

THE IMPLEMENT TRADE

A RARE OPPORTUNITY.

As was stated in an article concerning high prices, last week, the true basis of price for current saleable merchandise is not what it cost, but what it will cost to replace it. This is a point the implement and vehicle retailers should keep constantly in view in these days of advanced and advancing prices. When the cost price of an article declines the dealer almost invariably finds himself compelled to reduce his selling price notwithstanding his stock was purchased prior to the decline. If the wholesale price of a certain cultivator is \$15 one year and is \$14 the next the dealer who carries over some of them is almost sure to be asked to make a lower price because a competitor in another town is selling them at \$1 less.

It is a new thing in the implement and vehicle trade to find prices advancing. The contrary has been the rule for many years, and so firmly had the expectation of constantly lowering prices fixed itself upon the trade that failure upon the part of the manufacturer to name a less price, elicited much surprise. "That was the price last year, it must be lower now," the travelling salesmen were told. The dealers cannot realize that a change has occurred and prices are tending in the other direction. This is especially true of those who are well stocked with goods bought prior to the advances. To these is presented an opportunity that has never before been afforded, the opportunity to sell goods at regular market prices and realize better than normal profits. The good judgment or good luck that is responsible for early purchases should be regarded, in this case, as an asset to be realized upon to the fullest extent possible.

The temptation to advertise the old prices and tell the farmers that one's stock was purchased before the advance in materials will be almost irresistible to many dealers. We have already seen one advertisement of this kind relating to binder twine. As a matter of policy and a trade catcher, perhaps there is some excuse for an advertisement of this kind, but it is certainly not consistent with good business methods. If the advertiser do what they say they will, money is literally thrown away; if not, the misrepresentation will redound to their disadvantage.

The farmers know that prices of raw material are advancing. They may attribute it to combinations of manufacturing interests and feel resentful, but they know that the dealer will be asked to pay higher prices for his stock. They cannot deny that an advance in the retail price is at least legitimate, whatever they may think of the others. Some will object to higher prices on the ground that their dealer purchased his stock before any advance had occurred. This may be silenced by asking if they continue to sell corn at 30 cents when the market is 35 cents. It costs no more. If the retail implement trade is to partake of the prosperity that now prevails, it must take advantage of its opportunity. Let all the dealers put prices on the plane the present situation warrants, and refrain from cutting.—Farm Implement News.

THE TWINE MARKET.

There is but little, if any, change to report in the conditions of the twine market. The prices remain at previous figures and prospects of an advance have temporarily vanished. Fiber continues easy, another decline of 1-2 cent having been recorded since last week. No sales are being made, however, and the weakness is looked upon by many as a bait to catch buyers. Eastern manufacturers are said to be somewhat suspicious of the present hemp market and it is a fact that some who are short on fiber are borrowing from those who are stocked, a condition that indicates a belief that prices will not be higher.

The conviction is growing that winter wheat has been extensively damaged. Manufacturers are receiving countermands from sections that present the worst outlook and twine already considered sold will again be on the market. In view of this many of the manufacturers are cutting off night runs and in some cases the day forces have been reduced. In this way it is expected that overproduction will be prevented.

As has been stated in former reports the leading concerns are determined that no decline shall occur. If there should be a bad break in hemp available for the coming harvest the worst they anticipate is lower prices by mills now idle, affecting the market to whatever extent they can supply lower priced goods. Few expect even this turn of affairs, however, and express great confidence in the present price holding until the end.

Under conditions that contain so much of the element of uncertainty, it would seem advisable for the dealers to force the sale of purchased stocks to the greatest possible extent, for while it does not appear at all probable that other than fractional reductions, if any, will occur, under any circumstances, it is nevertheless a more comfortable position to have no twine to worry over when the change comes, if it comes at all. There never was a season when the final outcome was so problematical, but the consensus of opinion among conservative and reliable twine men is that the market will remain steady. Their opinions for the most part are based upon the fact that nearly all twine to be used this year has already been sold, and a reduction in price would be productive of no business for the cutters while it might affect a few guaranteed contracts.

Prices f.o.b. Chicago are as follows.
Sisal 9 1-2
Standard 9 1-2
Manila (600-foot) 10 1-2
Pure Manila 11

Car lots, 1-4 cent less. Five ton lots, 1-2 cent less. Fall terms.—Farm Implement News, April 27.

IMPLEMENT TRADE NOTES.

Alex. Miller is opening in implements at Regina, Assa.

C. R. Boulbee has been appointed agent for the Deering Harvester Company at Broadview and will open a warehouse at once.

It is reported from Ottawa that there will be no reduction in coal oil duty, but that the regulations governing importation will be modified somewhat, in the interest of importers.

GARDEN, FIELD AND FLOWER

SEEDS

Perkins' is the place for everything in this line. Large stock. Good quality. Prices right. Send for wholesale catalogue.

J. M. PERKINS, 221 Market Square
WINNIPEG

SADLER & HAWORTH

Formerly Robin, Sadler & Haworth

MANUFACTURERS OF

LEATHER BELTING

MONTREAL AND TORONTO

SMOKERS

Keep puffing the

ALHAMBRA
T. L.
ROSA LINDA
and GORDON

CIGARS

acknowledged by connoisseurs to be the leading brands of the day. Manufactured only by the

WESTERN CIGAR FACTORY

THOS. LEE, Proprietor,

713 to 725 MAIN STREET, WINNIPEG

SEEDS

—AND—

SEED GRAIN

Choice Selected and

Carefully Re-cleaned Stocks

FULL LINES OF . .

- ♦ Clovers Early Red, Mammoth Alsike, White, Lucerne
- ♦ Timothy and Grasses
- ♦ Field and Garden Seeds

The Steele, Briggs Seed Co.

LIMITED

TORONTO, ONT.