

R. E. MUTCH & CO. LTD. UNDER NEW MANAGEMENT

Prominent Wholesale Merchant Retires From Active Business

Retiring from active participation in the business life of this city is one of the better known wholesale grocers, Mr. R. E. Mutch, who has turned over the management of his firm to two sons-in-law. The new operators of the business of R. E. Mutch & Company, Ltd., are Mr. James O. MacLean and Mr. W. R. MacNeill. Mr. MacLean was president of the firm with Mr. MacNeill as secretary. Mr. Mutch will retain his connection as vice president. Mr. Wallace Higgins, long-time member of the business, will continue as treasurer.

Mr. Mutch entered the business fifty years ago, and since then has been actively identified with all aspects of community progress. A partner in various wholesale businesses in the past he formed his own company which was incorporated in 1926.

In addition to the wholesale grocery enterprise he was active from the beginning in the formation of the Northumberland Ferries Limited, which operates the two ferries between Wood Islands and Cariboo, N. S. This travel service which Mr. Mutch heads as president, came into being as a result of a holiday spent in this Province by the late Hon. Charles A. Dunning, Minister of Finance at Ottawa. Vacationing at Wood Islands several years ago, he watched the vessel plying between Pictou and this city in the service of that time. Mr. Dunning then expressed the personal opinion that it should be operated between the Nova Scotia town and Wood Islands and promised to give his aid in putting it into operation.

As a result of his efforts local businessmen, including Mr. Mutch, became interested and a ship, the "Seabone," was purchased in 1929. However, the start of the war saw a demand for all types of vessels and the recently acquired ferry was appropriated by the Federal Government. The same thing happened to the second purchase, the "Sankaty." It was not until 1941 that the new service was finally inaugurated when the company purchased the "Erie Isle," which was re-christened the "Prince Nova."

Another vessel, the "Charles A. Dunning," named in honor of the late minister, was subsequently added and since then the ferry service has played a large part in

the economic and tourist life of Prince Edward Island.

The new operators of the business are Messrs. James O. MacLean and Mr. William R. MacNeill. The former, who has become the new president of the firm, has been associated with the business for the past 15 years and has a thorough knowledge of the wholesale grocery operation.

Prior to coming here Mr. MacLean was an accountant with the Acadia Coal Company, in Stellarton, N. S., and is a native of Glace Bay. In addition to his early education in the schools of the town in which he was born, he was also educated at Mount Allison Academy and Mount Allison University. Mr. W. R. MacNeill, new secretary of the business, has long been identified with the business life of this city. But like Mr. MacLean he too is a native of Cape Breton having been born in Sydney where he received his education.

He became well known in this city as a member of the staff of Roops Limited, on Grafton street. Later he joined the department of the Wartime Prices and Trade Board and for the past several years has been associated with the National Fish Company of Halifax.

Formed in 1900

The company was formed by Mr. Mutch and a partner in May, 1900, and a short time after the partner left to open a branch in Nova Scotia leaving Mr. Mutch to carry on alone. One of the bigger items at that time was mill feeds as there were no concentrates or balanced rations at that time.

For many years Mr. Mutch has been associated with the business life of the city through the Charlottetown Board of Trade, of which he is a past president, and also of the Maritime Board of Trade. In connection with the latter organization he has been an active participant in the work of the Transportation Commission since it was formed.

Several years ago, in partnership with the late Mr. Henry Phillips, Mr. Mutch as a contracting partner aided in the building of the Vernon Loop of the Canadian National Railways. The same partnership also built the breakwater at Souris and another at Wood Islands.

Announce Appointment Of R. E. Mutch & Co. As Local Distributors Here

The Lake of the Woods Flour Mills at Keewatin, Ontario, right on the Lake of the Woods, is one of Canada's largest flour mills and one of Canada's most famous flour mills.

It is the home of the family favorite flour "Five Roses" which is enjoying its third generation of popularity across the Dominion. Because all flours look alike, it is extremely difficult for the uninitiated to realize how great differences can exist between one flour and another, but these dif-

ferences exist and the major flour millers each vie with the others to obtain the very finest power of flour possible.

Lake of the Woods Milling Company specialize in the production of only one household flour, "Five Roses". This is an "all purpose" flour and is technically called a "Top Patent Flour". This means that the flour used in making "Five Roses" is the very choicest of all the flour being produced in the mill. Because this standard has al-

ways been kept for "Five Roses" Flour, this particular brand has enjoyed a tremendous consumer preference in all parts of Canada for over fifty years. Before wheat goes through some hundred and twenty processes at the big Lake of the Woods plant at Keewatin to become flour, there is the most careful selection

of wheat itself and the Lake of the Woods Company has a string of elevators throughout the Prairie Provinces in what are considered the best areas for growing the finest of wheat for making "Top Patent Flour". Such flour is unexcelled for all general baking and that is why it is called "All Purpose"; it is

equally good for making fine pastries as well as regular bread. The Lake of the Woods Milling Company is proud of the announcement of R. E. Mutch as their new distributors in Charlottetown and district, another step in bringing the nation's famous "Five Roses" Flour to even more Charlottetown homes.

To The New Management

Of Our

PRINCE EDWARD ISLAND DISTRIBUTORS

R. E. MUTCH AND CO., LTD.

WE WISH EVERY SUCCESS

SOO LINE MILLS LTD.

Merchant Millers

WINNIPEG, MANITOBA

"HAPPY FEED" for "EVERY NEED"

A well fed pig ...



is worth its weight in DOLLARS!

The production of high-quality hogs can be accomplished only through proper breeding, supported by adequate nutrition.

Hogs require for most rapid growth a protein complex containing some proteins of "animal origin." This is adequately provided in Lakko Protein-Mineral Hog Concentrate, by meat scraps and fish meal. Iron is also included to correct any nutritional anemia, which can so quickly make runts of the best pigs of the litter. And Lakko Hog Concentrate mixture is fortified with the lime and phosphorus needed for healthy, normal bone growth. More and more each year, breeders across Canada report greater profit increases gained through the use of Lakko livestock preparations.

INGREDIENTS	GUARANTEED ANALYSIS
Meat scraps (50% protein)	Min. crude protein..... 40.0 %
Fish Meal	Min. crude fat..... 3.3 %
Limeed Oil Meal	Min. crude fat..... 6.0 %
Soya Bean Oil Meal	Calcium..... 6.1 %
Phosphate Limestone	Phosphorus..... 3.8 %
Iodized Salt	Iron..... 1.8 %
Ferrous Sulphate	Salt..... 5.0 %
	Iodine..... 0.16 oz. per 100 lbs. feed



Lakko feeds are made by the millers of Five Roses Flour

R. E. MUTCH & CO., Charlottetown and District Distributors.



Canada's favourite

for every kind of perfect baking

CANADA'S ORIGINAL ALL PURPOSE FLOUR

FIVE ROSES

From heavenly light pastries to home-baked bread

One flour for all purposes

MILLED RIGHT

MILLED LIGHT

LAKE OF THE WOODS MILLING COMPANY LIMITED



R. E. MUTCH and CO.

Charlottetown and District Distributors.

ANNOUNCEMENT

Effective June 1st 1952, The Controlling Interest of **R. E. MUTCH & CO. LTD., Wholesale Grocers**

Has Been Acquired by **J. O. MacLEAN & W. R. MacNEILL**

Who also wish to advise that they are now engaged in the sale of Fire Insurance Representing **FIRE INSURANCE CO. of CANADA**

and **STANSTEAD and SHERBROOKE FIRE INSURANCE CO.**

Through **H. N. WRATHALL CO. LTD., HALIFAX, GENERAL AGENT**

PROVINCIAL DISTRIBUTORS



Provincial Distributors **SOO LINE MILLS LTD. PRODUCTS**

WINNIPEG, MANITOBA

"HAPPY FEED for EVERY NEED"

CITY and DISTRICT DISTRIBUTORS

