

WITHDRAWN PAPER SUPPLIES

Prepared Still To Provide Papers in United States

PRICES EXPECTED

Prices Across Line Could Increase Greatly Without the Necessity of Quitting New Capital.

It is always the case that when a business is in the present prosperity of paper business, in particular the newsprint business, it is more active than at any other time.

A government return has been issued showing the trade between Canada and the United Kingdom in 1913. It shows that a considerable increase has been made in the sale of pulp, strawboard, millboard and board.

These figures show that the Germans have captured a large portion of the Canadian trade in Great Britain, along with the Scandinavians, and there is a great chance now for manufacturers in the Dominion to regain what they have lost.

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WATCH ALL MARKETS CLOSELY IS ADVICE

Canada's Trade With United Kingdom Shows a Considerable Increase - Germans Secure Trade

OPPORTUNITY FOR CANADIANS

British Manufacturers are Leaving No Stone Unturned to Secure Foothold in Dye-stuff Markets of World - Are Willing to Supply This Dominion.

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WORLD'S WHEAT CROP SLIGHTLY DECREASED FROM LAST YEAR

Totals 2,604,000,000 Bushels, or 92.3 Per Cent. of Last Year's Total - Rye Crop is a 98.1 Per Cent. One: Barley 90.9 Per Cent. and Oats 87.7 Per Cent.

Ottawa, September 24.—A cablegram received from the International Institute of Agriculture by the Canadian Commissioner, gives the following estimates of the cereal harvest of 1914:—

Wheat—For the following countries the total production is estimated at 2,604,000,000 bushels, or 92.3 per cent. of last year's production: Hungary, Belgium, Denmark, Spain, Great Britain and Ireland, Italy, Luxemburg, Netherlands, Russia-in-Europe, Switzerland, Canada, United States, India, Japan, Algeria and Tunis.

Rye—For the following countries the total production is estimated at 1,488,000,000 bushels, or 98.1 per cent. of last year's production: Prussia, Hungary, Belgium, Denmark, Spain, Great Britain and Ireland, Italy, Luxemburg, Netherlands, Russia-in-Europe, Switzerland, Canada and Algeria.

Barley—For the same countries as wheat, but omitting India, the production is forecasted at 1,071,000,000 bushels, or 90.9 per cent. of the 1913 production.

Oats—For the same countries as in the case of wheat, but omitting India and Japan, the production is forecasted at 2,616,000,000 bushels, or 87.7 per cent. of the 1913 production.

NAVAL STORES UNSETTLED

London Market is Quiet and Manufacturers Are Indifferent—From Standpoint of Seller, New York is Less Favorable.

London, September 24.—Turpentine spirits 29s. 9d. Rosin, American strained, 8s. 6d.; fine 14s. 9d. Rosins were still quiet and unchanged, with manufacturers rather indifferent. Common to good strained is quoted at \$3.80.

Savannah, September 24.—Turpentine nominal 45 1/2 cents. No sales. Receipts 385; shipments 1,318; stocks 27,711. Rosin, nominal. No sales. Receipts 563; shipments 451; stocks 112,236. Quote: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.

New York, September 24.—The situation in the local market for naval stores is less favorable from the standpoint of the seller, there being an easier tone to spirits, reflecting the arrival of supplies from the South.

Both sales were made at 9.50 cents. This makes 7,000 bales thus far liquidated.

The mineral production of the United States now reaches \$2,500,000,000 annually.

Bright Outlook For Penman Mills

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TAKES OPTIMISTIC VIEW OF CANADIAN WOOLEN BUSINESS

Cutting Off of German and Austrian Competition Will Mean Greater Demand for Staple Lines of Penman's, Limited, Says General Manager Bonner.

Moncton, N.B., September 24.—General Manager Bonner, of Penman's, Limited, manufacturers of hosiery, underwear, blankets, etc., is of opinion that industrial conditions created by the war, will stimulate activity in the wool mills operated by the company.

There are 2,300 employees in the ten mills of Penman's, Limited, and these employees are assured of continued employment. If the extra demand for hosiery continues, as it is likely to, the staff in the hosiery department will have to be increased.

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TO START TRYON WOOLEN MILLS

Reid-Raynor Knitting Mills, Ltd., Have Taken Over Old Mills and Will Soon Operate Them—\$36,000 Capital.

Charlottetown, P.E.I., September 24.—The old Tryon woolen mills are now being remodelled by a number of carpenters and the mills will soon be working in full blast as the "Reid-Raynor Knitting Mills, Ltd.," which is the new title adopted by an organization to which letters patent have just been granted by the Lieutenant-Governor-in-Council, for incorporation for the purpose of manufacturing, selling and dealing in unshrinkable knitted underwear, and all other kinds of knitted underwear, etc., and of carrying on such other branches of business as the company may deem expedient.

TORONTO LIVE STOCK.

Toronto, September 24.—There are about 150 loads of northwest cattle arriving weekly on the Toronto market and as they are coming in competition with the lower classes of butchers' cattle here, the prices for the inferior grades generally are weak and lower, falling about 25 cents in the week; the better classes of butchers' however, maintain a firm tone with sales during the week well over the \$3 market, and more wanted at that figure.

TORONTO GRAIN TRADE.

Toronto, September 24.—The demand for millfeeds continued to show considerable slackness to-day, and while this was not reflected by any decline in prices at many mills, the market was decidedly easier and values in a few cases lower, bran, shorts and middlings were all easy in tone. Good feed flour, on the other hand, was firm. Values of cash Manitoba wheat were steady at last night's advance of one cent, while Ontario wheat continued in poor demand.

BOSTON WOOL SUFFERS A LULL SUCCEEDING AUGUST ACTIVITY

Prices are Not Greatly Changed, and No Indications are Present That Lower Prices Will be Seen—Woolen Goods Market Continues to Improve.

(Exclusive Leased Wire to Journal of Commerce.) Boston, September 24.—The extreme activity in the wool market noticeable throughout the month of August has been succeeded by a temporary lull, and the district appears to be somewhat quiet, though a satisfactory aggregate business is being accomplished from day to day.

The amount of wool still unsold is probably not in excess of forty to forty-five million pounds.

The woolen goods market still continues to improve and the outlook for a good season's business is very promising. Duplicate orders are coming forward for heavy weights, while the business on novelties suitable for the cloak trade is especially brisk.

There was considerable inquiry for prices on knitting yarns during the week from sweater manufacturers, who wanted to get some idea as to what yarns were going to cost them for the next season.

As it is considered quite likely that more advances will be made by dyers in the near future, spinners are reluctant to accept orders on dyed yarns at the prices buyers are willing to pay.

Aside from a few fair sized orders on sweater yarns, an increased demand for yarns for home knitting purposes and some new business on low grade roving, there was comparatively little business done in sweater knitting yarns.

LIVERPOOL WHEAT.

Liverpool, September 24.—When opened 3/4 to 1/2 up from Wednesday's close, Oct. 58 3/4, Dec. 58 3/4, Corn up 1/2, Oct. 58 1/2.

REDUCTION IN IRON BARS.

New York, September 24.—Iron bars at Pittsburgh have been reduced \$1 a ton, making the price \$115 per 100 pounds. In the Chicago district the reduction is 50 cents a ton.

ANNOUNCES REDUCTION IN CRUDE OIL.

New York, September 24.—Electra and Herietta Texas crude oil prices have been reduced ten cents a barrel to 85 cents.

SOME INCREASES IN TRADE VOLUME FELT

Government Orders Sweeping Bradford Market and Some Supplies from Manufacturers' Stocks

KHAKI DEMAND HOLDS SWAY

Business is Unevenly Distributed—Firms Engaged on Special Orders are Busy but Those Depending on Home and Continental Trade are Very Slack.

The special representative of the Journal of Commerce, in a letter from Bradford dated September 14, covering the Bradford and provincial wool trade, says the following:

The volume of business has increased perceptibly during the past week and the tone seems to be more optimistic throughout the trade.

In tops there is a decent trade doing in quantities up to 46s, and in the finer qualities dry comb tops are wanted for the hosiery trade.

In the cross-hed yarn department little business is heard of except in khaki mixtures. The bulk of these are two-fold 2's but there is also some call for finer counts, which prove a little more remunerative.

Leeds reports that the khaki contracts and the production of goods for stock are keeping the machinery better occupied than it has been for the past two or three weeks.

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Keep Up The Momentum

ONE of those pessimistic individuals who are going about talking war-time depression was overheard to say: "Rather than lose money in my business I shall cease spending money on development. I may not MAKE any money during the war--but by great economy in the conduct of my affairs I shall at least avoid LOSING any."

AND THEN HE MENTIONED ADVERTISING AS ONE OF THE THINGS HE WOULD DO WITHOUT, UNTIL THE WAR IS OVER.

WITHOUT GOING INTO THE MERITS OF HIS GENERAL POLICY OF RETRENCHMENT, LET US SEE WHAT HAPPENS WHEN SUCH A MAN STOPS ADVERTISING.

ADVERTISING IS MOST EFFECTIVE WHEN CONTINUOUS. ITS MAIN PURPOSE IS TO SET UP A MOMENTUM OF REPUTATION, PRESTIGE, AND GOOD-WILL, THAT LATER ON CREATES SALES.

SO, IF A MANUFACTURER FAILS TO KEEP UP HIS ADVERTISING TO-DAY--IF HE LETS THE MOMENTUM OF HIS BUSINESS-CREATING CAMPAIGN CEASE--WHERE WILL HIS SALES BE THREE MONTHS OR A YEAR HENCE? WHAT OF HIS BUSINESS WHEN THE WAR IS OVER? WHAT WILL IT COST HIM TO SET THE WHEELS IN MOTION AGAIN?

IF WE BELIEVE, AND EXPERIENCE COMPELS US TO BELIEVE, THAT ADVERTISING BUILDS REPUTATION, PRESTIGE, GOOD-WILL--WHAT UTTER FOLLY TO STOP THE PROCESS OF THAT REPUTATION BUILDING, JUST BECAUSE THERE'S A WAR IN EUROPE?

The "Canadian Fisherman" advertisement featuring a fisherman illustration and text describing the magazine's content and subscription information.