

CHRISTMAS CANDY SCARCE

Seriously Affected the Price of Most of its Ingredients

MAKERS ARE BUSY

Manufacturers Will be Made up From Germany, Switzerland, Italy and Japan.

September 28.—No appreciable shortage of domestic goods which the chain stores put before the public this holiday season is considered likely.

At the outbreak of the war there were anticipations of a production of German articles of this sort ordinarily superior to the market.

It is believed that the manufacturers of toys from Germany, France, Belgium and the Netherlands will be able to supply the demand.

Small Nation Stocks.

Small nations are being assimilated into the world market. The United States do not include one of these.

Business of Toy-makers.

Manufacturing nations of toys and candy are being affected by the war.

class of Christmas goods, that of which rather a different tale is told. Usually affected the price of ingredients, glucose, condensed milk, etc.

consumption being essentially of the character of the daily necessities.

of S. H. PELL & CO. COMPROMISE SUGGESTED.

September 28.—Creditors of S. H. Pell notified of a meeting to be called at 10 o'clock.

accepted, the Thompson claim creditors will receive the equivalent of the dollar or less.

GERMANY CARRYING HEAVIEST OF BURDENS

No Nation Ever Has Shouldered a Heavier Burden Than Germany is Now Trying to Carry

A BIG TRANSFORMATION

War Has Cut Off and Destroyed Markets for Manufactured Products—Difficulty Increased by Transformation of the Empire from an Agricultural to Industrial Nation.

(Editorial from the Boston News Bureau.) Probably no nation ever shouldered a heavier burden than that which Germany is now attempting to carry.

Persons engaged. Number %

Agriculture, cattle raising, etc.	9,732,472	30.90
Forestry, hunting and fishing	150,785	4.48
Manufacturing and mining	11,256,254	25.73
Commerce and trade	2,477,626	11.04
Domestic and other service	1,738,450	5.51
Professional occupation	1,738,430	5.52
Other employments	3,494,583	10.82
Totals	31,497,100	100.00

With an agricultural nation the losses of war are comparatively light, not only because the market for agricultural products, excepting cotton, is not much interfered with.

A manufacturing nation finds the case altogether different for war cuts off or destroys markets for manufactured products, interferes with the supply of raw materials, and almost completely suspends the consumption of certain manufactures which are not absolutely necessities.

Moreover, this loss is passed around within the German empire from one class of people to another thus increasing itself by arithmetical progression.

When a firm advertises a brand of merchandise it thereby pre-empt's certain brain cells of a certain number of people.

Those cells, in each brain, store away the arguments in favor of that brand; and become factors in reducing their owner to purchase the advertised, branded merchandise.

Now, along comes War, with all its unsettling of business, all its disturbance of trade; and the manufacturer, faced with the apparent advisability of saving money, begins to consider whether advertising is one of the features on which he can retrench.

But let him cease advertising—and soon, very soon, the public will begin to waver and rift away to other brands.

STATEMENTS TO COTTON PEOPLE BY INTER-STATE COMMERCE COMM.

Instructions to Facilitate the Warehousing of Cotton—Rules Which be Followed Implicitly—Freights, etc., Taken into Consideration, Which Must be Paid in Advance.

(Exclusive Leased Wire to Journal of Commerce.) Washington, September 28.—The Inter-State Commerce Commission issued the following statement: "For the purpose of assisting cotton people and carriers of the South in meeting the extraordinary demand for storage of the cotton, occasioned by the European war, and for the purpose of providing temporary warehousing space for storage of cotton under arrangements approved by Secretary of the Treasury and Federal Reserve Board, and for the purpose of permitting the carriers to recognize the warehouses as points for storage of cotton, in order that such points should be given benefit of transit privileges, the Inter-State Commerce Commission has authorized the carriers of the South to publish and file tariffs establishing on their lines, rules, regulations and charges governing storage of cotton during the cotton year ending August 31st, 1915, in substance as follows:

"Cotton shipped for warehousing and reshipment must be consigned to warehouse, point and freight thereon to be paid on basis of full local rate upon which delivery agent will give paid freight receipt, which the holder of cotton should retain for purpose of securing reshipping privileges.

"Upon reshipment from warehousing point the shipper will be required to surrender the agent of line bringing cotton into warehousing point, the paid freight bill covering that identical cotton. The number of the bales, marks and weights of the cotton, as forwarded from warehousing point, must conform to paid freight bill, and in addition the shipper will be required to certify on back of the paid freight bill that the cotton tendered is identical cotton received thereunder.

Paris, September 28.—Spot wheat opened 1/4 cent off from Saturday at 1.43 1/2.

professional man all discharge domestic and personal servants; and all of these classes of necessity reduce their consumption of agricultural products. Every one feels the loss.

This \$1,900,000,000 curtailment in manufacturing apparently represents about 13 p.c. of the total German output of manufactured goods. Besides this, there is the loss involved in war expenditure of at least \$2.50 gross daily to maintain each of probably not less than 2,250,000 men in the field—the total being fully \$2,053,125,000 per annum.

Business in fruits and canned goods has been rather inactive, and without notable variations in prices.

The market for dried fruits is depressed owing to the unfavorable export outlook. As a result of the war, Germany is eliminated as a buying factor, and for the first time in years France is seeking to market a considerable part of her dried fruit crop in America.

TORONTO GRAIN TRADE. (Special Staff Correspondence.) Toronto, September 28.—Trading in grain and flour continued quiet to-day at the local board.

TORONTO LIVE STOCK. (Special Staff Correspondence.) Toronto, September 28.—There was an over-supply of cattle at the Union Stock Yards this morning, and as a result prices were off a strong 25 cents or more for all classes from the prime stuff down to less desirable varieties.

RETAILERS BALK AT FREE MARKETS

Argue That City is Taking Mean Advantage of Them in Encouraging This Trade

DEMAND PROTECTION

Financial Restrictions Have Hampered Grocery Business—Coffee Market Has Stiffened—Sugar Market Weaker, Cuban Supplies are Heavy—Dried Fruits Depressed.

(Exclusive Leased Wire to Journal of Commerce.) New York, September 28.—The organized retail grocery trade of New York City and State is making a strong protest against the maintenance of the city markets, which were started by municipal officers in the hope of lowering the cost of foodstuffs.

"It is high time that the retail grocers wake up to the new form of competition that has made its appearance during the past few weeks. The retail grocers of this city have shown that they are capable of meeting the competition of the chain stores, the retail grocers, etc., but whether they can meet the unfair competition imposed upon them by the city authorities in the establishment of free markets is another question.

"On the other hand, the city authorities allow outsiders, under the guise of selling direct to the consumer from the producer, to occupy space in our public places and do business without contributing one cent to help pay the expenses of the city administration. This is what we have more than once called unfair competition. It is not justice for the city authorities to demand taxes from the retailer to foster competition of the nature that is to be seen in these free markets.

"To make the free markets permanent would be a crime against the retailers of the city. If the city authorities are desirous to engage in the business of buying and selling they should be willing to do business with no advantage such as free rent and no taxes.

The retail grocer, we believe, is willing to meet any fair competition in the conducting of his business, for it is unfair and unbusinesslike for the city authorities to promote competition that gives a favor to one and not to the other. There should go up from the retail grocers a big protest to the city authorities against discrimination such as is shown by the free markets.

The sugar market has shown weakness in both raw and refined departments. In the course of the week the granulated declined to 8 1/2 cents a pound or 1 1/4 cents below the high price registered shortly after the start of the war.

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EUROPEAN BEET SUGAR CROP AS AFFECTED BY THE WAR

Unless Germany is Overrun by Troops Before Nov. 1, it is Expected That Country Will Make Good Crop as Ranks of Laborers are Filled With Russian and Belgian Prisoners.

Important news of conditions in the beet sugar fields of Europe churned up by the forces at war, is contained in a communication to Willett and Gray's Statistical Sugar Trade Journal. The letter, which is dated August 25 from Germany, says in part: "You see that the beet crop in Belgium will be none this year, practically all important Belgium factories except Antwerp being in our hands."

"It is believed that the beet crops of France are entirely destroyed in the departments of Aisne, half of Nord and one-quarter of Calais, Somme, Oise, Seine et Marne, Marne and Ardennes. This leaves a possibility of harvesting about 500,000 tons of an estimated crop of 800,000 tons, provided labor is available by the middle of November.

HIGHER PRICES REFLECTED

New York Naval Store Market Was Firmer—Attempt Made to Boost Prices—Demand Was Good—Rosins Were Firmer.

New York, September 28.—There was a firmer tone to naval stores reflecting the higher prices asked in the South. The factor are making a determined effort to boost the market and local circles reported that 47 1/2 cent c.i.f. was the lowest figure named in telegrams.

Rosins were rather firmer in tone, in sympathy with Savannah. Manufacturers were rather indifferent, buying for current needs only. Common to good strained was quoted at \$3.20.

going to Buffalo of late, and who were hard hit there last week turned to the local market to-day, but they over-did the thing and gave buyers the opportunity they have been looking for to get hoof costs down. Hogs were 15 cents lower at 19 for fed and watered lams, and after to-morrow there will be another drop.

MORE NORMAL TONE IN GROCERIES NOW

Local Sugar Prices Firm Despite Weakness Experienced in New York and Other Markets

SUPPLYING THE SHIPS

Prices Issues on California Raisins Which are Above Those of Last Year—First Shipment From Spain Will Arrive in Near Future Will be Slightly Higher.

Still another step was taken in the grocery market this week towards the restoration of normal conditions and it may be safely stated that the trade is almost back at the normal after over two months of complete disruption. This is directly due to the splendid efforts which have been made in all directions and the excellent leeway allowed by the banks.

One of the principal features of the week was the approved independence of the Canadian refiners. New York markets suffered a decline in the course of the week's trading. Canadian markets, however, have not followed their lead and on the contrary a slight advance has been made in Canadian prices.

Prices have been issued on California raisins and this has proved to be one of the features. The prices range higher than those issued at this time last year. Fancy seedless are quoted at 10 cents and 9 1/4 for choice. It is expected in some circles that these prices will have another advance of 1/2 cent before the end of the present week.

Some of the stability of the coffee market has been lost and it is hard to get information regarding available supplies. In many cases, dealers are not sure themselves. It is thought that the buying will not be done through the primary markets as the rates would mean that prices here would be practically prohibitive.

There have been some freer arrivals of tea and there seems to be little anxiety displayed as to the future supplies. India and England have both contributed to the past week's shipping list. Two of the ships carrying tea are among the list of those sunk by the German cruiser Emden. Ceylon teas by the time they reach these markets are high. Japans are also expensive.

LIVERPOOL WHEAT. Liverpool, September 28.—Wheat closed off 1 to 1 1/4 from Saturday, October 8 3/4; December 8 1/2. Corn closed off 1/2 from Saturday, October 8 3/4.

The Textile Manufacturer's Paper

Canadian Textile Journal

The Only Canadian Publication Devoted Exclusively to the Interests of the Textile Industry

Each Issue Contains Many Valuable Technical and Practical Articles on the Manufacture of Textile Fabrics

Also Trade News Summaries and Comment on all Factors Affecting the Industry, as well as Special Reports on the Domestic and Foreign Primary Markets

A GUIDE FOR THE MANUFACTURER AND WORKMAN AND A HELP TO THE SALESMAN

PUBLISHED MONTHLY BY

The Industrial & Educational Press, Limited

E. S. BATES, Editor. 35-45 St. Alexander Street, Montreal, Canada

"Cells" and "Sells"

Consider these facts before you decide on your war-time advertising policy:

WHEN A FIRM ADVERTISES A BRAND OF MERCHANDISE IT THEREBY PRE-EMPTS CERTAIN BRAIN CELLS OF A CERTAIN NUMBER OF PEOPLE.

THOSE CELLS, IN EACH BRAIN, STORE AWAY THE ARGUMENTS IN FAVOR OF THAT BRAND; AND BECOME FACTORS IN REDUCING THEIR OWNER TO PURCHASE THE ADVERTISED, BRANDED MERCHANDISE.

Now, along comes War, with all its unsettling of business, all its disturbance of trade; and the manufacturer, faced with the apparent advisability of saving money, begins to consider whether advertising is one of the features on which he can retrench.

But let him cease advertising—and soon, very soon, the public will begin to waver and rift away to other brands. Stop the appeal to those brain cells and soon, very soon, the cells will forswear their allegiance and become acquired by other manufacturers who make a fresh appeal to them.

The brain of every human being is in constant process of change. The cells are shifting, shifting, all the time. Ordinarily, by steady persistent advertising, the manufacturer of a sound article is not only holding the brain cells his goods have won, but is surely, steadily adding to the number of his acquired cells—surely steadily increasing his hold on the public mind.

Let him stop the advertising and the process of cell capture not only closes, but the cells he has been at such pains to win over, will become lost to him—perhaps forever.

Even a War scarcely excuses the unsound business policy which permits such a catastrophe. Even in war-time, it behoves every manufacturer to keep his advertising at full pressure.