

MAKING USE OF PRICE CUTTING RIVALS.

The late Fred W. Hannahs, father of the National Wholesale Grocers' Association, used to say of price cutters: "Let 'em cut all they want to and if they can't sell enough stuff at a loss, take hold and help 'em. The more they sell on that basis, the better it is for you."

Out in Los Angeles, an anonymous grocer who hides behind the nom de plume of "A Little Fellow," but is very likely not so very little, according to the "Commercial Bulletin," tells how he has been making money of late on a basis very much like the Hannahs' programme. In part, his letter to the paper reads as follows:

"I happen to operate a couple of grocery stores. On Friday, April 6, you will remember there was a great flurry in the milk market; price of milk advanced 25 cents a case with a condition confronting the supply that has never before been known. I immediately raised the price on milk to 10 cents a can straight. At the same time I was not able to buy any large amount of milk from the local jobbers.

"I keep on hand what I call my 'wrecking crew,' consisting of a wagon and a couple of keen clerks. I called this 'wrecking crew' together, told them the condition of the milk market, furnished them with a couple of hundred dollars, and told them to buy all the milk they could get in the city at 'up to \$4.25 a case.' The net results were that we purchased from Ralphs, Cohn, Draper, Royston, Chaffee and some smaller merchants, over sixty (60) cases of milk that afternoon and the next morning at \$4 a case. I think it is making money pretty fast when three men can turn in \$48 worth of profit for a firm for one day's work.

"We did not stop at this but we continued to buy milk throughout the next week, and paid as high as \$4.40 a case. We found Ralphs and Cohn raised their prices the Monday following to \$4.32 a case, but we still continued to buy milk. The net results to date I am not going to tell you, but I will tell you that we have milk on hand and we bought a great deal of it from local merchants who let their antipathy for one another injure their profits and who are now limiting their sale of milk at 10 cents a can.

"We did not quit on the milk. My 'wrecking crew' goes an afternoon off every few days and they buy corn, tomatoes, peas, sugar and everything else that they can buy at less money than the jobber will sell to me for. I sincerely trust that a few more grocery merchants will continue to cut prices because it helps out the condition of the little fellow considerably."

TEN "DON'TS" FOR THE MAN WHO SUCCEEDS.

Bishop Charles Bayard Mitchell, of St. Paul, speaking in Chicago advised his hearers to "See Yourself Go By." If you want to get a good look at yourself here are ten things to avoid:

"1. Don't think you see yourself in a mirror. You will see only the outside, and you right ear will be on the left side of your head.

"2. Don't imitate. It's awful to hear that there are scores of young men trying to walk like Charlie Chaplin. Be yourself.

"3. Don't expect somebody else will do your job. God never made anybody like you. One of you is enough.

"4. Don't worry about your health. I have a friend, given up to die at 22, with one lung. He will be 93 on his next birthday.

"5. Don't wait for dead men's shoes.

"6. Don't lost your nerve. When God has a tremendous task to perform he usually takes some man and overloads him with egotism so he will tackle the job.

"7. Don't think yourself a failure too soon." Lincoln was a mediocre lawyer who won distinction because he was honest.

"8. Don't be a misfit. It's a tragedy to see a blacksmith trying to be a statesman, as we have witnessed in our country's recent political life.

"9. Don't stop till you find your place. It was a great day when you struck this planet and it will be a great day when you leave it. But it's a much greater one when you find out why you're here.

"10. Don't try to make duplicates of yourself. Parents make a mistake when they try to bring up their children to be like themselves."

J. H. Lauer, General Manager of the Marconi Wireless Telegraph Company of Canada has left Montreal for a three weeks' trip to Vancouver in order to inspect the Company's organization and prospects on the West Coast.

FOOD CONTROL.

Curtailement of the consumption of potatoes, the curbing of the distilling and brewing business and the guaranteeing of generous minimum prices to farmers for staple products are some of the suggestions made by Professor Henry R. Seager and Professor Robert E. Chaddock, both of Columbia, in a pamphlet on food preparedness urging the Government authorities to aggressive, constructive and immediate action.

"What is the American food situation?" the pamphlet asks. "America has been so long called the world's granary that many persons still believe it to be an inexhaustible reservoir of food. It is not. America ceased to feed the world some years ago, and the current high prices indicate the difficulty she is beginning to experience in feeding herself. Our food production has not kept pace with the growth of our population. Now when we must supply food not only to ourselves but to our Allies it is the gravest aspect of a grave situation."

Statistics are advanced by the Columbia men to show that, as there has been an increasing tendency to leave the farms, there has been a decrease in the per capita production of staple food products. A falling off of eight-tenths of a bushel per capita in wheat alone is shown to have been the case in the last nine years as compared with an earlier period. The production of cereals and food animals, the statistics prove, has for years failed to keep pace with the population. A danger is also seen in the killing off of stock because of high feed prices and the inability to obtain any sort of competent labor. The great quantity of meat in the country at the present time is explained by the killing off of stock.

"It is quite clear," the professors conclude, "that the primary cause of the high prices is an actual shortage of foodstuffs and an avoidance of waste.

The pamphlet suggests that a survey be made to determine how many farm laborers will be required and that a nationwide appeal be addressed to persons qualified to turn to agriculture this summer as the best means of serving their country. It is also suggested that men be drafted into the farm service. Means should also be taken, the pamphlet says, to determine the amount of seed and fertilizer needed. The curtailment of the potato consumption should be attempted, the professors suggest, pending the seed survey.

To conserve the food supply the pamphlet favors the introduction of war bread.

FAILURES IN CANADA AND UNITED STATES.

The "Canadian Grocer," with the assistance of "Bradstreet's," has been making a study of business conditions and failures in the Dominion since the war, and finds that instead of stimulating business mortality there is really an improved tone in the business of the country. In 1914 the business failures in Canada were 95-100 of 1 per cent, in 1915 1.07 per cent and in 1916 only 92-100 per cent. In other words, out of 10,000 houses in business only 92 failed in 1916.

A study of the causes for business failure shows that in Canada the chief cause of failures was lack of capital, while in the United States it was incompetency. Inexperience, which ranks close to incompetency, was responsible for 3.4 per cent in 1916 in Canada, while in the United States it was the cause of 6 per cent. The only other fruitful cause of failure in either country is fraud, on the part of others, which caused 7.5 per cent in Canada and 6.6 here. Competition stands surprisingly low in Canada, .2 per cent, of 1-500, compared with 4.2 per cent in the States. Of 18,268 failures in the two countries in that year, 17,372, or exactly 95 per cent, had a capital of \$5,000 or less. Search through the record of twenty-six past years fails to reveal so high a percentage as this, the nearest approach to it being in 1900, when the proportion was 94.2 per cent. The proportions failing with larger capital naturally showed a shrinkage from 1915 and all preceding periods.

SHORTAGE OF WHEAT.

The crops of wheat, harvested for the most part since December, in Argentine, New Zealand and Australia are only a little over half the amount garnered in the previous year. In the United States the condition of winter wheat generally is low; in some of the important wheat-growing States condition is the lowest on record. In Europe, now that open field warfare, with hostile armies moving over large areas, has succeeded stationary trench warfare, the destruction of growing crops is bound to be enormous.

COST OF LIVING DEBATED IN HOUSE.

Some criticism by Liberal members of the government's manner of dealing with the problem of the high cost of living marked the recent sitting of the House of Commons.

The subject was raised by Mr. E. M. Macdonald, of Pictou, who elicited from Hon. T. W. Crothers, whose estimates were under consideration, a statement of the action taken by the administration to curb the advance in prices of necessities.

Hon. William Fugsley, who also dealt with the question, asserted that the Canadian government should have taken over the flour mills of the country just as the British government had taken over the flour mills of the United Kingdom. He said he would approve of the fixing of prices of wheat and even of potatoes if the minimum decided upon was a reasonable one and was to prevail for a number of years.

Hon. T. W. Crothers blamed the rise in the cost of living upon the withdrawal of thirty million men of the world's population from the work of production. He asserted that prices had advanced in Canada to a smaller degree than in any other belligerent country.

INCREASE IN CANADA'S TRADE.

Canadian trade in the fiscal year which ended with March reached the big total of \$2,249,470,171, an increase of one billion eight hundred millions. Included in this total was 225 million of trade in coin and bullion. The statement was issued by Hon. Dr. Reid, minister of customs, recently.

Exports in the year aggregated \$1,151,375,768 compared with \$741,810,638. The exports were \$845,330,903 as against \$507,783,361 in the previous year, while there was a general increase all along the line, those of manufactures and agricultural products were particularly marked.

Exports of domestic manufactures totalled \$477,399,676, an increase of 235 millions. Agricultural products increased from \$249,661,194 to \$373,413,701; animals and their products from \$102,882,276 to \$127,795,468, and mineral products from \$66,589,861 to \$85,616,907.

Dutiable imports aggregated \$461,708,206 and for imports, \$383,622,697, while the custom revenue increased from \$103,929,426 to \$147,623,238.

YEAR'S INCREASE IN U. S. FARM VALUES OF FOOD PRODUCTS.

Average farm values in the United States on April 1st of important food products compared with prices at the farm for the same product a year ago, as reported by the Department of Agriculture:

Commodities.	1917.	1916.	Inc. 1917.
Corn bushel	\$1.134	\$0.763	\$0.431
Wheat "	1.800	.986	.814
Oats "	.615	.420	.195
Barley "	1.023	.572	.451
Rye "	1.356	.836	.520
Buckwheat "	1.283	.831	.452
Potatoes "	2.347	.976	1.371
Sweet potatoes "	1.240	.780	.460
Butter pound	.335	.276	.059
Eggs dozen	.259	.179	.080
Chickens pound	.161	.126	.035

FARM LABOR SCARCITY IN U. S.

Figures compiled from Immigration Bulletins of the United States Department of Labor show that failure to keep the labor and industrial forces, and particularly the farm hands, recruited up to the necessities of the times is due in large part to the great falling off in immigration since the beginning of the war in Europe. Since August, 1914, the gain in population from this source has been trifling compared to what it was in the years immediately preceding that date, and since the war began many thousands of workers have been lost through their return to Europe.

From the figures given it is seen that immigrants to the number of 1,197,892 landed in U.S. in 1913, and that in the year ended June 30, 1914, the number was 1,218,480, while for the year ended June 30, 1915, the number dropped to 326,760, and in 1916 fell to 268,062. For the eight months from July, 1916, to Feb. 1917, inclusive, the number of arriving immigrants was 555,850 and the number of those departing 181,382, leaving a net gain of 374,468 for the period, or at the rate of only 46,808 a month, compared with a rate of 100,678 a month for 1913 and 1914. In February, 1917, the arrivals numbered only 19,238, of whom 11,203 were males and 8,035 females, and few of these came from the countries at war.