

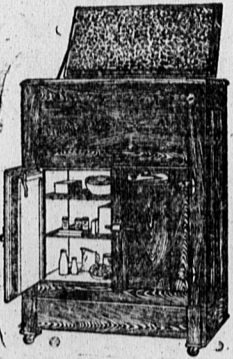
that's how CRISP

So CRISP that every delicious bubble pops and crackles when milk or cream is poured on it! Rice Krispies are toasted rice—filled with flavor and crispness—what a breakfast!

Rice Krispies fascinate children. They are ideal for early suppers. Order a red-and-green package from your grocer today. Made by Kellogg in London, Ontario.



Kellogg's RICE KRISPIES



Are You Looking Forward

To the time when the bright warm weather of summer arrives.

Are you prepared to take the necessary precautions in order to keep your perishable food from spoiling.

We have in our stock at the present time, Refrigerators that will keep this food fresh.

Call and look them over. You will find that our prices are the lowest on the Island for the quality received.

THE ROGERS HARDWARE CO. LIMITED.

TRADE BOARD MAKES REPORT ON INDUSTRIES

Interesting Review of Local Manufactures Prepared by Board of Trade Committee.

The following comprehensive report was recently presented at a meeting of the council of the Board of Trade.

To the President and members of the Charlottetown Board of Trade. Gentlemen:

Your committee appointed to investigate and report the reason, if any, why Island, Maritime, Dominion and Empire goods are not purchased to the exclusion of all others, have to report as follows:

We wish first to deal briefly with local industries.

Canned Goods—Baked beans, wax beans, pork and beans, corned beef, and cabbage, chickens, clams, quahogs and other Island products are canned by various firms in this city. Canadian Beans are largely imported by one canner as they are not produced in sufficient quantities to supply his requirements on the Island. He states beans could be grown profitably on the Island. Difficulty is also experienced in securing sufficient chicken for canning purposes.

Packaged Goods—One firm manufactures baking powder, and lye. They also put up in nicely labelled packages pepper, ginger, and cream of tartar and breakfast cocoa in bottles, the ingredients of these are purchased in England and brought here in bulk. The ingredients of the baking powder and lye are bought here in Canada. These goods are sold only on the Island and can meet all competition in quality and price. The production is expanding, increasing, and can be much expanded.

Temperate Drinks—Several firms are producing temperate drinks of highest quality and are convinced that they can fully supply all local demands and meet all competition as to quality and price.

Brooms—One firm is manufacturing brooms and with a staff of three men are turning over 1500 dozen brooms a year, while machinery is installed capable of giving employment to 13 men with a correspondingly larger output. The brooms are sold freely throughout the Island and other Maritime Provinces, Newfoundland and the Magdalen Islands, but competition by firms handling brooms made by the Halifax School for the Blind can undersell in some instances. In quality and price the Charlottetown firm can compete with any commercial establishment in Canada and a more liberal use of its products would appear to be more advantageous to all concerned.

Condensed Milk—This product was formerly put on the market in tins for family use by one firm, but is now, by the policy of the manufacturer, sold in 700 pound tins for use by confectioners in Toronto. Any expansion in this instance would require a change of policy and marketing conditions purely in the hands of the manufacturer.

Bakers—Bread, cake and rolls are made here of highest quality. Nothing but first grade flour, highest grade, milk, cream and fresh eggs are used, while we understand imported products of this nature frequently contain inferior quality flour and can-

ned Chinese eggs produced under conditions not tolerated in this country. The importation to this province of bread and cake does not seem to be justified.

Packing House—One firm successfully produce all kinds of hog products in competition with other Dominion packers, except when inferior grades are involved. This plant is large enough to handle the entire hog produce of the Island in three months and is well located for the purpose.

Printing—Generally speaking this line of activity is slowly regaining the ground lost through the introduction of loose-leaf systems and the inroads made by high pressure salesman from large printing houses. Firms are gradually installing the necessary machinery to produce all kinds of special forms at a price comparable with such competitors.

Fox Biscuits—Several firms are manufacturing Fox Biscuits, the demand is excellent although there is considerable competition by companies outside the province. The fact that shipments are made to all parts of Canada and also to Europe indicates the splendid quality of the Island product, and also the fallacy of importing such biscuits. The possibilities of making dog biscuit for sale in convenient packages for export seem to be present.

Tea Packing—A local firm imports tea direct from the principal gardens of the Empire, at such times as to assure absolutely fresh stocks. The packing is done here in airtight odorless packages which are recognized as the best container for the purpose. This tea is of the very highest quality and is available at a price below that paid for other well known brands. The tea is sold locally and in Upper Canada.

Tobacco Manufacturers—Tobacco has been successfully manufactured here for many years and the brands, especially the chewing tobacco, are well known. A large quantity is produced for local consumption and some is exported to the other Maritime Provinces. The caddies for the tobacco are manufactured here by farmers during the winter months and thus give opportunity for considerable labour at a season when work is dull on the farms.

Can Manufacturers—A large manufacturing plant, using tin produced within the Empire has been successfully supplying the market with cans for lobster packing, and other purposes not only in the province but also through out the Maritimes and Ontario and Quebec. Since its establishment 15 years, ago the plant has been doubling with a corresponding increase in production.

Iron Works—Marine engines, potato machinery, steam boilers and re-torts for canning factories are manufactured here and all repairs to machinery of almost any kind including steamship equipment can be carried on extensively here at short notice. Splendid grates for large steam and other boilers can also be cast here. The importation of car-loads of machinery of some kinds into this province does not appear to be justifiable.

Miscellaneous—In various parts of the Island there are flour mills producing flour, oatmeal, feeds and cereals successfully in competition with outside millers. They are compelled to buy Western wheat to a large extent as they cannot buy sufficient on the Island, although they claim it would be to our farmers advantage to grow more wheat. The milling of oatmeal is also curtailed on account of shortage of Island grown oats.

At other points we have a factory manufacturing caskets, statch farm machinery and mills of various kinds which appear to be operating successfully.

If our Island industries were more fully patronized larger staffs would have to be employed, thus enabling more of our young men and girls to remain at home.

Report on Fruit—We are informed locally that the Annapolis apples are shipped largely to Great Britain where the best grades go, and that chiefly culls are sent here. We also find that on account of there being two freight rates—C. N. R. and C. P. R. the rate from Kentville to Charlottetown is the same as from Boston to Charlottetown, and 11 cents a barrel higher than to Liverpool, England. Little attention is given by Annapolis growers to requirements of local markets. Apples are not put up in boxes, while in barrels very often hand picked apples are in both ends of the barrel, and poor apples of various kinds in center of barrel. Much of this is denied by Mr. F. M. Nash, an Islander, who is in the apple growing business in Nova Scotia. I will now give his letter.

British Columbia apples are handled in preference to California apples by some firms to the extent of about 75 per cent. At times on account of seasons California apples have to be purchased and are shipped via C. N. R. from Chicago,

West Indian oranges are not of as high quality as California oranges and they lack grading. They are yellow in colour and at times there is a shortage in production.

Bananas are now being imported from Jamaica in preference to those formerly imported from Central America.

We were informed that the Island cranberry is the best on the market but that they need care and spraying, and that if they are properly developed a great future is in store for this Island product.

Raisins.—We are informed that the Australian raisins are only put up in 56 pound wooden boxes. Some have

been imported but did not meet with ready sale, as our people demand seedless raisins put up in packages.

Canned Fruit—Most of the imported canned fruit is imported from Canada. We were told by one dealer that the American canned peaches and pineapples are of better quality and put up in a nicer can than that put up by Canadian canners. A considerable quantity of these American products are sold here, but cost about one cent a tin higher than the best Canadian product.

Footwear—We were informed that very few American boots, shoes and rubbers are purchased here. Some English boots and shoes

are sold, but that practically 100 per cent Canadian boots and shoes are used in this city.

Photograph Mounts—After consulting two photographers we are of the opinion that there is little difference in the cost of Canadian and American mounts when the duty on the latter is taken into consideration and time spent in getting them through the custom office. Canadian mounts are of good quality and style. Several Canadian manufacturers are branches of American houses but there are one or two purely Canadian concerns handling these articles. The subject is a rather complicated one.

Hardware—It appears that Canadian heavy and shelf hardware are replacing foreign hardware to a large extent although to some degree by the establishment of American firms manufacturing in Canada. Such articles as pocket knives are coming chiefly from Germany although some high priced English pocket knives are also sold. Most of the table knives are manufactured in England, but of late large numbers are being manufactured in Canada. It would appear that Canada is coming in for her share of the hardware business.

Stationery, etc.—Some merchants state that the quality of American

pencils is better than that of English production, while others say that the English pencils are at least the equal of the American product. No pencils are now manufactured in Canada. We believe that the trouble with the distribution of English pencils here is perhaps the price, to some extent, but chiefly the method of placing them on the market. The American firms send travellers round to the trade with a splendid selection of samples, while it is seldom that an English representative is seen with proper organization and changing methods the English pencil can be

Continued on page 6



SO YOU'RE GOING TO BE MARRIED!

—and the new home will have to be a bower of beauty—a place to love to live in—a delight to yourselves and your friends.

For more than 70 years Holman's have been furnishing the homes of June brides—and brides of other months. You can have YOUR choice reserved for future delivery—paying for it in convenient instalments. Call in and talk it over any time. We'll be glad to help you.

Home Furnishers Since 1857

HOLMAN'S Summerside-Charlottetown

Let Holman's Furnish your Home

Home Furnishers Since 1857

The knowledge of a few reaps profit for many

With the rapid progress of Canada the securities of many basic industries will undoubtedly double—even treble their present value. Dividends will be increased. Valuable stock dividends and rights will be issued. Which companies will be the most profitable? Which are the soundest? The safest? Which have the best earnings and dividend record?

Until recently only a few could reap the profit from such complete knowledge. . . . Now any investor can profit through expert guidance of an eminent group of financial and industrial experts—whose services could not be bought by any individual—and yet in the case of Investment Foundation Limited, is procurable with even a single share.

Investment Foundation Limited provides a medium for safe and profitable investment in the progress of Canada. Descriptive literature on request.

Eastern Securities Company Ltd.

INVESTMENT BANKERS
CHARLOTTETOWN
ST. JOHN MONTREAL HALIFAX