

UNPROFITABLE THE NEWSPAPERS

in Enlarged Editions Costs Than Wholesale Selling Price

PACKAGE IN RECEIPTS

Expense in Expenses to the Publisher by Any Corresponding Increase in Advertising Receipts.

President of the Associated Press, the popular fallacy that newspapers profit from increased circulation at events, says in part in The News...

Advertising Receipts

As this loss is made up by advertising is obvious, however, that nothing is advertising in this additional and the sad reverse of this is of excitement advertising...

Emergency Fund

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HEAVY WHEAT DEMANDS TO HAND FROM EUROPE

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

SHORT INTEREST IS LARGE

Speculative Buying Has Not Been Very Broad—Prices Have Risen About Six Cents in Last Fortnight.

(Exclusive Leased Wire to The Journal of Commerce.)

Chicago, October 17.—There were no developments of an extraordinary character in the grain market during the past week. This market showed irregular strength on the decreasing interior movement...

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NO WASTE!

(By Peter MacArthur.)

Editor, October 17th.—Although the world is clamorous with campaigns of all kinds for the saving of this or that I want to launch another and I call confidently on both press 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 vegetables, potatoes, apples and even corn that may go to waste if not cared for at once.

One great cause of waste of the more perishable food products is the lack of proper cellar accommodations on the farms. We cannot save these things in pits because of the mice.

GOOD DEMAND FOR HOPS REPORTED FROM OREGON.

New York, October 17.—In Oregon there is good demand for hops at from 8 cents for the lower grades to 12 cents for the best lots, with some business being done.

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CANADIAN MANUFACTURER HAS ADVANTAGE IN GETTING TRADE

We Must Seek Means to Period When Our Exports Overtake in Volume and Value, Our Imports—Canadian Can Do This With an Effort and Foresight.

We have for some time at least, passed the period of great importations of capital. The cost of money will be too great. Europe is literally burning up capital, and we all know what a serious factor the destructive Balkan war was.

This change will take place in several ways. Our imports from Germany will cease at once. In volume at present they exceed \$1,000,000. In value two years the increase has been over 30.1.

In this connection, the enterprise of the British manufacturer is commendable. A great British manufacturing establishment recently wrote a Toronto customer as follows:

WOULD APPOINT FIRE MARSHAL.

Stratford, Ont., October 16.—The Ontario Association of 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.

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CANADIAN TRADE REPORTS

Despatches to Dun's Review from branch offices of R. G. Dun and Company in leading trade centres of the Dominion of Canada, indicate a further trend towards normal conditions with trade in some seasonal lines stimulated by more favorable weather.

Montreal reports that while buyers of dry goods show 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.

NEW YORK COTTON EXCHANGE EXPECTED TO RE-OPEN SOON

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

The belief that the New York Cotton Exchange will re-open by November 1st, continues unshaken. Also many efforts are being made towards the successful financing of this year's bumper crop in order to prevent calamity prices.

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PRINCE RUPERT NOW SHIPS FRESH FISH

During Last Few Days, Regular Shipments 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 Past.

Prince Rupert has this month begun to supply 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 States cities.

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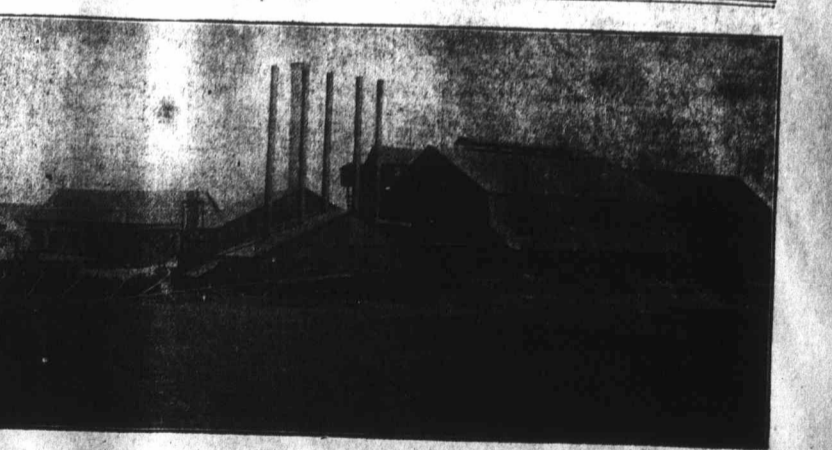
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