

# Corporate Profits In Canada In 1928

Aggregate net profits of seventy-eight Canadian corporations in 1928 were \$75,231,054, as compared with \$61,439,376 in 1927, an increase of \$13,791,678, or 22.5 per cent. These companies are representative of practically all lines of industry and public utility service and operate in different parts of Canada. Of the seventy-eight companies included in this survey, sixty-four showed higher earnings in 1928 than in the preceding year while fourteen showed lower earnings. Reflecting the decline in prices of newsprint and the comparatively low level of prosperity in the textile industry due largely to foreign competition, three of the companies to show decreased earnings in 1928 as compared with the previous year, are in the pulp and paper industry, and three are in the textile industry.

An analysis of those earnings classified according to groups of industries, gives a representative cross-section of Canadian business conditions. As indicated by the following table, a group of seven iron and steel companies enjoyed the greatest increase in net earnings, with an increase of 59.6 per cent. This does not take into account, however, the earnings of the British Empire Steel Corporation, which showed the large decrease of sixty per cent. in net earnings in 1928. When earnings of this company are included, the iron and steel group of eight companies shows an increase of 31.2 per cent. in their aggregate earnings. After a number of lean years the automobile and railway equipment companies experienced much more satisfactory operating conditions in 1928, with aggregate net earnings of \$2,000,000, as compared with an increase of 28.2 per cent. over the previous year. The coal and oil companies, on the other hand, showed a decrease of 10.1 per cent. in their aggregate earnings. For some time, just as was the case in 1927, so during the current year, it is reasonable to assume that profits will rise to a large extent among the general industries. The best showing should be made by those lines of business showing an increasing volume of production. In this respect, the iron and steel group, including the equipment manufacturers, and the flour milling and construction companies, offer the most attractive possibilities.

**CORPORATE PROFITS BY CANADA IN 1928**

Business	Number of Companies	1927	1928	Net Increase or Decrease	Per Cent. Increase or Decrease
Iron and Steel	7	\$2,000,000	\$3,195,500	+\$1,195,500	59.8
Automobiles	4	1,200,000	1,500,000	300,000	25.0
Textiles	3	1,000,000	800,000	-200,000	-20.0
Public Utilities	10	1,500,000	1,800,000	300,000	20.0
Coal and Oil	5	1,000,000	900,000	-100,000	-10.0
Food and Beverages	8	1,200,000	1,500,000	300,000	25.0
Transportation	3	1,000,000	1,200,000	200,000	20.0
Chemicals	2	500,000	600,000	100,000	20.0
Pharmaceuticals	1	500,000	600,000	100,000	20.0
Miscellaneous	11	1,400,000	1,700,000	300,000	21.4
All Group	78	\$61,439,376	\$75,231,054	+\$13,791,678	22.5

## Maritime Provinces Trade Commissioner, Toronto

Half million feet are known to have been milled. Another deal with a Nova Scotia firm for two million feet will in all probability be closed this week. Negotiations are in progress in respect to other enquiries from which it is fully expected further business will result.

Market channels have been found for hardwood flooring, lathe handles, brooms, shovels, forks, hammers, picks and axes; others for clothes pins, wash boards, wooden pails, blind rollers and baseball bats. Some contacts have been made in the matter of box checks and specifications for several car loads are now in the mails. Another enquiry has been sent out for thirty thousand large hampers and a million basket bottoms.

A few consignments have been made for the sale of manufactured articles and others are well in hand. Competition is keen in most lines, and progress is necessarily slow. Possibly the particular instance might be mentioned here for an order for a car load of cement goods to a well-known Halifax firm. These goods will shortly be on sale here in two grocery stores. For obvious reasons, details in matters of this kind are not wisely made public.

**Plastics**

The outlook for any marked increase in the sale of New Brunswick or Prince Edward Island potatoes, either table or seed stock, is not encouraging. A few car loads are coming on this market at ridiculously low prices. Much larger quantities are being offered than can possibly be sold, and new stock from the South is already on sale. Your Commissioner is freely given to be of service to the Maritime potato growers, and regrets that more has not been accomplished. Suggestions in the way of anything more than can be done will be most welcome.

**Market Investigations**

A partial survey has been made of the possible markets in Ontario for Maritime lumber, and lumber products. This survey has been most encouraging. Circular letters setting forth grade specifications, etc., have been sent out three times to all Maritime mills and dealers, in respect to Spruce, Pine and Hemlock, and another to those dealing in Hardwoods. Total enquiries amounting to well over seventeen million feet of an estimated value of between four hundred and five hundred thousand dollars. Two orders totalling approximately one and one

**Colds Checked**  
By modern vaporizing treatment—just ribbon  
**VICAR**

## ECZEMA GOES

New Ointment Quickly Relieves Itching, Burning, Inflammation

No matter what else you have used, just try "Sootha Salva." This prescription of a famous physician has brought such quick relief to thousands of sufferers that you can count on it soothing the itching and burning, healing the raw surfaces, and completely clearing your skin of torturing eczema. 50c at all Druggists.

It costs you nothing if you do not benefit. After using two boxes of "Sootha Salva," if you are not satisfied just return the empty tins to Fruit-A-Lives Limited, Ottawa, Ont., and we will refund your money.

les seeking market for fish. Two contacts have been established and correspondence is being carried on in connection with another. The fourth one is under consideration, but actual contact has not yet been made. Without exception, dealers, both wholesaler and retailer, show a deep interest in the work of this Commission. Interviews are freely given and much information has been accumulated for future reference. One particular connection has been found for the marketing of specialties such as frogs legs (one thousand pounds per week) musgels, periwinkles, cockles, scollaps, dulse and soft shelled crabs.

Efforts are being made to have the larger fish firms and dealers here co-operate in the running of a booth at the Canadian National Exhibition this year to specialize in sea-foods and fish dinners. It is an arrangement can be made it may be practical to feature other Maritime food products as well. With the development of the new baling method of freezing fish to a commercial basis, your Commissioner is of the opinion that the Ontario market could be materially increased by the co-operation of those interested in an extensive "EAT MORE FISH" advertising campaign.

**Foreign Trade**

Reports of foreign trade enquiries are received weekly from the Commercial Intelligence Department at Ottawa. These reports are carefully scanned and wherever enquiries are made for products known to be sold in the Maritimes, particulars are forwarded to those who might be interested. This service may be considered to be outside the jurisdiction of the Ontario Commissioner, but it entails little time, and will be discontinued if it is found to be duplicating the work of others.

**Industries**

One of Canada's largest automobile manufacturers has been interviewed regarding the establishment of an assembling plant or factory in either New Brunswick or Nova Scotia. Additional information has been gathered relative to the milling industry affecting the Maritimes. Other conferences and interviews have been held, the particulars of which are of such a nature that it is not considered wise to make them public at this time.

**Canadian National Exhibition**

Definite arrangements have not yet been completed for provincial exhibits at this year's exhibition. Progress is being made, and it is hoped that the three governments will each avail themselves of the opportunity of this effective world-wide advertising.

**Tourist**

Few enquiries have yet been made for tourist information. A complete stock of booklets, maps, and other tourist literature, as well as hotel booklets, and information regarding camping sites are on hand in preparation for what promises very shortly to be a most important part of our work. The very closest co-operation exists between provincial publicity bureaus and this office. Definite arrangements have not yet been completed in the matter of joint provincial advertising in Ontario papers. Progress is being made and your Commissioner is hopeful that this arrangement can be completed.

**Professor MacPhee, the President of our Maritime Provinces Association, and your Commissioner were guests of the Women's Dress Club, at a dinner given Monday, March 25th. Many of the ladies present signified their intention of attending the Convention to be held in Saint John in June, after which some of them plan to visit Nova Scotia, Cape Breton, and Prince Edward Island. Details are being arranged for the Canadian Good Roads Association Convention to be held in Charlottetown in September, and the Canadian Authors Association in Halifax in June. Your Commissioner has been invited to attend a Conference in Montreal of representatives of Maritime and publicity associations throughout the Dominion. He is conferring with three other associations with the hope of inducing them to hold their annual meetings or conventions in the Maritimes this year. He is also working on another Dominion-wide convention for Saint John for 1930. Some progress has been made in connection with the founding of Maritime Clubs in three other Ontario cities. These clubs should be excellent mediums for the distribution of tourist literature, and**

**Fish**

There have been but four enquiries

# Canada Leads In Making Of Cheese

Dominion Product Enjoyed Premium of Cent and Half a Pound Over Other Imports On British Markets.

OTTAWA, Ont., April 17.—(By The Canadian Press)—Canadian cheese enjoyed a premium of approximately 1-1/2 cents a pound over all other cheese imported into the British market last year. "There is a justifiable pride in this achievement," said Dr. J. A. Ruddick, Dominion Dairy Commissioner, in a recent address, "because it is a real achievement to beat the world in any line of effort, but I suppose the jingle of nearly two million dollars of solid coin which this premium represents in the pockets of the cheese producers of this country, is the thing that really matters."

Figures laid before the Agricultural committee of the House of Commons recently indicate that the position this country obtained not only at the top of the world's market but with a lengthened lead over previous years, was the result of increased efficiency all along the line. It began with the farmers who raise better cattle and take better care of their milk. It continued with the cheesemakers, the graders, and other agencies until the cheese reached the markets of Great Britain.

Canada's chief competitor in recent years has been New Zealand. Dr. Ruddick in speaking before the agricultural committee did not fear this competition. Of course the cattle in that island have pasture the year round and in the past they have not been put in stables. However they have rainy weather that injures the animals very much and there are many other ways in which the Canadian dairymen has the advantage. For one thing the grass does not grow as fast over there.

Year Boxes graded P.C. special or 1st Grade

1923	1,456,129	78.0
1924	1,584,359	84.7
1925	1,665,122	85.9
1926	1,845,551	88.3
1927	1,472,333	87.4
1928	1,567,162	93.1

Eastern Ontario, the district from Kingston to the Quebec boundary, produced over one third of last year's total. It had 553,400 boxes, and 95.88 per cent of this graded number one or special. Western Ontario, the portion of the province west of Toronto produced 173,845 boxes but this district led the province in regard to quality with 97.72 grading number one or select. The details for the other parts of Canada have not been worked out yet.

**Publicity**

Maritime newspapers have been most generous in promoting this Commission. Liberal space has been contributed for both news and editorial matter as well as advertising. Articles have been prepared for the "Maritime Merchant," "The Busy Man," "Public Service News" and the special Maritime number of "Industrial Canada."

Special mention should be made of the presentation of a beautiful gold leaf sign to the Commission, by friends of the Association, through the Trade Relations Committee of which Mr. Saunders is chairman. This sign consists of a plate glass panel containing the crest of each province over the top of which is the Canadian flag. It has been attached to the marble wall of the main rotunda beside the front entrance to the office. It attracts the attention of the thousands who daily pass in and out of one of the largest office buildings in Toronto.

A booklet is being prepared containing as far as possible lists of New Brunswick, Nova Scotia, and Prince Edward Island products now on sale in Toronto, together with the names, addresses, and telephone numbers of the distributors of such goods. These booklets will be sent to all former Maritimers now living in Toronto, that they may know where such goods are to be procured.

Your Commissioner wishes again to record his appreciation of the support and co-operation so freely given by both Maritime and Toronto friends. The secretaries of the Maritime Boards of Trade rendered most valuable service, and their co-operation has been of great assistance in many aspects of our work.

This office has now completed its second month of existence which is in many respects unlike other trade commissions. Few precedents or experiences of others can be followed which means largely a matter of blazing our own trail. In this short time, developments have been such

**An Attractive Investment**

Finance Trusts Corporation Limited  
Common Stock for the first half of the current fiscal year.

Profits of the Company's Dominion-wide chain of theatres are increasing rapidly, and it is intended to place the Common Stock on a regular dividend basis at an early date.

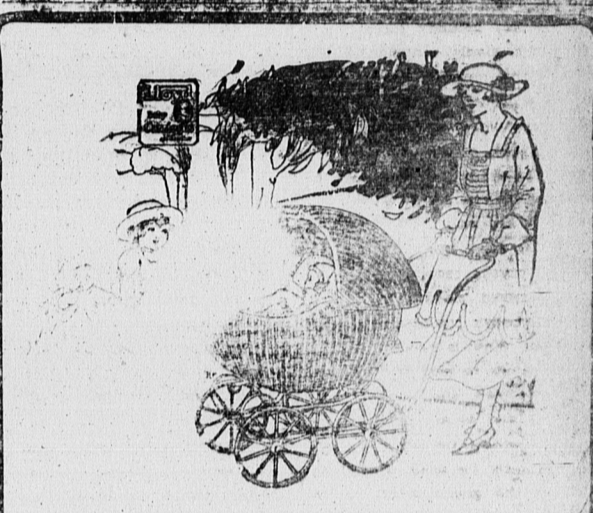
We offer, and recommend for immediate purchase, Famous Players' Common Stock Voting Trust Certificates at \$21 per share.

Our illustrated booklet "Entertaining the Nation" contains interesting facts about Famous Players. A copy will be sent you free upon request.

Offices:  
Montreal  
Toronto  
Ottawa  
St. John's  
Calgary  
Edmonton  
Winnipeg  
Vancouver  
Charlottetown  
Halifax  
Regina  
Saskatoon  
Windsor  
London, Ont.

**Royal Securities Corporation**  
Riley Building, Charlottetown  
Telephone 592

**F. A. Stewart Jones**  
Investment Securities  
P. O. Box 264 Phone 291 L  
Charlottetown



## Give Your Heir an Airing In a Holman Carriage

Junior should be out in the sun these nice spring days and you'll be glad to promenade with him—in a Holman Baby Carriage.

For a Holman Baby Carriage the comfort—it is made to give utmost comfort under all conditions; it has strong steel frame, built to last, and is easy to push, and the carriage is for the mother's convenience, with Junior a trapeze in comfort, beauty and service.

CALL IN AND SEE THESE NOW!

**Baby Carriages, \$16.95 up**  
**Baby Strollers, \$3.75 up**  
**Strollers or Co-Carts \$4.75 up**

## HOLMAN'S SUMMERSIDE—CHARLOTTETOWN

**NEW YORK EXCHANGE**

At Top & Santa Fe Ry	159
Am Can Co	143 1/2
Am Car & Ry Co	150 1/2
Am Locomotive Co	150 1/2
Am Smelt & Re Co	150 1/2
Am Bosch Lbr Co	150 1/2
Am Cop Min Co	150 1/2
N Y Cen & Hud Ry R R	154
Con Gas Co (N Y)	155 1/2
Ind Motor Car Co	88
Inter Paper Co	56 1/2
Standard Oil of N J	116 1/2
Reading Co	116 1/2
Southern Pacific	116 1/2
Union Pacific Ry	116 1/2
W S in Alcohol Co	116 1/2
Westinghouse Elec	116 1/2
United States Steel	116 1/2

**MONTREAL STOCK EXCHANGE**

Abitibi	45
Dr. Acougl	46
Miss Man & Texas Ry	46 1/2
National Power	110 1/2
National Breweries	114
Windsor Elec	45
Brompion	45
Beauhain Traction	45
Steel Co of Canada	59 1/2
Shawinigan	74
Can Steam Can	44
Dominion Bridge	104
Massey Harris	72 1/2
Treas and Co	68
Paper Corporation	102
Imperial America Oil	82
Imperial Oil	117 1/2

**BANKS**

Bank Commerce	344
Bank Royal	373
Bank Montreal	345
Bank Nova Scotia	404 1/2

**BRITAIN TO ADVERTISE**

Systematic advertising of Great Britain is to be done through a new national organization backed by the government, leaders of industry and public bodies. It probably will be named the Travel Association of Great Britain. The advertising will tell the world of Britain's attractions for the tourist. Present efforts to see

**NEW Brunswick RECORDS On Sale To-day**

4260  
"WEARY RIVER"  
"Gracie of Love"  
Randolph's Royal Hawaiians with vocal choruses.

4253  
"HE, SHE, AND ME"  
"The Waltz I can't Forget"  
A Fox Trot and a Waltz by Ray Miller and His Orchestra, with vocal choruses.

4259  
"WHAT THE ENGINE DONE"  
"Louisiana Susie"  
Al Bernard, with violin, guitar and accordion.

4252  
"A LITTLE TOWN CALLED HOME SWEET HOME"  
"I'm Thirsty For Kisses, Hungry For Love"  
Fox Tots by The Clevelanders, with vocal choruses.

2 Good Selections on every Brunswick Record New Release every Thursday

Hear these over C. F. C. Y. Radio Station or at

**WARD RADIO CO.**  
141 St. George Street, Charlottetown  
Place your order for copy at once.

**FOX MEAT FOR SALE**

High Quality, Boneless, Beef  
In Bulk or Retail

W. STORACE CO., LTD.

**Eye Strain**

Use this adjective advertisement from Eye-strain may be relieved by the use of the Eye-strain Remedy.

**G. F. Hutchison**  
OPHTHALMIST

**Vegetables and Flowers**

From Seeds I buy at

**Carter's Seed Store**

Not absolutely guaranteed, but with a reasonable amount of treatment as to how to plant, you can get a bumper crop. Buy them, grow them.

**Grow My Own**

**Vegetables and Flowers**

From Seeds I buy at

**Carter's Seed Store**

**Vegetables and Flowers**

From Seeds I buy at

**Carter's Seed Store**

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**Carter's Seed Store**

**Carter & Co. Limited**

**Colds Checked**  
By modern vaporizing treatment—just ribbon  
**VICAR**