

SEVEN HUNDRED MILLION DOLLARS SPENT ON FOOD BY CANADIANS IN 1935

Second Edition of the Canadian Cupboard Gives Interesting Statistics Regarding Food Industry in Canada.

Canadians spent \$701,000,000 on food during 1933, the last year for which complete statistics are available according to the second edition of The Canadian Cupboard, a copyright booklet just published by McConnell, Baxter & Eastman Limited, Advertising Agency. This exhaustive study of food sales and distribution is the second one made of the Dominion market in the past three years by this organization. The sale of food and kindred products (including that consumed in restaurants) forms the largest single commodity group in the retail dollar the survey indicates, as the value of goods sold is 32.81 percent of the total commodity sales.

While the dollar value of food sales in 1933 amounted to only 70.1 percent of those in 1930, the report points out that this is due in large measure to the fact that food prices had fallen considerably during the period under review. A specified quantity of food costing one dollar in 1930 would cost only 64.6 cents in 1933, it is shown.

The difference between the decline in prices and that in sales, as well as the difference between the decline in general sales and those of groceries and meat are indicative of the great stability and depression-proof quality of the food industries, the report continues.

In discussing chain store distribution the report says: "Food chains comprise the largest single group coming under the chain store classification. During and subsequent to the War there were important changes in the mode of life of city dwellers, notably the tendency toward smaller living units with consequent greater dependence upon processed foods and smaller purchases. In the period from 1923 to 1929, the quantity of production in the prepared fruit and vegetable industries more than doubled, providing good opportunity for the distribution of packaged goods and staple articles through a number of units under the same ownership. In their earliest days, the chains tended to concentrate upon the sale of packaged goods and offered a minimum of service to the public. The cash and carry principle was first introduced on a wide scale during this period.

A thorough analysis is made of the operations of food chains throughout the Dominion. There is a breakdown of chain stores by volume of business as well as by number of stores operated and average sales per store for corporate and various types of voluntary chains are shown in the report. The proportion of chain store sales to total sales is indicated for a number of principal cities throughout the country.

In part, the survey offers the following conclusions:

"Conclusions must be drawn sparingly from any study of a business, that far from being static, is still passing through a period of important changes. However, the operations of food outlets of various sorts during the past few years have brought many facts to light, facts upon which scientific sales and advertising effort can be directed.

"Perhaps the outstanding point revealed by our study of the retail merchandising of food products is the evident ability of these products to withstand the severe effects of the economic depression through which the country has been passing. It is no overstatement to say that the fall in dollar volume of the food sold in Canada during the past few years has in

large measure been due to falling prices. Without doubt, there has been a falling off in the physical volume of luxury and "quality" products sold, but the inherent soundness of the business gives ground for the assumption that these products will, as money circulates more freely, again find their way to the dinner table of the average Canadian.

"As a result of official statistics collected by various government agencies, it is safe to conclude that, while continued growth of the various types of chain food outlets may reasonably be expected, the period of great expansion in this type of merchandising has passed. It is not unlikely that the chains will spend the next several years in attempts to improve various branches of service to the consumer with a view to entrenching more firmly their positions in the community.

"The growth of the food chain, for a time looked upon by many as spelling virtually complete disappearance of the independent "corner" grocery has, on the contrary, done much to solidify the latter institution. It is beyond doubt true that the advent of the multiple store has given rise to a certain mortality among the independents but the fittest who have survived learned much of importance concerning the conduct of their business during the course of their struggle for continued existence. The buying of supplies became with them a more exact science; internal management more severe in its demands for strict adherence to sound business principles, the needs of the consumer were more closely studied and services of one sort or another extended and improved. The independent has established for itself a definite place in the community; it is with us to stay."

OLD LOOM MAKES CLOTH FOR 90% OF U. S. CHEESE

MONROE, Wis., July 8—Ninety per cent of America's cheesecloth used in the manufacture of cheese, is woven on an old loom, owned by two Swiss brothers, in the attic of a two-story building here.

The factory, which has grown to such proportions that it now employs five persons, and has retail outlets in six states, was established in 1929 in the basement of a garage by Joe Donny. Coming to the United States in 1927, Donny worked for two years in a cheese factory near here, noticed that most of the equipment was foreign made, heard the owners complain of the high prices they had to pay for it and decided to start a factory.

After four years of difficult progress Donny wrote his brother, Melchior, a graduate of the College of Touraine, Italy, and then manager of a European hotel, to come and assist him. Before coming Melchior studied the art of weaving cheesecloth.

More than a year ago they purchased a second-hand loom. Last summer the two brothers had more orders than they could possibly fill, chiefly because their products were one-third as cheap as the foreign-made articles and were superior in quality.

MOSCOW, U. S. S. R., July 8—The big trouble with the young soviet factory girls of today seems to be that they have gone completely American.

The Komsomolskaya Pravda (young Communist organ) complains today in no uncertain terms that the lady lathe hands have taken to gaping at female foreign tourists, who, be-

HER PRIZE NOVEL REJECTED FIFTEEN TIMES

Factory Girls
Ape U. S. Styles,
Irk Red Editor

OMAHA, Neb., July 9—Mari Sandoz 36, red-headed and self-taught, who has just received a magazine's \$5,000 prize for the year's "most interesting and distinctive work of non-fiction" could not go to school until she was nine because she had no shoes.

For four and a half years she then attended rural school—much of the time in a sodhouse—passed the State teachers' examination without further training, and taught the rural school for five years.

The prize-winning book, which was rejected 15 times, is a biography of father, hot-blooded, ne'er-do-well Bur-bank of the Nebraska sand hills.

Mari Sandoz never attended high school, but camped on a lean's doorstep until he reluctantly admitted her to the University of Nebraska. Working as a drugstore laboratory assistant, reading proof at nights for a newspaper, grading papers for a kindly instructor, she put herself through college.

For years she struggled to learn to talk and write like the people of Lincoln, the college town, until Dr. Louise Proud, editor of "American Speech," and sister of the Harvard Law School dean, told her: "Anybody can talk the way people do in Lincoln. Stick to your sand hills phrases."

She did that in writing the biography, spending nearly ten years on it. She read all the newspapers published in western Nebraska between 1884 and 1928. This book took three years. She studied all the two thousand letters and documents left by her father. Then she went back to school to learn more frontier history. Finally she began to write.

While that book was making 15 futile trips to and from publishing houses, she wrote 85 short stories, of which she sold only one, and three novels. None of the novels were published.

With the \$5,000 prize she will buy a car and tent and live among the Indians, as far from reservation agency headquarters as she can get, to gather material for another book.

Jules Sandoz, her father, a Swiss educator in the University of Zurich, quarrelled with his family and ran as far away as his money would take him. That was to the Nebraska Panhandle. There he married four times, went to jail innumerable times, founded community after community, and began agitating for a "shelter belt" of trees in the sand hills when Theodore Roosevelt was president.

Descended from a long line of watchmakers and huntsmen, he was an old-fashioned patriarch. Mari was spanked when an Omaha newspaper published her first story on its children's page, but she kept writing surreptitiously under different names.

Jules opposed education for women although he regaled his family with Greek and Roman classics and although his aunt was young Franklin D. Roosevelt's tutor back east.

Before he died he urged Mari to write the book now chosen unanimously by the judges as the best of the 582 manuscripts submitted.

Mari is tall, thin-faced, sharp-eyed, an incurable story-teller.

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cause of some strange quirk, insist on visiting the soviet factories, with a view of copying their clothes. What is worse, it says, the soviet girls do a very bad job of imitating their capitalistic sisters because of the lack of good materials and good dressmakers. The majority of the lady tourists who go in for soviet factories are Americans and because of their snappy clothing, they serve as unconscious models for their totting sisters.

The craze for Americanisms has gone so far, says this newspaper, that some girls of perfectly good proletarian standing insist upon being called "Nellie", "Margaret", "Cecile", and other Anglo-Saxon names which they often cannot even pronounce themselves.

Freedom Of The Press

If I were banished to a desert isle and allowed only one magazine I think I should choose the New Yorker. It is unique in its urbane good humor and it has a light touch on even the heaviest topics.

Here, for example, is its blithe summary of a subject that baffles almost everyone who tries to tackle it:

"I need not inform you," said Father Coughlin to his disciples in Madison Square Garden, "that newspapers exist primarily to make money for their owners." He need not, but he did, and the newspapers dutifully reported it, along with the rest of the father's speech. One of the reasons the kept press is so expensive to keep is the enormous amount of relatively costly space taken up by persons who say they need not say a thing, and then do.

"Critics of the capitalistic, or kept, press, to whom we always pay strict attention, being ourself in the employ of the big interests, never seem to follow through with their derogation. Newspapers and magazines, as the father pointed out, do exist for the purpose of making their owners rich.

"This magazine is structurally as 'kept' as it can be. It is more than kept, it is positively kept. Our allegiance to the makers of toilet articles, cigarettes, whisky and foundation garments whose blandishments are found scattered through these pages, is complete and open. While they flourish and are at peace we flourish and are at peace. When they die we die. As a writer, dreaming of excursions, we do not regard this as the ideal state (although the imputation to annoy our advertisers does keep us toned up and in fighting trim for the Muse). We admit it's not ideal, but Father Coughlin doesn't say what is. He attacks, but does not prescribe for, the Courtesan Fourth Estate. He does not show sympathy for the press in its essential quandary: he apparently doesn't see that the press, in inheriting the morals of a paper-bag factory, also inherits the queer responsibility of reflecting and reporting life itself—life itself being its product instead of, by the merest accident, paper bags.

"This extra responsibility, with its implications of freedom, is a holy affair—akin to the priesthood. Often the press doesn't do so good. It is, in general, about as free as the people who run it, or (even more significant) as the people who read it.

"We doubt that the opinions and hopes of nonadvertising papers are less trammelled than are (to name the nearest and dearest example) ours. We doubt too, that journalistic freedom is wholly a matter of emancipation from advertisers, any more than personal freedom is wholly a matter of divorce from one's wife or one's state. Some of the freest branches of the press are, it seems to us, kept by advertisers; some of the most craven are structurally unaffiliated. The (independent) organs are not necessarily any closer to editorial independence than a paper sponsored by a heterogeneous bunch of manufacturers. We would rather serve a smelling-salts king and be allowed to say what comes into our head than work in the promotion department of the Angel of Truth. Freedom is never total, anyway. As long as man has something on his mind, the press will be a little less than free."

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Of Interest to Women

Soap Hints

Family Herald—Shave all scraps of toilet soap that are too small to use as they are. When you have accumulated a sufficient quantity, put them in a pan on the stove with enough water to cover. Stir over a slow fire until the mixture forms a smooth, thick mass. Then pour into a square pan, and when partly cool, cut into squares. Let this soap dry two weeks before using.

Or one may stir in enough oatmeal to thicken the mixture before removing from the fire. This oatmeal soap is good for the hands, keeping them soft and white.

Another way to make use of these scraps of soap is to save them in a glass jar, pour hot water over them to make a soap jelly, and use this jelly for washing fine garments. A little of the soap jelly added to the water in which hankchiefs are boiled will give them a sweet scent that will remain even after they have been ironed.

I shave the pieces of laundry soap that are too small to handle to advantage and shave them to use in the boiler. Another way they may be used to advantage is as a silver cleaner. Take equal parts of yellow soap and whittling. Melt the soap and add the whittling. Make it into a cake. Apply with a piece of flannel and plenty of warm water. Rinse well and dry. Silver, thus cleaned, will look very well, and will not require too frequent cleaning.

Sand soap jelly is very useful in washing the men's greasy overalls. To make the jelly, add a little hot water to scraps of laundry soap, stirring over a slow fire until soap is dissolved. When this has cooled it becomes a thin jelly. Stir in enough fine sand to thicken it. To wash overalls, lay them flat on the wash board. Spread sand soap jelly over them and scrub with a brush. Rinse well. This is an easy and efficient way of washing overalls. This soap jelly is also good for cleaning pots and pans.

When washing woollens, and wool blankets, it is best to add a little soap to the rinse water to keep the wool from drying hard. Soap is handy in other ways than in washing too. When your silk stocking starts a ladder, and you can't conveniently stop to mend it, rub a little soap on the run and it will effectually stop the ladder for a couple of hours or until you can take time to mend it.

When machine stitching in heavy material, rub soap along where the stitching is to be done, and the sewing will be facilitated. If stitching very stiff material by hand, try sticking the needle into a cake of soap now and then, and it will slip in and out more easily.

When drawing threads from linen, rub soap on the cloth where the threads are to be pulled, and they will come out easily.

When dresser drawers stick rub that part of the drawer that sticks with a piece of moistened soap. Also soap the under part of the drawer where it slides.

Plant Carrots And Turnips Into July

Carrots and turnips are vegetables to plant until into July. This supply of baby carrots can be maintained only by successive plantings and the carrot in its infancy has now displaced the mature vegetable in popular esteem and rightly so as it has a tenderness and delicacy of flavor lacking in the full grown vegetable. We have also learned that the young turnip, fresh pulled is better than the mature root which formerly was the only

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form in which it was eaten. Young turnips with their green tops are now a staple market commodity. The tops or turnip greens are also an excellent article for the table.

The second week in July is the traditional time to plant turnips for the mature roots for winter storage. They are a convenient follow crop for the early peas which are done bearing in July. The vines can be pulled up and turnips planted in the patch. Carrots can be employed in the same manner.

Plant the turnips in rows. The oldtime style was to broadcast and rake in the seed. Better turnips, more uniform and regular in size can be obtained by planting them in rows, thinning to six inches apart and keeping them cultivated. The old style gardener used to turn the turnips loose to take care of themselves which they did and produced good turnips, but they will do much better when given the aid of good gardening and allowing any vegetable to struggle for its life with weeds is not good gardening.

Carrots are much better quality when taken care of. First of all it should be thinned to four inches apart. Then the soil should be kept stirred and the baby carrots will grow amazingly and be ready to pull for the table in larger quantity than if left to struggle with too close family relations.

Carrots and turnips are excellent crops to follow lettuce, spinach, and young onions. Do not plant turnips to follow radishes. They are of the same family and the same races of plants should not be used as follow crops for the kindred.

It is now time to put in summer radishes, a large rooted type, that makes fine radishes in summer and does not get pithy and strong as do the early spring types in hot weather. Summer radishes can follow the early spring leaf crops as the lettuce and spinach. Planting these root crops now will keep the garden working full time.

The turnip varieties of beets are earliest. The long types are the better for matured roots and winter use.

Get At Weeds Early

You can't just shake your first at weeds are easily destroyed, with a the weeds. He only remedy is to get under them with the hoe, or pull them up. At the earlier the better. Young minimum of effort, but if you give them a chance to grow they will cause you no end of trouble later.

BISLEY CAMP, England, July 8—Sgt.-Major T. Moore of the Small Arms School, England, an adept at all ranges and all styles of marksmanship, captured major honors as the big Empire meeting of the National Rifle Association opened today.

Moore won both principal matches on the opening day's program, fired in blazing sunshine.

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