CANADIAN WHO'S WHO",
2. Nor did the learned trial judge find that the assignment from the Times Publishing Company to ourselves of the said copyright was not a valid assignment.

In publishing "THE CANADIAN WHO'S WHO", the copyright to Dr. Henry J. Morgan's "CANADIAN MEN AND WOMEN OF THE TIME", was also acquired and its useful contents incorporated.

May we assure the multitude of friends we have made through our endeavours, of our intention to continue the publication of our works of reference and press services. Should our right to the phrase "Who's Who" be forfeited, other titles will be substituted.

We also desire to bring to your attention that International Press Limited in a recent circular announced the printing of a new edition of "Who's Who in Canada" in spite of the fact that in our claim by way of counter-claim, we specifically asked for an injunction, for which we will press on our appeal, restraining the said International Press Ltd. or its employee, B. M. Greene, co-plaintiff in this action from the publication or distribution of any book which infringes on the copyright acquired by us from the Times Publishing Company of London, England.

In circularizing the people contained in our book, the editor of "Who's Who in Canada" assures a few thousand of them that, during twenty-five years, it was an "oversight" that he has not been able to serve them. Such belated solicitude will not mislead either those who have never heard of International Press Limited, or those who have.

Should there be submitted to you at any time, by any other organization than ours, your biographical data clipped from our book, we would appreciate your informing us immediately.

ENCLOSURES

1. Original Invitation circular sent to 9,000 persons.
2. Comments expressed by newspapers and publicists.
3. Copy of preface to "The Canadian Who's Who."

Yours faithfully,

TRANS-CANADA PRESS, Manager,  
and Assistant Editor.

## COMMENTS FROM NEWSPRESS AND OTHERS

# "The Canadian Who's Who"

PUBLISHERS

Trans-Canada Press

357 BAY STREET, TORONTO, ONT.

### Excerpt from The Financial Post, Toronto

First published by The London Times in 1910, The Canadian Who's Who has been revived by Arthur L. Tunnell.

A serious effort has obviously been made to get in everyone holding any official or quasi-public position; including heads of important national associations, foundations, etc.

The most important feature of the volume is that no one has paid either for inclusion or exclusion. It remains to be seen if Canada is large enough to support a Who's Who volume on such a basis of independence and distinct from newspaper or press services for which a fee is charged. Let us hope that it will prove a profitable venture. Only on a basis of independent selection by the editors can a volume, worthy to rank with the American and British volumes, be attained.

Mr. Tunnell is to be congratulated upon his courage in tackling the task and Sir Charles Roberts upon the excellence of the editing.

The price, \$15, is not out of the way, for a volume of over 1,200 pages, offered for sale in the limited market Canada affords, and where the entire expense of editing and production must be met out of sales of the book itself.

"We are finding it one of the most used volumes in our reference library. We like the impartiality and dependability of the basis of its publication and trust that the courage of its publishers will be rewarded with the financial success they deserve."  
—The Times Co. Ltd., publishers,  
Moose-Jaw Times-Herald.

"I congratulate you on your very fine work."

—W. S. Wallace, M.A., Librarian,  
University of Toronto.

"Tel quel et dans l'ensemble, cet ouvrage comblera une lacune sérieuse, dans les bibliothèques publiques, dans celles des institutions privées, dans les particulières, ainsi que dans la collection des ouvrages de références nécessaires aux journaux, aux journalistes et à bien d'autres. Certes, il y a déjà des publications de ce genre. Elles sont aujourd'hui désuètes, ou elles datent, ou elles sont fort incomplètes, ou n'importe qui peut en être, s'il paie à tant de la page l'insertion de sa biographie fantaisiste et d'une photo parfois aussi fantaisiste. "No one has paid or can pay for inclusion in the Canadian Who's Who," porte la première page de l'ouvrage en question. Et cela y ajoute de la valeur,—même si cela ne veut pas dire que tous ceux qui devraient y être y figurent déjà."

—G. P. in *Le Devoir*, Montreal.

"It's a volume of which you and all Canada may well be proud, dignified as it is in format, and edited, as I find it, with such fairness and discretion. It will, I know, remain a valued addition to my library."

—Arthur Stringer, Mountain Lakes, N.J.

### Reprint of an Editorial in The Gazette, Montreal

#### A VALUABLE REFERENCE BOOK

The Canadian Who's Who for 1936-37, which has just been published, bears every evidence of accuracy and careful selection. It is greatly improved over all former issues of the kind, merit having been the sole consideration for the inclusion of a man or woman in its more than 1,250 pages. The announcement on the flyleaf that "no one has paid or can pay for inclusion in The Canadian Who's Who" is welcome and something new for a Canadian handbook of living characters. Another change that the reader will appreciate is the arrangement of the names in alphabetical order, so that the searcher after facts does not have to struggle with an index to find the page on which his subject is described. The old and familiar "Canadian Men and Women of the Time," the work of the late Dr. Henry J. Morgan, the first edition of which appeared in 1898, is incorporated in the present volume, which is very complete. Another feature of this new Who's Who is the printing of the chief active occupation of the subject in capital letters, an innovation that is sure to be popular. There are approximately 6,500 sketches, which the publishers believe to be accurate biographies embracing the chief facts of each career. As, in general, the data are autobiographical, this belief is justified. Special efforts were made to locate native Canadians now living abroad, and who have achieved prominence in their various spheres of activity. These names are included with those of the thousands of men and women who remain residents of Canada. There are geographical and occupational indices and special lists, as well as reprints of former prefaces, residence statistics, necrology, addenda and an appendix. Altogether, The Canadian Who's Who is the most comprehensive venture of its kind in this country and reflects credit on Sir Charles G. D. Roberts, the editor, and Arthur Leonard Tunnell, his collaborator.

"It marks a real step forward in the field of Canadian Biography."  
—Mail & Empire, Toronto.

"This is not a pot-boiling or back-scratching proposition. It seems to be an honest effort to present the salient facts about the lives of such Canadians as are likely to prove of interest to students and writers. Its fairness and dignity are guaranteed by the fact that Sir Charles G. D. Roberts is the chief editor assisted by Mr. Arthur L. Tunnell."

—The Montreal Daily Star.

"The Canadian Who's Who gives promise of fulfilling a valuable function."  
—The Financial Times, Montreal.

"It is a carefully edited and beautifully printed and bound volume."  
—Arthur Wentworth H. Eaton, D.C.L., Boston.

"It is exceedingly well got up . . . the style of the binding and print is a credit to you."

—Ven. F. G. Scott, C.M.G., D.S.O., Quebec.

ORDER YOUR COPY BEFORE EDITION EXHAUSTED

PRINCIPAL AND VICE-CHANCELLOR  
A. E. MORGAN

MCGILL UNIVERSITY  
MONTREAL

3rd April 1937

Dear Sir,

I return the proof of biographical  
matter on the Principal for insertion in the  
book which you publish, Who's Who in Canada.

Yours faithfully,

Principal's Secretary

B. M. Greene, Esq.,  
International Press, Ltd.,  
9 Richmond Street, Toronto, 2.

# International Press Limited

Publishers

WHO'S WHO IN CANADA  
REG'D



ADVANCE PRESS SERVICE

CABLE ADDRESS  
"INTERPRESS"  
B. M. GREENE, EDITOR

OFFICES AND AGENCIES IN  
CANADA, ENGLAND  
UNITED STATES

9 RICHMOND STREET EAST.

TORONTO 2, ONT., April 2, 1937.

A. E. Morgan, Esq.,  
Principal and Vice-Chancellor, MCGILL UNIVERSITY,  
MONTREAL, Que.

Dear Sir:-

We are enclosing herewith proof of your biographical matter to appear in the forthcoming "Who's Who in Canada". Would you be good enough to correct this, if necessary, mark it approved and return it to us as soon as possible. Our 1936-37 edition is now on the press.

Yours faithfully,

INTERNATIONAL PRESS LIMITED

*B. M. Greene*

EMJ/MP

Editor

TELEPHONE NUMBER: TEMPLE BAR 1794

## EUROPA PUBLICATIONS LIMITED

VOL. I  
ENCYCLOPÆDIA OF EUROPE  
VOL. II  
EUROPEAN WHO'S WHO  
VOL. III  
EUROPEAN ARCHIVES

6 DUKE STREET  
ADELPHI  
LONDON W.C.2

INTERNATIONAL WHO'S WHO, 1937

DEAR SIR,

In May 1935 it was possible to publish the first International Who's Who, and its reception showed there was an absolute demand for a book of this kind.

In November 1936 the second revised edition was issued and it is acknowledged as :

Indispensable to those interested in world affairs.—*The Financial News.*

This volume much more clearly concerns itself with the American scene than does the original "Who's Who."—*New York Herald Tribune.*

For not only is this massive publication unique of its kind, it is also remarkably comprehensive and as remarkably accurate.—*Truth.*

Is a work of considerable value.—*Manchester Guardian.*

Useful and accurate reference work; contains more names and information than any other of its kind.—*The Financial Times.*

There are few noteworthy omissions.—*The Morning Post.*

The usefulness of such a volume is obvious and needs no stressing.

—*The Scotsman.*

The *Sunday Times* says, "The right sort of information is given and typographical arrangement is excellent." A fine conception, splendidly printed and bound. The work of craftsmen.

It is on this recommendation that we suggest you would also find a copy of the International Who's Who invaluable in your office and home.

Yours faithfully,

EUROPA PUBLICATIONS LIMITED.

## *Reviews of the International Who's Who*

### *NEW YORK HERALD TRIBUNE*

#### THE WORLD "WHO'S WHO"

Published almost simultaneously with "Who's Who" is the "International Who's Who," which is appearing for the second time under the imprint of Europa Publications Limited. This volume much more clearly concerns itself with the American scene than does the original "Who's Who." In its pages one can learn who Alfred M. Landon is or was, and recall such forgotten men as Raymond Moley and Rexford Guy Tugwell. It even mentions John Nance Garner, and is not above a word about Earl Browder and Margaret Sanger.

An earnest of its catholicity is its inclusion of American journalists. In this almost universally neglected sphere one can mention, without undue hornblowing, that the "International Who's Who" admits within the pale many names familiar in the *New York Herald Tribune*. There are not only Ogden Reid and Mrs. William Brown Meloney, but Walter Lippmann, Dorothy Thompson, Walter Millis, Franklin P. Adams and Joseph Driscoll. The material is written by editors rather than by the subjects themselves with a great increase in succinctness. The "International Who's Who" can be taken down from the shelf by the American searcher after enlightenment with some certainty of finding what he's looking for, from the Panchen Lama to Joe Jones.

### TRUTH

*The Four Corners.*—Frequently it is only when a need is supplied that we become conscious how acute it was. A pertinent illustration is the "International Who's Who," published by Europa Publications Limited, in conjunction with Allen and Unwin, at three guineas. In these stressful times three guineas is not to be lightly spent, and the ordinary book-buyer will probably be content to look up the "International Who's Who" in the library he uses.

He would have a legitimate grievance if he did not find it there, for not only is this massive publication unique of its kind, it is also remarkably comprehensive and as remarkably accurate. And so, by definition, it is indispensable to all those men and women whose business or pleasure it is to keep themselves well-informed about the personalities of this troubled world who are concerned in the direction of political events, in the practise of arts, and in the researches of science.

### MANCHESTER GUARDIAN

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