03

B. C. Products Show - Civic Centre - Wednesday Night

THE W. H. MALKIN CO. LTD. Greetings to the ASSOCIATED BOARDS OF TRADE OF THE NORTHERN AREA In Convention at Prince Rupert THE Malkin's Best circle is your guarantee of superior quality . . . the utmost in value at popular prices. In addition, it identifies products prepared and pasked in B.C. by British Columbians.

CO-OP IS BIG DEVELOPMENT

developments in the way of a making plant, fresh fish plant, in B. C. Prince Rupert "B. C. Products" fish camps, fish packers, general source in recent years has been store and bakery. the rapid and widespread expan- Co-op has become one

THE W. H. MARLES CO. LTD., Vancouver, Canada

FOR QUALITY SINCE 1895

sion of the activities of the Prince Rupert's major business Prince Rupert Fishermen's Co- enterprises and is now an imoperative Association. By portant source of "B. C. Prodstraight payroll and contract, it ucts."

has to do with the employment of thousands of primary prod- powder packed in B.C. ucers, processors and handlers.

Its modern establishment in-One of the most spectacular cludes a cold storage plant, ice facturers who make mattresses

W. H. Malkin Co. Ltd., is another major concern engaged in the manufacture and distribution of B. C. Products which is established in Prince Rupert for the efficient handling of its many lines of merchandise throughout Northern and Central British Columbia. C. G. (Bert) Withers is local manager.

The Malkin's Best circle appears on a complete variety of pure foods which B. C. housewives have bought for nearly half a century.

Malkin's Best products are B.C. products made by a firm that has grown up with British Col-

Outstanding products are Malkin's Best Date-stamped Coffee and Malkin's Best Teas. famed for quality and flavor. In addition, baking powder, spices, extracts,, jelly powders, jams, jellies, marmalades, canned fruits and vegetables.

JONES JUBILEE IS OBSERVED

Celebrating diamond jubilee this year are the well-known manufacturers of "Pioneer brand" products, Jones Tent and Awning Limited, whose business was established in Vancouver in

When Vancouver was little more than a village, C. H. Jones, father of today's president of the company, started making essential equipment for the men and the industries who pioneered the Pacific coast, and for the past 60 years "Pioneer brand" products have been identified with Western Canadian progress.

In that time, Jones Tent and Awning have kept well in advance with new processes and equipment designed to suit demands (their plant for waterproofing and dying canvas is the largest of its kind west of Ontario), and their two big factories are today employing some 140 workers.

For many years a well known Prince Rupert man, Paul Aivazoff, was prominently identified with Jones Tent and Awning Co.

BRUSHING UP ON B.C. PRODUCTS

Here are Some of the Questions That May be Asked at the Quiz Wednesday Night

(Ask Your Merchant) What firms make B.C. Products in Prince Rupert?

Name three brands of baking Name five varieties of Okan-

agan apples. Name three furniture manu-

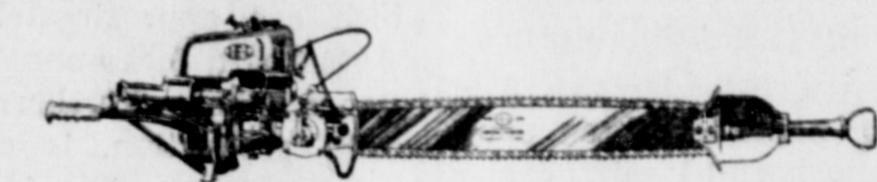
evaporated milk.

Who makes asphalt shingles of B.C.?

and roofing material in B. C.? Name several B.C. paint manu- clover leaf for its brand? facturers or some of the brands. What company manufactures

MADE in B.C.





POWER CHAIN SAWS

The original manufacturers of power chain saws on this continent-I.E.L.-offer the modern saws that research and engineering can make. Models "M" "G" and "BEAVER" cover all lengths of cutter bars, from 9' down to 22". Completely made in the I.E.L. factory in vancouver by this 100% employee owned and operated company.

INDUSTRIAL ENGINEERING LIMITED

503 East Pender St.

Vancouver SEE YOUR LOCAL I.E.L. MAN

60 Years Progression With British Columbia



VANCOUVER, B.C.

"DRY-BAK" WATERPROOF CLOTHING

DOWN SLEEPING ROBES VENETIAN BLINDS

TENTS

MACKINAW CLOTHING

EIDERDOWN JACKETS AWNINGS FLAGS WORK CLOTHING

fishing spoons and tackle? Name two firms packing canned fruit and vegetable products. brands of canned fruit, veget-What Vancouver firm manu- | ables, pork and beans, etc.

What firm makes swim suits, sweaters and sports wear? They advertise the "red diving girl." What is the name of the firms that make a popular line of B.C.

factures trunks?

car and storage batteries? Name three kinds of jelly dessert powders packed in B. C. Name a popular line of men's

and boys' shoes made in B. C. What clothing manufacturer

highway leading into the interior

What fish company uses the

1 type products? Name two well advertised

Name two advertised brands of toilet tissue. What company makes a pop-

ular line of B.C. soap products? What food company advertises the slogan "Heat it and eat it" Name two meat packing companies producing lard, shortening, hams and bacon, etc.

conducted by the Vancouver ough study of their work, and Board of Trade has been operat- aided by the most up-to-date. Name a popular brand of B.C. has a brand name similar to a ing steadily for 20 years, the machinery procurable, are daily pioneer campaign of its kind in turning out products which find Canada. Support their effort.

test-buy them regularly.

Boosting B.C. Goods

Vancouver Board of Trade and support. Prince Rupert Chamber of Commerce, which on other occasions have had opportunity to cooperate to mutual advantage and test-buy them regularly. who have come to find that it pays off to be friendly and understanding neighbors as both aspire to increased greatness industrially and commercially, have been collaborating in the staging of the "B. C. Products" Show which comes to the Civic Centre this Wednesday. Highlighting the affair will be the \$100 quiz contest but expectation is that the big display itself will attract citizens generally, and for the ladies it will present a great opportunity for window shopping. In fact, there is every indication that the big show will. be the centre of attraction.

with it a rather important delegation of Vancouver business men including Thomas Braidwood, president of the Vancouver Board of Trade, and W. D. Gray, chairman of the B. C. Products Bureau. Both will take a leading part in connection with the program. On the platform will be a number of prominent Prince Rupert citizens including civic business and club leaders.

In general charge of the show is A. C. Foreman, scretary of the B. C. Products Bureau, who has become an expert in the pres-

Local chairman for the show has been L. M. Felsenthal, assisted by Robert Woods and, of course, E. T. Applewhaite, secretary of the Prince Rupert Chamber of Commerce.

Some idea of the extent of the exhibits may be gathered from the fact that two hundred lineal feet of table space has been necessary to accomodate them. Some local industrial firms are also taking part. An entire car was required to bring the exhibits here.

The show program also includes several local entertainment turns and a graphic moving picture of the pulp and paper industry.

Restmore Goods Go Everywhere

Furniture and mattress produced by the Restmore Manufacturing Company are distributed throughout British Columbia and all other parts of Western Canada.

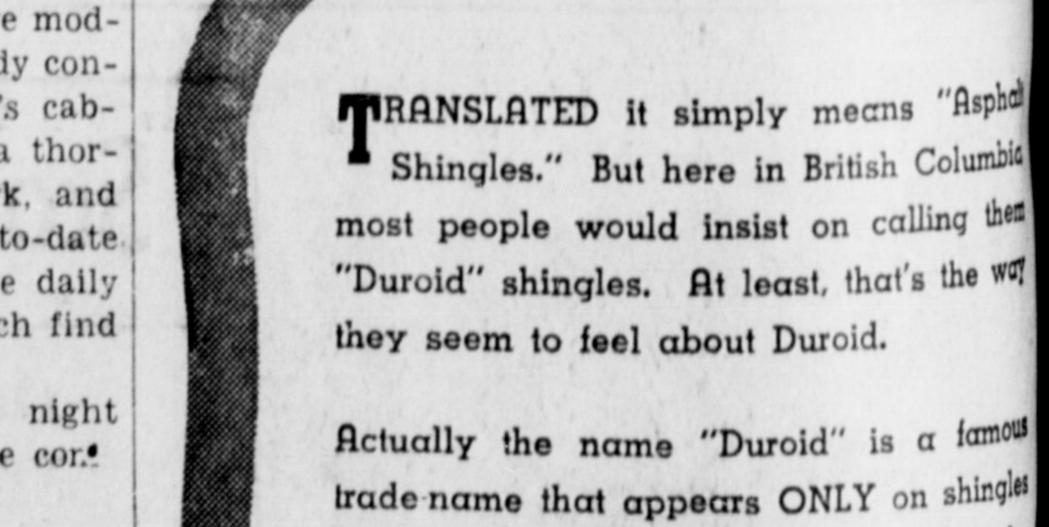
Restmore mattresses are supplied in many types and patterns, with a full range of sizes.

Bedroom suites manufactured by the Vancouver firm are modern in design and of sturdy construction. The company's cab-The B.C. Products campaign, inet makers have made a thora ready market.

Day-Nite lounges and night B.C. products will stand the tables are also among the con. pany's specialties.

The B.C. Products Show brings

entation of this sort of thing.



made by Sidney. Genuine Duroid Shingles are made with a base of the finest quality felt. That's why they're so wellknown for dependability and long wear.

For your own home, ask for Genuine Duroid shingles by name. Make doubly sure of getting the real thing, by looking for the Sidney Seal of Quality on every bundle.

> They're Genuine ONLY if they're made by

SIDNEY ROOFING & PAPER CO. LTD. VICTORIA AND VANCOUVER SRAN

"A B.C. PRODUCT"



An exclusive Chisholm feature—protects against moist atmospheric conditions, gives thrilling fidelity of tone. Chisholm_ RADIO

Unquestionably the Finest Radio within its price range



CHESTERFIELDS BEDS — SPRINGS — PILLOWS

> MADE IN B.C. "Best for the Rest of Your Life"

RESTMORE MANUFACTURING CO. LIMITED

1000 PARKER STREET

VANCOUVER

Famous Family B. C. Produ REG. TRADE MARK

B. C. products will stand the

HEDLUND'S MEAT BALLS A delicious, top favorite-ready cooked LARRENT OF

We encourage industries to lo- British Columbia

cate in British Columbia - we quality products made



HEDLUND'S SANDWICH SPREA Several tasty varieties

B.C. products will

Buy the home pr

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Packers of DELICIOUS MEAT PRODUCT

