

Malkin Expands With North, Opens New Plant Here

Congratulations

IT'S A HONEY



Bee Cee HONEY

One of The Many Quality
Food Products Distributed By
The W. H. Malkin Company

To Handle Increased Activity

Keeping pace with the development of the northern area of British Columbia, The W. H. Malkin Co., Limited have opened a new and enlarged food distributing plant in Prince Rupert. The plant is designed to handle the increasing activity consequent on the programs of the many industries expanding or establishing in the area.

Malkin's is a pioneer firm in British Columbia. The first plant was opened in Vancouver in 1895. Branches were subsequently opened throughout British Columbia. The first Prince Rupert plant was opened in 1929 and business has multiplied many times since then.

Malkin's new food distributing plant at Prince Rupert has been specifically designed to supply merchandise in the best and freshest condition that up-to-date storage and handling facilities make possible, and to provide this merchandise at the lowest possible cost.

A feature of the new building is that it is all on one floor. The latest "extend-a-fork" type fork lifts and fast rubber tired warehouse trucks will speed the handling of merchandise.

The opening of a produce department is included in future plans. In the meantime refrigeration equipment of the most up-to-date type has been provided for the keeping of produce. There are wet and dry coolers. Bananas and tomatoes will be ripened in a special heat-controlled room.

Standard groceries are stored on racks in seven-foot aisles, easily accessible for delivery.

The result is lowest warehouse operating cost which results in the lowest possible price to the retailer and to the consumer.

In Prince Rupert for the official opening of Malkin's new plant are George W. Laidler, vice-president and general manager and K. B. Bernard, superintendent of branches, of the W. H. Malkin Co. Ltd.

Congratulations!
to W. H. MALKIN LTD.

on the GRAND OPENING of their
modern new warehouse

from your IMPERIAL OIL
DEALERS,
DISTRIBUTORS,
AGENTS



ALWAYS LOOK TO IMPERIAL FOR THE BEST

SHRIMPS
'N RICE

SHRIMPS 'N RICE

1 can Gold Seal Shrimp
1 3/4 cups juice from can and water
1 cup boiled rice
1 minced green pepper

1 clove garlic
1 cup butter
1 small onion
1 teaspoon chili powder

Fry the whole garlic and minced onion in butter until golden brown. Add rice, fry a little, but not until it browns, then remove garlic. Pour in shrimp juice and water mixture, bring to a boil; cover and simmer for 15 minutes. Add minced pepper and Gold Seal Shrimp, sprinkle with chili powder, replace cover and simmer over low heat another 20 minutes. Serve garnished with chopped parsley, complement with french fried potatoes and green vegetables. What a wonderful way to feed a family of 4 to 6!

CANADA'S FINEST SHRIMP
from the packers of famous GOLD SEAL SALMON



North, Opens New Plant Here



PRINCE RUPERT STAFF of W. H. Malkin Co. Ltd., at the new plant down on the waterfront is shown here in front of the recently-completed building. Front row, left to right, A. G. Hinton, manager; L. S. Arroll, Alec Slater, Ronald Christoff, William Pottle; second row: Richard Westhead, Richard Blake, Stella McLean, Margaret Jackson; third row: Eric Cunningham, Raymond Spring, Theo Vanderplank, Jack Wolstenholme; back row: Hugh Swanson, John Van Vliet, Gus Krause, Stanley White.

Blending, Roasting and Packaging Secrets of Malkin's Coffee Quality

Blending, roasting and packaging are the three secrets for as soon as the coffee is brewed, the flavor and quality of Malkin's coffee.

Malkin's import all coffee in the form of green beans.

Malkin's expert coffee blender develops the blends of green beans, which are then roasted.

Roasting develops the characteristics of the different types of beans. Chemical changes occur in the beans under heat—the flavor-bearing oil cells are deteriorating or becoming rancid.

All air is thus excluded until the coffee is brewed with hot water. The whole operation from blending of the green beans to sealing of packages takes place in little more than one hour at Malkin's.

After roasting, the beans are ground and the tiny oil cells are broken so that the delicate fla-

vor-bearing oils will be released by the skill of Malkin's expert coffee blender in:

Blending the right proportions of the different types of beans.

Roasting for exactly the right length of time.

Packaging the roasted and ground coffee quickly, in air-tight containers.

Malkin's Among Earliest Tea Importers

Malkin's were among the earliest importers of tea into Vancouver (since 1895).

Chief sources of supply are the tea gardens of India, Ceylon, Japan, Formosa and British East Africa.

Tea quality varies with the altitude at which the tea is grown, best teas coming from the higher altitudes. For their best quality packages' Malkin's select teas from gardens in the high hills. It is costlier tea, but Malkin's high standards permit of no compromise with quality.

Various types of tea are blended, some for aroma, some for color, some for body and strength. The result is perfect balance of aroma, flavor and strength.

Malkin's tea expert is mindful, to, of districts where hard water is encountered. It takes special skill to blend teas for such areas. Samples of water from all territories are constantly used in testing teas to be packed for the different districts.

HEAVY MUSIC
LAMBLEY, England ♂ — The 20 members of this Nottinghamshire town's male choir mounted the stage to sing, the conductor raised his baton, and the floor collapsed.



ARTHUR G. HINTON
Manager

"Congratulations
To The W. H. Malkin Company

On The Official Opening of Their New and
Ultra Modern Food Distributing Plant

PRINCE RUPERT FISHERMEN'S
CO-OPERATIVE ASSOCIATION
and
FISHERMEN'S CO-OPERATIVE FEDERATION

Producers and Distributors of "HY-WAVE" Brand
Fresh, Frozen and Smoked Fish and
"CHALLENGER" Brand Canned Sea Foods

Local Salmon, Crab Meat Enjoyed by City Residents

The Canadian public is using and enjoying quite a quantity of salmon and crab-meat originating in our adjacent waters. Before the good housewife can serve our product to her family, and her guests... there remains quite a bit of help from a large number of citizens before it can be available to her and at her command.

Fine salmon and crab-meat bearing the Paramount brand of Nelson Bros. Fisheries Ltd. is getting to be well known in Ontario, the Prairie Province and in our own B.C. This company claims that "It takes a good crew to put up a good pack... and we have both!"

Prince Rupert is proud to have a part in this big ocean food harvest.

Congratulations to

W. H. MALKIN COMPANY LTD.

on the Opening of
Their New

Prince Rupert Food
Distribution Centre

from **BONUS** Foods

★ BONUS MEAT SPREADS

5 Delicious Varieties

★ BONUS WHOLE CHICKEN and BONUS HALF CHICKEN

★ BONUS BONELESS CHICKEN

Jellied and Solid Pack

Best
Wishes
TO THE

**W. H. MALKIN
CO. LIMITED**

ON THE OFFICIAL
OPENING OF

Their Modern New
Warehouse

FURNITURE AND
VENETIAN BLINDS
BY

GORDON & ANDERSON

DIAL 3014