VOL. XXIX. No. 138

r in Enlarged Editions Costs Than Wholesale Selling Price

#### KAGE IN RECEIPTS

rease in Expenses to the Publisher up by Any Corresponding Increase he Advertising Receipts.

es, president of the Associated Press, the popular fallacy that newspapers t events, says in part in The Na-

aps, no popular misunderstanding than is found in current belief that other important happening that sed sale of newspapers is profitable tal error is so grotesque to a news-

as to cause the humor of to him if the hard actualities trout is that the newspaper is probably ial sufferer in the

n any save those whose property is yed by it.

without exception one cent. news-te paper for these papers costs more le selling price. There is a loss on and the greater the excitement, the sued, the greater the loss. Advertising Receipts.

es this loss is made up by advertiss obvious, however, that nothing is advertising in this additional and The sad reverse of this is s of excitement advertising diminndividual exceptions of course, but

and only prove the rule.

d the extent of the disaster to the war brings they would even then be off than the average business con-ninished advertising earnings they sed circulation losses. of the newspapers has only begun,

nal business concern when trade is war or whatever the cause of the trims its sails for the storm, curforce, reduces the output. paper, on the contrary, an immedi-us increase to its cost of produc-

ated Press for example. This is a non-profit making organization of the purpose of which is to faciliriginal news for their joint benefit. it maintains news bureaus in all news, and the cost of its open y to an enormous sum. The little ss \$275,000 in addition to its non-

Emergency Fund. for the proverbial "rainy"day" ssociated Press is war-ar July this has been eaten into at for the Associated Press must excorrespondents at all news points okio, must multiply its cable ex--orby ten-if the censors grad

clated Press, so-with-all-individge or small. The maintaining of inical forces during unusual hours prompt publication of declaration

see of the individual exception f New York and Chicago, is con-Il accuracy of General Sherman's to war is established, so far as

feel bound in the performance of readers to do a large amount of ring in addition to that done for ated Press or other news gather-

ge when he thinks of the orgy of was involved duirng the Spanishe ordinary profits of the most into thin air and the less for-

an even now refrain from either

gy of Expense.

at recollection has been it will ream if the present titanic con-considerable time, and the newsexpenditures on the scale of

at all newspaper owners will be r who will forbid any reference

SS TROLLEY LINE n Proposes to Build Forty-Mile

in Pennsylvania. ctober 17.—Application has been en Electric Transit Company for lic convenience from the Public

which will permit the company business in this State. a Delaware corporation with a It proposes to build a 40-mile line along the public highway Emaus, and claims to have ob-

ation system exists in this State the United States.

They are
ite successful abroad. A trolley
road and the rubber-tired buses
ay like an automobile or horse-

the proposed enterprise are not olcott, of Dover, Del., is the pre-Cole, of the same place, is secreis not denied that they are only

says Turkey has informed Gera lack of money she will have to

ranchises already.

Broomhall Says it Will be Necessary to Ship 7,500,000 Bushels Weekly From North America

#### SHORT INTEREST IS LARGE

Bullish News, Speculative Buying Has Very Broad.—Prices Have Risen About Six Cents in Last Fortnight.

chicago, October 17.—There were no developments

Winter wheat farmers have parted with bulk of omise henceforth to be very moderate sellers of se henceforth to be very moderate and of their small 217,000,000 bushel crop.

Farm work is making steady progress. ram work is making steady progress. Winter want to consider the matter from that point of view. Let there be "no waste" at this time because waste Win- is a treason against humanity. res, against 35,387,000 harvested this year. wheat starts out under best conditions and corn mp has passed frost danger, and is in better contion than for some years. Weather conditions in the corn belt have improved and the gathering d curing of the crop has made favorable progress The oats trade has been comparatively quiet. The ture of this market was the heavy purchases for

## CROP REPORT CONFIRMS LAST MONTH'S ESTIMATES FOR WHEAT

Total Canadian Wheat Yield Estimated at 158,223,000 Eushels; Oats 311,426,000-Wheat Showed Average Condition of 78; Oats 79 and

mut, etc.—is for the whole of Canada as follows: of production, he is doing his share, and more. Wheat 78, oats 779, barley 76, rye 82, peas 75, beans buckwheat 81, mixed grains 90, flax 64 and corn

Two years ago, hundreds of acres of the best pota-

the amount of fall ploughing this year will be greater

#### GOOD DEMAND FOR HOPS REPORTED FROM OREGON. execuation.

New York, October 17—In Oregon there is good de-

#### NO WASTE!

Ekfrid, October 17th.—Although the world is claim arous with campaigns of all kinds for the saving of this or that I want to launch another and I call con-idently on both press and pulpit to give it vigorous support. "No Waste!" is the slogan that I want to have should force. intentity on both preas and pulpit to give it vigorous support. "No Waste!" is the slogan that I want to have shouted from the house-tops so that all the world will hear and heed. I am obsessed with the idea that before many months have passed the world will be hungry. You may waste your money, or your gasoline and automobile tires, but do not waste food of any kind. At the present time the country is full of perishable food such as yegetables, potatoes, apples and even corn that may go to waste it as you cared for at once. No matter whether you see an immediate market for it or not, save it as you would a precious treasure. The more we use of built and this will take both time and capital. The cost of money above more or less conservatism, demand is fairly well maintained in most lines, and a fair business is being done in hardware, sporting goods, groceries and provisions. Some manufacturing departments industries which have been crushed must rise again, industries which have been crushed must rise again, and provisions. Some manufacturing departments are actively employed, espectably those working on orders for cottons. Business is steadily improving that it is to be hopsed that the common sense of the nations will restrain future armament rivairies, but even if this is done the wasted country must be resulted and precious treasure. The more we use of not cared for at once. No matter whether you nations will restrain future armament rivalries, but see an immediate market for it or not, save it as you see an immediate market for it or not, save it as you see an immediate market for it or not, save it as you see an immediate market for it or not, save it as you see if this is done the wasted country must be reported in this is done the wasted country must be reported in the precise of this will be a curtailment of imports our importations of eapital have been largely in the form of goods or a time of need. The waste of foodstuff in Canada is deplorable at all times, but to let it waste this season would be a crime against have been largely in the form of goods an deonsequency we must look forward to a period in which our exports must overtake in your market to refer to show the waste of sold that the season would be a crime against the place in several ways. Our spins he for the demand created by the war.

There is much better feeling at Toronto, wholesall trade in seasonable lines being stimulated by cooler weather. Orders for dry goods are being placed with more liberty and this is a better inquired to show the waste of season would be a crime against that the season would be a crime against the season would be a crime again. The demand created by the war.

There is much better feeling at Toronto, wholesals and this will take both time and capital. The creating much better feeling at Toronto, wholesals are reporting a better movement of merchandies and the season would be a crime again. The demand created by the war.

There is much better feeling at Toronto, wholesals are reporting a better movement of merchandies and the suit and this will take both time and capital. The creating much better feeling at Toronto, wholesals are reporting a better movement of merchandies and the suit strength on the decreasing interest. Accord-of the bullish tone of foreign news. Accord-of foodstuff in Canada is deplorable at all times, but to information received from the belligerent coun-ting to information received from the belligerent counto left it waste this season would be a crime against in spears that next seasons crop yields will in an anyone else. Eyery year since coming back to land I have been no better the land in subject of the white. Specialtive buying has not been about six cents in the last fortnight, and traders a will invitably lead to an increased demand for invitable buying has not been about six cents in the last fortnight, and traders a will six cents in the last fortnight, and traders a solution has been week seathly the building up of too many long accounts. The supply has looked at from the stitution is different. Owing to the breakdown in the machinery of distribution, due to the disturbance for the short interest is rather uncertain. It will not pay to save much of the stitution is a different. Owing to the breakdown in the machinery of distribution, due to the disturbance is ship during the ensuing three months at the stitution is different. Owing to the reached in the machinery of distribution, due to the disturbance is ship during the ensuing three months at the stitution is a distribution from the belligerent counts and in anyone else. Eyery year since coming back to the land I have been no better the land from the most lines, the disturbance and the movement of the winter. Because of its abundance and the winter, Because of its abundance and the winter, Because of its abundance and the winter. Because of its abundance and the winter, Because of the winter, Because of its abundance and the winter, Because of the winter, Because of its abundance and the winter, Because of the winter, Because of its abundance and the winter, Because of the winter, Because of its abundance and the winter, Because of the winter, Because of its abundance and the winter, Because of its abundance and the winter of a wing the food was looke winter wheat farmers have passed wheat farmers famine is already appearing in the lands that are ply the demand that is bound to arise, but I do not

out. To-day I am going to town to try to hire cellar therefore going right after business, and similar enroom in which to store the things that would other-room in which to store the things that would other-wise be allowed to waste. In practically every vil-The total yields for Canada of the principal grain toos in bushels are as follows: Wheat 158,223,000, cats 31,425,000, barley 34,491,000, rye 2,258,000, peas 1,537,100, beans 823,400, buckwheat 9,159,000, flaxseed culation for him to save them in that way, but if he 333,000 mixed grains 16,458,000 and corn for husk- does not think so I do not blame him for not going 173,000. average quality of the grain crops at harvest be allowed to waste. Funds and labor should be time measured upon a percentage basis—100 representing grain well headed, well filled, well saved and ist gives the apples for nothing, after going to the ted to any appreciable extent by frost, rust, expense of spraying them and bearing the other costs

for husking 80. For wheat, barley and oats the figtoes in a neighboring township were not dug betoes in a neighboring township were not dug because the weather and the market conditions were
last year the averages this year being reduced by cause the weather and the market conditions were say year, the averages this year being reduced by the prolonged drought in the Northwest provinces. In these provinces the points for the quality of wheat, sats and barley range from 48 for barley in Saskat-servant of 8 for spring wheat in Alberte. The farmers have all they can do to save that part of their crops which they can save at a profit and in application in mind and see what they could do with regard to neutral countries.

The condition of root crops at Savianta 2. in the Maritime provinces both the yield and quality of the grain crops are excellent.

The condition of root crops at September 30 is for all clast year, being 75 per cent of a standard or full crop for potatoes, 78 per cent for turnips, 80 per cent. for mangolds, carbinetes, 29 per cent. for sugar beets, 90 per cent. It is not their fault that vegetables are still at a high price in such cities as Toronto, and yet I received a letter from a correspondent last week in shiphed to Toronto would be three-quarters of a cent of the prohibition. The condition of the sugar beets, 90 per cent. In Morthern is a correspondent last week in shiphed to Toronto would be three-quarters of a cent of the withdrawal of the prohibition, the journal proceeds, the German industry could avail itself of the neutrality of Italy, which would be the only country through which exportation to the Levant, country through which exportation to the Levant can be compared to the prohibition is a vital question to the German and the country points out that the aboution of the prohibition is a vital question to the prohibition is a vital question to the prohibition is a vital que west provinces a great deal of threshing was ducer and consumer and causing such a state of af-ducer and consumer and causing such a state of af-ducer. This is the time to have such an investigasome years ago, and if trade is being hampered by any class of men for their private profit they should be ruthlessly brushed aside and exposed to publi

that so much corn is left to waste in the rients every that as high as 12½ cents is being offered for special and choice growths and 11 cents for prime quality, with srowers holding back. can find food in pienty in an parts of the country.

This year we should make an effort to send the crows any, demand. Western Washington and Yakima in cribs before the snow flies. I have done my share in cribs before the snow flies. I have done my share join me in making "No Waste!" a slogan of power in cribs before the snow flies.

### GANADIAN MANUFACTURER HAS ADVANTAGE IN SETTING TRADE

goods will leave the mill about September 18. The present crisis makes no difference to us, in fact we are very busy because we have the German and week last year French clothes to imitate. If you have taken up any One great cause of waste of the more perishable to make same for you." The firm referred to, manufood products is the lack of proper cellar accommo-dations on the farms. We cannot save these things in pits because of the mice. But there is a way

pres of empty cellars that dition. The crop in the United States is large. The could be used for storage. Why should not the urban demand for manufactured goods must increase, and population help this campaign against waste by of- it is a question of the American manufacturer will be population help this campaign against waste by offering the use of their cellars? The reeves of the in a position to exploit to the full, the opportunities rownships, villages and towns could do much by rousing the people under their jurisdiction to the vident that there will not be such ready access to also many efforts are being made towards the such rousing the people under their jurisdiction to the evident that there will not be such ready access to need of preventing waste. They could also help in getting the people of the townships and the towns to co-operate in saving food. Everyone can help, ufacturer of sugar finds the supply of raw materials of production. An instance of constant the province of Alberta. Our one many to co-operate in saving food. Everyone can help, ufacturer of sugar finds the supply of raw materials. Not only those who have food that is in danger of cut off by the conflict with Germany. The seed for

#### GERMAN SUGAR INDUSTRY

According to latest reports the weather has been favorable in the beetroot growing parts of Germany. Near the coast some rain has been recorded, but in the southern parts the sky has been cloudless. Work in the fields has been executed without further hitch The warm weather lately has been of good influence on the growth of beetroot. The roots are beginning to ripen, and the refineries hope to begin their work

The German sugar industry has asked the Govern ment to cancel the prohibition of the exportation of sugar. The Government replied that at present this

The quotations he received for turnips, beets, carrots and parsnips were equally absurd. It would
Turkey, and Greece would be possible. The Nether-During September conditions have been generally not pay him to ship them and they will probably be lands, too, would be an important country for this amounts for the protransit trade. Another possible channel fairs? This is the time to have such an investiga-tion as was made by the Toronto Board of Trade vian countries whence export to America could be to get rid of the superfluous output, the "Kreuz inaugurated.

#### WOULD APPOINT FIRE MARSHAL.

Stratford, Ont., October 16,-The Ontaria Associaada. The proposal, however, was left in abeyand Ottawa, Peterboro and Owen Sound are maki

in cribs before the snow files. I have done my share of feeding of the growers is sible to hire enough help (I'll do all I can myself) they will have to carry their provisions with them have to carry their provisions with them the quotations below are between dealers in the Rey Tork market, and an advance is usually obtained from dealers. In the place and not a grain should be in Canada are the custodians of the bounty of Nature for the grower in Canada are the custodians of the bounty of Nature for the grower in Canada are the custodians of the bounty of Nature from dealers. when crossing this farm during the whiter. Corn is a good food in its place and not a grain should be allowed to waste.

It is not often that I venture to appeal to the place of humanity and we must not fail in doing our duty. Let old and young, rich and poor place it is so serious that for once I am willing to be classed as a fanatic. This is a cause in which I am willing to appear foolish if I can convince people that no food should be wasted. I am going to put forther to appear to the food should be wasted. I am going to put forther cause of freedom. Let our cause, £3 to £4.

Liverpeol, October 17.—Hops in London (Pacific with confidence on the editors, clergymen, statesmen and all who address the public with authority to do yours?

#### CANADIAN TRADE REPORTS

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* of the Dominion of Canada, indicate a further trend towards normal conditions with trade in some sea-

and to save it is a public duty of the highest order.

There is little danger that Canada will be short of food, though the cities may need cheap food, but famine is already appearing in the lands that are different customer as follows:

In this connection, the enterprise of the British manufactures is commendable. A great British manufactures is commendable in the great British manufactures is commendable. A great British

# EXPECTED TO RE-OPEN SOON

Legislature of Several Producing States are Considing Restrictive Measures Limiting Area to be Planted Next Season,—Wade Plan is Approved

ton futures is to be made possible. The ballot plan nations. • has proven altogether too slow.

Cotton consumed during the past two months compares very favorably with same period last year. Coton exports, however, fell off more than 1,000,000 bales. Picking continues rapidly under favor weath In many sections picking has already been compueted. But spots and future declined dur ing the week.

# SHIPS FRESH FISH

During Last Few Days; Regular Ship-ments Have Arrived at all Important Cities

#### SPECIAL EXPRESSES

Waters in Vicinity of Western Terminal of Grand
Trunk Richest in World-Millions of Pounds
of Staple Fish, as Cod, Halibut, Taken There for Some Years Pa

the east with real fresh fish. Halibut from the waters of the Pacific Ocean will soon be featured on the menus of discerning chefs in Canadian and United

Commercial failures in the Dominion of Canada ants who order this satisfying fish from the bill of numbered 52, against 73 last week, and 39 the same fare, will be difficult to convince that it was caught in the Pacific Ocean half way between Puget Sound and Alaska and shipped by Canadian Express 3,600 miles in refrigerator cars. Carefully packed in ice the fish is in excellent condition when it reaches here. for the halibut is being delivered in Chicago within our days of its being caught, an dat Montreal, Bos-on. New York and other distant points in five days. The fishing industry at Prince Rupert, under this new stimulus, is developing rapidly and providing work for hundreds of men and an investment for

large amounts of capital, the Canadian Fish and Cold Storage Company having the most modern plant procurable for the rapid handling of the fresh fish.

(Exclusive Leased Wire to Journal of Commerce.) to co-operate in saving 100d. Everyone can neight the conflict with Germany. The seed for next year's crop of beets may be difficult to secure, so here is an industry presented with difficulty not sent overproduction phase is the creating of a deficit for cotton supplies for hospital and medicinal pur-Boston, October 17.—One of the features of New England manufacturing gossip these days is the Barley 76.

wasting but those who have facilities for caring for it can help. If money is needed to save the food the municipalities or the Government should building the presented with difficulty not so much of marketing as of purchasing its raw marketing as o the Census and Statistics Office gives provisional estimates of the yield and quality of the principal orchardist told me he would give a car-load of apples of varieties for which there is no market this timate consequences difficult in the extreme. We to assist cotton growers and merchants of the South.

The feeling however is that the actions and reactions and question, it will be esen that the actions and reactions are so complete as to render estimates of ultimate consequences difficult in the extreme. We to assist cotton growers and merchants of the South. Sasadian grain crops, and also the condition of root ples of varieties for which there is no market this timate consequences difficult in the extreme. We to assist cotton growers and merchants of the South. In general the seasondents made on September 30. In general the means of saving them except by packing them in part of the world's commercial public and we must measures are taken to releve the threatening finantial status of the South. In general the means of saving them on the world's commercial public and we must measures are taken to releve the threatening finantial status of the South. South ton supply order where its allotment was only 4 per measures are taken to releve the threatening finantial status of the South. and folder crops, as compiled from reports of correspondents made on September 30. In general the proprist confirm the statement issued last month, the average yields per acre being about the same as then a strain for wheat but being somewhat less for rels would cost him about two hundred dollars and providing the barrels are taken to relieve the threatening financial provided to relieve the threatening financial provided to relieve the threatening financial provided provided to relieve the threatening financial provided One expert figures that New England has already booked orders for \$5,000,000 shoes for export Considering that our annual shoe exports fro United States are \$18,000,000, this represents a very considerable windfall for the shoe people.

Amsterdam, October 17,-Ostend was occupied by the Germans without resistance, according to the Telegraph's correspondent at Sluis, Holland.



## Canadian Mining Journal New York, October 17—In Oregon there is good designed for hops at from 8 cents for the lower grades grecially in the cheaper grades, good qualing the Sonoma section of California, it is reported that so much corn is left to waste in the fields every that so much corn is left to waste in the fields every ported, been endorsed by fire chiefs all over Candal. The proposal, however, was left in abeyance. Even the birds of the air know that we waste food in Canada. When I returned to the land I was truck by the fact that the crows now stay with us at under the control of the air know that we waste food in Canada. When I returned to the land I was truck by the fact that the crows now stay with us at under the control of the air know that we waste food in Canada. When I returned to the land I was truck by the fact that the crows now stay with us at under the official to be a qualified fire engineer. The proposal to form a pominion Fire Chiefs in annual convention here, yesterday decided to ask for the immediate appointment of a fire marshal for Ontario, the official to be a qualified fire engineer. The proposal to form a pominion Fire Chiefs all over Candal when I returned to the land I was struck by the fact that the crows now stay with us at under the control of the air know that we waste food the land I was truck by the fact that the crows now stay with us at under the control of California, it is reported that so much corn is left to waste in the fields every ported, been endorsed by fire chiefs all over Candal was the control of California, it is reported to the land I was informed a qualified fire engineer. The proposal to form a pominion Fire Chiefs in annual convention here, yesterday decided to ask for the immediate appointment of a fire marshal for Ontario, the official to be a qualified fire engineer. The proposal to fire the struck by the fact that the crows now stay with us at information of Fire Chiefs in annual convention here, yesterday decided to ask for the immediate appointment of a fire marshal fo

allied industries in Canada

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