

I AM one of five men who started to work with the McCormick Company almost fifty years ago. At first we had nothing but a small kitchen, but it was clean. Even from the very first, scrupulous cleanliness was insisted upon. Everything was done with a view to making McCormick's Biscuits as clean and palatable as could be. We used only those materials such as the housewife herself buys. After forty-nine years, the policy of the house, I am glad to say, hasn't changed any in that respect. Other things of course have, and the result as expressed by the new factory clearly indicates, I think, that our methods have been sound, and because sound, successful.

*Thomas Duff*

Past Superintendent

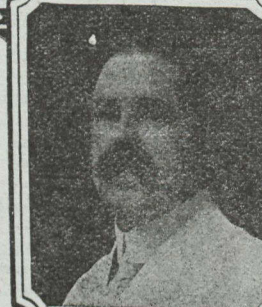
Commenced 1866; now retired. Still active in an advisory capacity and still on the pay roll.

McCORMICK MFG. CO., Limited LONDON

*"Its doors are open to all;  
its safeguards protect all"*

## A snow-white home for a pure food

HERE at least is one place where cleanliness is not an afterthought. The factory itself is situated right on the edge of the country. Its equipment is the marvel of visitors. Forty thousand feet of glass flood the whole interior with sunshine and pure air. The tiled walls are white enamelled. The employees—men and women—are spick-and-span in spotless white uniforms—everything is done to secure hygienic cleanliness in every department. For all these precautions, however, our customers do not pay one cent extra. A box of McCormick's Sodas can still be had for as low as 5c. When you are fortunate enough to be able to get purity and cleanliness in biscuits for so little, don't you think you owe it to yourself to at least give them a trial?



AS the present superintendent of the new McCormick Biscuit Plant it has been my privilege to have assisted in its planning. On frequent occasions, before the factory was built, I travelled with the manager through England, Ireland, Scotland and Europe, also in the United States. We visited perhaps a hundred biscuit factories, including the leading bakeries of the world, and I believe that in most respects this new snow-white building surpasses them all. The employees are exceptionally well provided for and the equipment is all that good equipment should be. The biscuits will speak for themselves.

*Chas. F. Benson*  
Present Superintendent

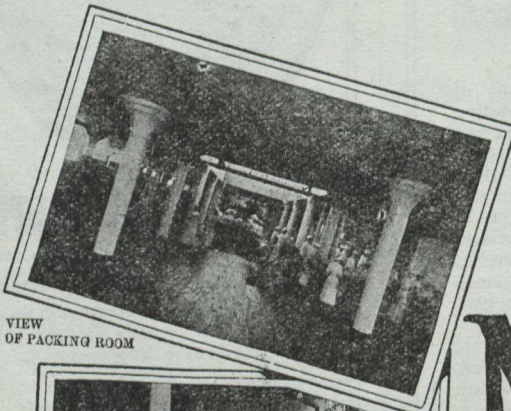
McCORMICK MFG. CO., Limited LONDON

The McCormick Manufacturing Company, Limited  
General Offices and Factory:  
LONDON, ONT., Can.



Branch Warehouses:  
Montreal :: Ottawa  
Hamilton :: Kingston  
Winnipeg  
Calgary :: Port Arthur  
St. John, N.B.

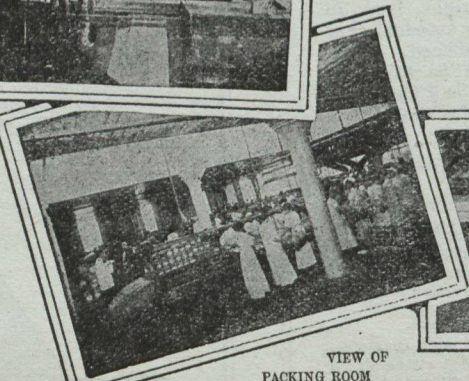
# McCormick's Jersey Cream Sodas



VIEW OF PACKING ROOM



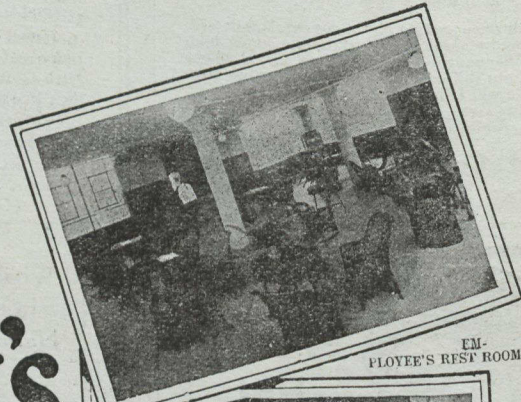
THE PACKING MACHINE



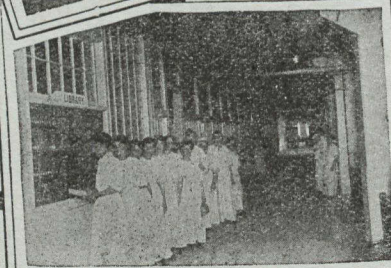
VIEW OF PACKING ROOM



THE BAKERY



EMPLOYEE'S REST ROOM



LIBRARY



EMPLOYEE'S LUNCH ROOM