McRAE MOTORS LTD.

suppliers of

General Motors Equipment

to the

W. H. MALKIN CO.

LIMITED

Extend hearty congratulations on the official opening of MALKIN'S BIG NEW WAREHOUSE.

LOOK FOR THE TRUCKS

with the

MALKINS

SIGN

Lindsay's Cartage

AND STORAGE CO. LTD.

Truckers from Warehouse to Grocery Store

EXTEND SINCERE COMPLIMENTS TO

The

W. H. MALKIN CO. LIMITED

on the official opening of their new modern warehouse

Congratulations

to the

W. H. MALKIN

CO. LIMITED

ON THE OFFICIAL OPENING OF THEIR BIG, NEW AND MODERN PRINCE RUPERT WAREHOUSE

WE WISH YOU EVERY SUCCESS

Northern B.C. Power

COMPANY LIMITED

Electrical Contractors

Corn Cooked, Canned, Boxed In Two Hours After Picking

Canneries, with the help of fast fingers and ultra-modern machines, can pick, denude, cream and can corn in an hour or less.

They have it cooked, labeled and in boxes in two hours.

Because the sweet sugars start turning to starches the minute the fruit is picked, canneries are of necessity situated right in the heart of the corn belt. Corn must be canned at its sweetest.

It is rushed from the farms by trailers and on arrival, taken up a conveyor chain and run through huskers where first butts are cut to easily remove all clinging silk threads. Then husks are discarded by rubber rollers.

Women working with lightning speed sort and throw out immature or imperfect cobs, after which the good ones are run through 100 pounds of water pressure to be thoroughly cleansed.

Trained eyes select the most even cobs of corn from the belt line, where workers grind them to the same size and place them on ice to be sold frozen.

The remainder rush through spring-set cutters which clip off kernels in less time than it would take junior to open his mouth for the first bite.

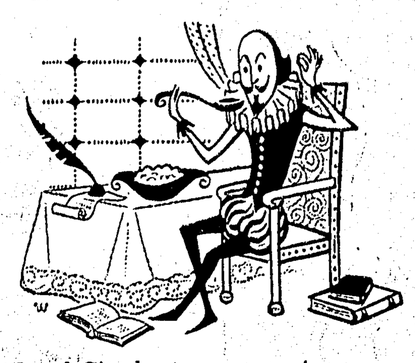
Though the same machine is used for creamed or kernel corn, springs are set at different depths. When it's kernel corn they're creating, the clippers take shallow bites, leaving a certain amount of corn on the cob.

A silker and magnet ensures that no metals or threads remain with the food before kernels are mixed with salt, sugar, pinches of starch and boiling water and sent to a viscosity regulator.

This last machine checks proportions of corn and cream before being canned and sealed and crowded into huge baskets.

The baskets are then placed in still greater pressure cookers and steamed at 200 degrees for 64 minutes. When stop watches, set for each machine, call the corn cooked, the cans are run through cold water, labeled and packed.

admitted Will Shakespeare:



"Royal City kept me on my toes
To write my famous verse and prose."

ROYAL CITY

CANNED

PEAS AND CARROTS

9640

More Canadians Using Windsor Salt

MONTREAL — (WS) — Grocers from coast to coast in this booming country report more and more Canadian housewives are using WINDSOR SALT for all their cooking and table needs. When asked by the grocers to list some of the uses for the product, housewives had many suggestions to suggest:

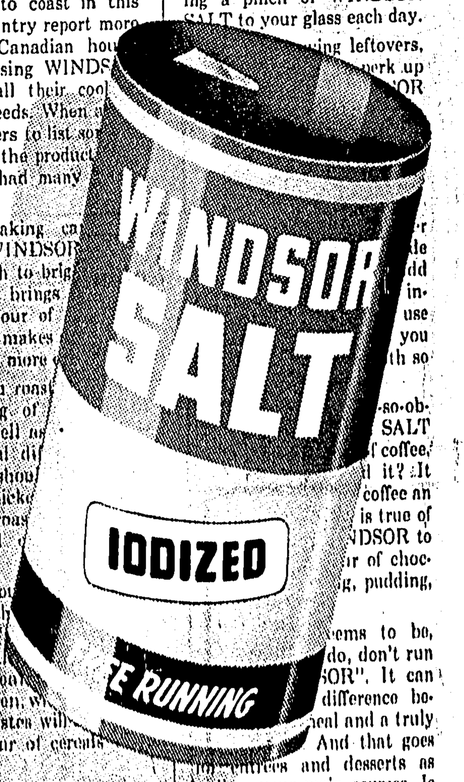
When making candy, a pinch of WINDSOR SALT can do much to bring out flavour. It brings out the natural flavour of the other ingredients, makes candy more delicious.

When you roast meat, a sprinkling of WINDSOR SALT as well as pepper makes a real difference in seasoning. Also, when the chicken is ready to roast, if you spread a little butter.

When you [illegible] cereals for breakfast, WINDSOR SALT [illegible] something [illegible] porridge [illegible] Even children, with sensitive tastes will [illegible] extra flavour of cereals [illegible] salt.

The popularity of fruit juices at breakfast is constantly growing in Canada. Orange juice, tomato juice, apple juice, even grapefruit juice are great favourites. And you'll enjoy them even more if you get in the habit of adding a pinch of WINDSOR SALT to your glass each day.

[illegible] using leftovers, perk up [illegible] WINDSOR [illegible] coffee, [illegible] it? It [illegible] coffee and [illegible] is true of WINDSOR to [illegible] of chocolate, pudding, [illegible] seems to be, [illegible] do, don't run [illegible] WINDSOR". It can [illegible] difference between [illegible] meal and a truly [illegible] And that goes [illegible] entrees and desserts as well as your main courses. Is there a package of WINDSOR SALT on your pantry shelf? Is it nearly empty? Then better make a note on this week's shopping list . . . "1 pkg. WINDSOR SALT".



JACK WOLSTENHOLME . . . Accountant and office manager.

WILLIAM POTTLE . . . Warehouse foreman

Tourists' Letters Describe How Malkin's Jams Make Hit

Unsolicited letters from throughout North America praise Malkin's jams and preserves.

Among those recently placed on file are:

From California: Some friends visiting recently in Canada made us a gift of a tin of your pure raspberry jam. We think it is the best yet and would like to have you ship us several tins to use as Christmas gifts . . ."

"A friend brought us a can of your strawberry jam from Vancouver, this fall. Believe me we have found nothing here to compare with it."

From Oklahoma: "I had the good fortune to acquire a can of your pure cherry jam this summer and was so impressed with its quality would like to be able to add it permanently to my pantry."

From Pennsylvannia: "We've just returned from a trip to your section of Canada and purchased some of your jam. It is so good, I wonder if we could get some through the mail."

From Minnesota: "I was recently given a can of your strawberry jam and enjoyed it very much."

From Iowa: "On a trip to Canada this spring we purchased a few cans of your jam. We found your products exceptionally good . . ."

From Ohio: "A friend of mine recently presented me with a bit of your strawberry jam (yum yum) and I now would like to order some . . ."

"When my husband and I were on our vacation this past summer in Canada . . . we bought a can of your strawberry jam. It was the most delicious strawberry jam we have ever had."

From Illinois: "A tourist brought back a 24-ounce tin of your strawberry jam. I was fortunate enough to be able to sample the delicious contents of the container and resolved to do everything possible to get more of your jam . . ."

"A friend of mine, upon returning from a recent trip to Canada, brought me a can of your strawberry jam. My family consumes quite a sizeable amount of fruit jams and we have never found a strawberry jam to compare."

From Kansas: "I am writing this to ask if there is any way possible to get some of your strawberry jam. My sister was there on a vacation last summer and brought back to me the 48-ounce size. I have a large family and they are crazy about it."

From Wisconsin: "My family vacationed in Canada . . . they enjoyed eating your delicious strawberry jam. In fact they were so delighted with its flavor that they purchased a case of cans . . . and brought it to me."

Berries Chosen For Malkin's Jams Of Top Quality

Therei s a lot more to producing Malkin's pure pams and Malkin's canned fruits and vegetables than the packing process.

To be sure of an adequate supply of choice berries for their strawberry and raspberry jam, Malkin's field men contract with selected Fraser Valley farmers for their whole crop. They keep a careful watch on the crop as it develops. Then they instruct the farmers when to pick the berries so that they are in perfect condition and at just the right point of ripeness for flavor.

As soon as the berries are picked they are rushed to the cannery and carefully washed before the cannery process begins.

The latest available packing equipment has been installed to pack Malkin's Jams and the "line" is almost completely automatic.

MISLEADING NAME

CASTLETON, England (Ⓟ) — A street in this Lancashire town is in the same "shocking state of disrepair" that it was in 1937, a municipal official told other councillors. It's name: Progress street.

Congratulations to

W. H. MALKIN COMPANY'S NEW

Food Distributing Plant

on its Opening, from

DUSTBANE CO. OF B.C. LTD.

Manufacturers & Distributors

Disinfecting
Cleaning
Sweeping
Dusting
Mopping
Waxing

SUPPLIES AND EQUIPMENT

Congratulations to . . .

the W. H. Malkin Co. Ltd.

on the opening of their

NEW WAREHOUSE

from JOHNSON'S WAX

EVERYBODY ASKS FOR

GOLD MEDAL MALT EXTRACT

GET IT AT YOUR LOCAL FOOD STORE

MANUFACTURED BY GOLD MEDAL MANUFACTURING LTD.

1130-34 Homer Street Vancouver

OUR BEST WISHES TO

W. H. MALKIN & CO.

ON THE OFFICIAL OPENING OF THEIR

NEW WAREHOUSE

FROM

BURNS & CO. LIMITED

THE PIONEER MEAT PACKERS OF CANADA

MAKERS OF THE FAMOUS

SHAMROCK BRAND PRODUCTS

AND

PANTRY SHELF CANNED MEATS

CONGRATULATES

THE W. H. MALKIN COMPANY

Who have expanded their facilities in Prince Rupert to keep step with the increased growth in this prosperous market.

When Shopping Look For These

Famous Quaker Brands

- ★ QUAKER ALL PURPOSE FLOUR
- ★ NEW INSTANT QUAKER OATS
- ★ NEW QUAKER CORN FLAKES
- ★ QUAKER PUFFED WHEAT
- ★ QUAKER PUFFED RICE
- ★ QUAKER CORN MEAL
- ★ AUNT JEMIMA PANCAKE FLOUR
- ★ QUAKER (MUFFETS) SHREDDED WHEAT
- ★ NEW AUNT JEMIMA BUTTERMILK PANCAKE MIX

THE QUAKER OATS COMPANY OF CANADA LTD.

Peterborough Saskatoon