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*"The House  
Behind  
the Goods"*

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district with most of its requirements, Vancouver soon became the dominating factor, and in a few years was supplying at least 85 per cent. of that district's requirements.

SINCE that time the progress of British Columbia has been steadily gaining momentum. We have always endeavored to keep abreast of the times, and from our very modest beginning in 1895 we can now look back with a certain amount of satisfaction on the growth of our business. The building of a business is not the erection of a pile of bricks and mortar and the installation of office fixtures or wagons. We believe to be a real success it should be a living organism, reared through years of experience to be a distinct entity, having character and physical and mental properties. Not in a night can a business acquire stability and reputation for good service. These qualities come gradually, as the business develops and builds itself up, and while we have a certain amount of pride in the physical growth and expansion of this business because it denotes that the principles on which it was founded were sound, we take a far greater pride in whatever character and physical and mental properties we have been able to develop. The principle of a "square deal" has always been kept to the forefront. Our watchwords have been "Quality, Service and Price" and we have always endeavored to use the words in the order in which they are written, Quality first, Service second, and Price last. Bearing this point in view we adopted the slogan "The House Behind the Goods" on all our advertising, because we believe that once you can establish the character of a house, and that house agrees to stand behind the goods, the customer can always rest assured that the quality of the goods will be right. We are proud to believe that "Malkin's Best" in the circle, so well known now throughout the province, does carry with it a guarantee of value,

