

A New Industry Begins Operation In Saint John City

Maritime Food Products Has Its Goods on the Market.

In a well laid out plant at 198 Union Street, Saint John, the Maritime Food Products have started production of several foodstuffs such as Salad Dressing, Sandwich Spread, etc., and other preparations will be added to the list in the near future.

The establishment of this business was due to initiative, foresight and faith in the future of the Maritime Provinces.

One thought that the management always have in mind is the "Taste" of Maritime people. Products from the new plant are scientifically prepared under the personal supervision of a trained and experienced dietitian in a kitchen where cleanliness is the watchword. All ingredients used are as far as possible produced in the Maritimes.

The new plant is giving employment to several young men and women and additional help will be taken on as business expands.

Maritime Food Products sold under the name of "Fishers" are now on sale in all leading Saint John stores and will be available throughout the Maritimes as soon as distribution can be made.

"The Broadcaster" is pleased to hear of new industries, which all help to provide employment and increase trade.

MARITIME DEATHS

MOORE—Guy G. Moore, at Saint John.
BURNS—Mrs. Margaret Burns, at Halifax, N.S.
GABRIEL—Thomas R. Gabriel, at Saint John, N.B.
DALBY—Pearl M. Dalby, at Liverpool, N.S.
CAULFIELD—Ida L. Caulfield, at Westfield, N.B.
ISNOR—George Isnor, at Hackett's Cove, N.B.

MASONIC CALENDAR

ALBION, No. 1—First Friday. Next meeting, May 3. H. I. Knowles, W.M.
NEW BRUNSWICK, No. 22—Second Thursday. The next meeting, May 9. Ralph H. Gale, W.M.
HIBERNIA, No. 3—Second Tuesday. Next meeting, May 14. Samuel Smith, W.M.
ST. JOHN'S, No. 2—First Tuesday. Next meeting, May 7. Robt. Harris, W.M.
CARLETON UNION, No. 8—First Thursday. Next meeting, May 2. A. C. Smith, Jr., W.M.
UNION LODGE OF PORTLAND, No. 10—Third Tuesday. Next meeting on May 21. James Little, W.M.
CARLETON ROYAL ARCH CHAPTER—Third Thursday. The next meeting, April 18. G. M. Leggett, 1st P.Z.
SAINT JOHN COUNCIL R. AND S. M. Third Monday. Next meeting, May 20. Fred. W. McNichol, T.I.M.
ST. JOHN DE MOLAY PRECEPTORY—Fourth Tuesday. Next meeting on April 23. J. S. Hoyt, P.P.

KNIGHTS OF PYTHIAS

Meetings on Mondays and Wednesdays
NEW BRUNSWICK, No. 1—Pythian Castle. Next meeting, April 24.
UNION, No. 2—Pythian Castle. Next meeting, May 1.
ST. JOHN, No. 30—Temple Building, North End. Next meeting, April 22.
CARLETON TOWER, No. 37—Prentice Boys' Hall. Next meeting, April 29.
ADILA, No. 157, D. O. K. K.—Meets second Thursday, in Pythian Castle.
Victoria Co., Uniform Rank—Meets in Pythian Castle, third Thursday.



**McCREADY'S
PICKLES**

The Case Against Chain Stores

THE REPORT of the Mass Buying Commission commented on in press despatches is of vital interest and importance to every Maritimer that has the welfare of himself and community at heart. Dealing with this subject, the following comment is observed:—

"The majority of the commissioners find, however, that the prevailing belief that consumers can purchase to better advantage in the chain departmental stores than in independents generally is not borne out by facts.

"The commissioners, however, flay the practice of chains putting up natural products as loss leaders and directing their affairs in such a manner as to leave local managers with little recourse but to 'gyp' the purchaser in order to make up shortages in stock.

"Evidence was that chains sold for a somewhat lower price than independents; but the price gap between the two was becoming narrower."

Some complaints against mass buyers were summarized as follows:—

"That they are driving the independent retailers to the wall and that these independents should be protected for the following reasons:

"(a) They constitute a valuable social group which communities cannot afford to have wiped out;

"(b) They can defend themselves from 'fair' but not from 'unfair' competition.

"Their elimination will result in growth of monopoly in the retail field."

For many months we have endeavored to point out to our readers the importance of patronizing Maritime merchants, the necessity of preserving the identity of our Maritime-owned stores, the important part they play in the life of a community, and that our merchants are one of the bulwarks of our economic stability.

The consensus of opinion prevalent among consumers is that goods purchased from the chain departmental store cost less. It is interesting to note, as quoted above from the Mass Buying Report, that this theory is not borne out by facts. Because one of these stores offers goods at a low price is no indication that it is a good buy. Unfortunately, the people have come to feel that no matter what price an article is offered at by such an institution, it is lower than offered by dealers generally. This has been proven a fallacy. A striking example of this is in the fact that a few days ago one of these stores offered to the public a brand of biscuits marked at nine cents per lb. Many pounds were disposed of, yet this same biscuit was for sale regularly in any Maritime-owned store, two lbs. for fifteen cents, bearing out the thought that because they were offered as a special bargain, the people thought that they were receiving a bargain, which they were not.

The name "Chain Departmental Store," has largely become associated with cheap prices, the same as an Auction Sale. People will flock to an Auction Sale and have been known to buy goods which have seen much use at a higher price than they could have purchased the same article new, but the word "auction" implies low prices and, therefore, no matter what you pay for it at an auction, it just must be a bargain, which is certainly all wrong.

It has been the practice of some stores to advertise certain brands of goods at even less than cost, and when customers come to ask for them, they are sold out—just an advertising scheme to try and impress upon the unsuspecting consuming public that all other goods are likewise low in price, when, in reality, and on examination, they will be found to be much higher than the price at which they can be purchased in local stores, presided over by your local citizen.

DISCOUNT ON TAXES

The City Council has decided to grant a discount of four per cent. on tax bills paid before a date to be fixed later. It had been decided to have no discount but this plan has been changed.



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