



"THE 
HOUSE
BEHIND
THE 
GOODS"



25TH ANNIVERSARY

TWENTY-FIVE YEARS SERVICE

1895  1920

Commemorating the Twenty-fifth
Anniversary of the Founding of

THE W. H. MALKIN COMPANY LIMITED

Wholesale Grocers and Importers
Tea Blenders and Coffee Roasters

Vancouver : British Columbia

DIRECTORS

THE W.H. MALKIN COMPANY
LIMITED



J.F. MALKIN
SECRETARY-TREASURER



W.H. MALKIN
PRESIDENT



H.W. TAYLOR
ASST. MANAGER &
SALES MANAGER



J.P.D. MALKIN
MANAGER

BEING A FEW PICTURES OF
THE PEOPLE BEHIND
"THE HOUSE BEHIND THE
GOODS" AND SOMETHING
ABOUT ITS HISTORY FROM
BIRTH, A QUARTER OF A
CENTURY AGO, TO THE PRE-
SENT DAY, ALL OF WHICH IS
PRESENTED ON THE OCCA-
SION OF ITS TWENTY-FIFTH
BIRTHDAY

E. MUNTON
CREDIT MANAGER

H.C. ADAMS
ACCOUNTANT

F. MCINTYRE
BUYER

**Heads of
Departments**

H.F. RYALL
WAREHOUSE MANAGER

W. RALPH
PUBLICITY MANAGER

H.E. DEWOLF
ASSISTANT SALES MANAGER

T. ELLIOTT
MANAGER CONFECTIONERY DEPT.

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"The House
Behind
the Goods"

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T is just twenty-five years ago that the founders of The W. H. Malkin Co., Limited, whose quarter century birthday the publication of this booklet commemorates, arrived in Vancouver and began business at No. 117 Water Street under the name of Osmond Skrine & Co., which in two years was changed to W. H. Malkin & Co. and in 1901 incorporated as The W. H. Malkin Co., Limited.

WE THINK it right and fitting at this time to lay before our many customers a few facts regarding the history of our Company and its present standing. At the outset we would point out the difficulty there is in writing an autobiography of a business without exhibiting a certain amount of pride and egoism; but we would like our readers to realize that our idea is to present the picture without any undue or exaggerated color, and allow the facts to speak for themselves. Whatever has been accomplished does not represent the efforts of any one man, or any small group of men, but rather an association of complete, loyal and efficient men who have merely made use of the commercial and financial progress of the province of British Columbia with the idea of building up a sound, efficient and service-giving institution. In fact, we have simply pulled out into the broad stream of prosperity which has been flowing through British Columbia and been carried along safely and successfully on its broad bosom.

IN THE year 1895 the population of Vancouver was only 15,000 people; the Kootenay district was only just beginning to be developed, and the Yukon district was hardly spoken of. In 1896-7 the Kootenay country was brought into closer touch with Vancouver, and that country, which had been supplied in the past from Spokane, began to look to Vancouver for her supplies. From 1898 the Yukon became very prominent in the eyes of the world, and, although Seattle at the beginning supplied this



C. McINTYRE

O.J. SPARROW

K.F. OXLEY

*City
Sales
Staff*

G.A. LOUGH

J. BEVERIDGE

W.M. NAUGHT

NORMAN EWART

W.J.A. EWART



A. CLARKE

J.V. SCRIVERER

C.E. IMESON

*Country
Sales Staff*



C. R. YOUNG



G. W. HICKS



C. E. SCRIM



F.V. DELCOURT

COAST POINTS



W. E. SCHWANZ



W. H. HEIGHTON

FRASER VALLEY



C. BISHOP

E. O. WHITE

W. H. EDGAR

P. WALLIS

Office Sales Staff

C. E. WALSH

E. J. JARDINE

S. WESTERN

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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,





CORNER of
TEA BLENDING ROOM

F. T. ORCHARD
SPECIALTY
SALESMAN

H. W. LIGHTFOOT
MANAGER,
TEA & COFFEE
DEPT.

CORNER of
COFFEE ROASTING
& GRINDING ROOM



"The House
Behind
the Goods"



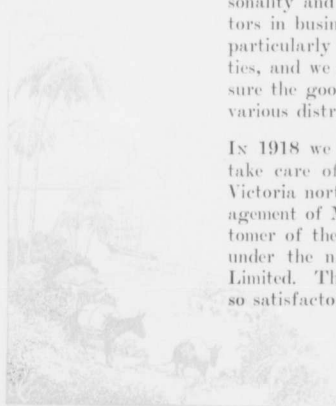
and it will always be our desire to uphold its high standard.



THE GROWTH of the business can best be visualized by referring to a few facts: From a one-storey building, thirty-three feet in width, the Company has grown to occupy to-day a building of seven stories, one hundred and thirty-two feet square, representing a little less than three and one-quarter acres of floor space, and employing 150 persons. The distribution and delivery of goods was taken care of twenty-five years ago by one two-horse waggon. To-day we have, as you will notice from one of the cuts, seven auto trucks and two drays. This outfit enables us to ship with great promptness, and we try to live up to the formula of "Ship to-day is the Malkin way."

WE NOW have twenty-five commercial travellers continually in the field visiting every point at stated intervals from the Yukon in the north to as far east as Moose Jaw, Saskatchewan. We are very proud of our travelling representatives. We like to think that they represent not only the goods, but the character of the house, and we think we have been very fortunate in surrounding ourselves with the high type of men we have been able to secure. After all, personality and tact are two of the greatest factors in business, and we feel that our men are particularly well endowed in both these qualities, and we owe to them in a very large measure the good name we believe we enjoy in the various districts which they visit.

IN 1918 we started a branch in Nanaimo, to take care of Vancouver Island business from Victoria north. The branch is under the management of Mr. Geo. S. Pearson, a valued customer of the firm for many years, and is run under the name of The Malkin-Pearson Co., Limited. The business of this branch developed so satisfactorily that this year we have built a



TWENTY-FIVE YEARS OF GROWTH



MALKIN'S
1895



MALKIN'S
1896



MALKIN'S
1900

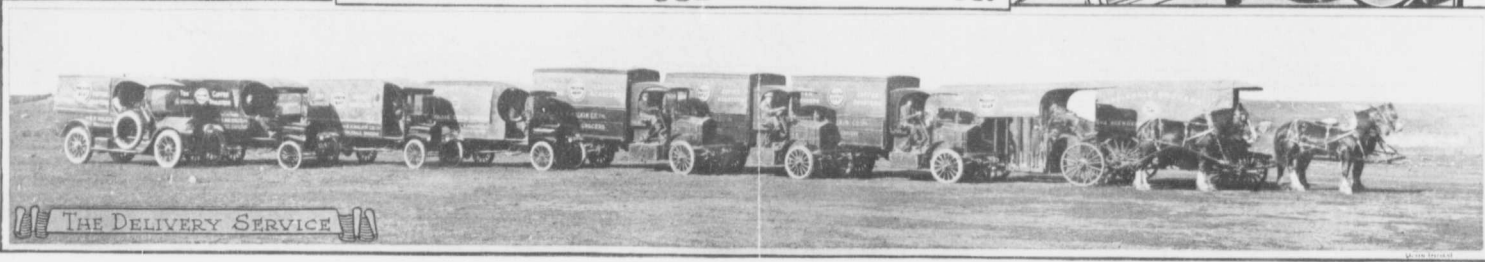


MALKIN'S in 1920



MALKIN'S
1907

GROWTH OF FLOOR SPACE	
YEAR	Sq. FEET
1895	3,300
1896	11,880
1900	23,760
1907	60,984
1913-20	121,908



THE DELIVERY SERVICE



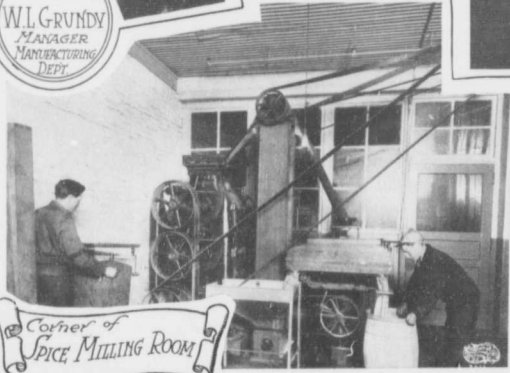
*Corner of
BAKING POWDER
& BLENDING ROOM*



*W.L. GRUNDY
MANAGER
MANUFACTURING
DEPT.*



*F.L. GRUCHY
SUPERINTENDENT
of FACTORY*



*Corner of
SPICE MILLING ROOM*

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large warehouse situated on the railway track and admirably fitted for the carrying on of a successful wholesale business.

JOHN RUSKIN said: "Five great intellectual professions have hitherto existed in every civilized nation—

1. Soldiers to defend it.
2. Merchants to provide for it.
3. Pastors to teach it.
4. Physicians to keep it in health.
5. Lawyers to enforce justice in it.

And the duty of all these is, on occasion, to die for it."

It is noteworthy that Ruskin puts the merchant as second in the five great intellectual professions; the merchant comes before the pastor, physician and the lawyer. The position of the wholesale and retail grocer in the community is of prime importance. If you close the doors of the wholesale and retail merchant, the people will starve. Many hard things have been said of the middleman during the last five years, but the more one thinks about, and looks into, the situation, the more one realizes that since we must "eat to live" the feeding of the people is one of the most important functions in the state, and those of us who are in the business should endeavor to elevate it to as high a standard as possible. The old idea of buying and selling at a profit, regardless of quality or service, is a relic of the past, and to-day the man who is engaged in the wholesale grocery business, and who does not treat his business as a science, will soon discover that he has no business. After twenty-five years' experience in the wholesale grocery business, we still feel we have many things to learn.

A GLANCE at the list of countries from which we obtain supplies and the manufacturers whose products we sell, shown elsewhere in this book,





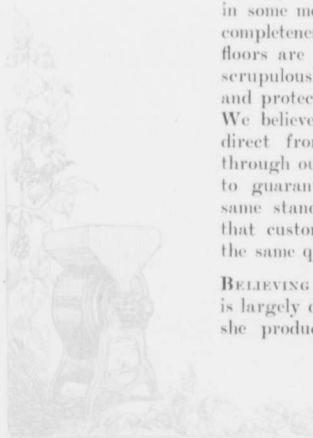
MALKIN'S COMMERCIAL HOCKEY LEAGUE CHAMPIONS 1919-1920

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will give some indication of the far-reaching channels of trade through which we operate. The assembly of a large quantity of goods from all over the world for the purpose of redistribution is no small task and requires a great deal of expert knowledge of countries of growth and production and technical knowledge as to qualities, etc.

In 1905 we felt that if we were going to be able to guarantee the quality of the goods on which we put our own label, we must manufacture them ourselves, and we installed a modern and up-to-date tea and coffee roasting and grinding plant on the sixth floor of our building. The growth of the business made this plant inadequate in a few years, and in 1915 we installed a modern and thoroughly complete factory, including spice mills, pepper mills, baking powder and other machinery for manufacturing grocers' sundries of various kinds. We are very proud of this factory, and believe it is one of the most sanitary and hygienic plants in Canada to-day, and we would like every person with whom we do business to inspect it, and any customer of ours will be welcome at any time and shown over the factory. We represent scenes in this booklet which will in some measure give an idea of the factory's completeness and appointments. Hardwood floors are laid throughout, and they are kept scrupulously clean. The factory is well lighted and protected from all fire risks by sprinklers. We believe that by supervising our products direct from their source and putting them through our own hygienic factory, we are able to guarantee them without reserve, and the same standard is maintained continuously, so that customers can always depend on getting the same quality repeated.

BELIEVING that the prosperity of the province is largely dependent upon the amount of goods she produces herself, we favor at all times



C DELCOURT, P.

A. EWART CAPTAIN

F. SAGER, P.

L. FOLEY CATCHER

K. CLARKE 1ST BASE

R. ESPLIN 2ND BASE

R. MACKEN S.S.

M. BALL 3RD BASE

C. MCCONVEY 3RD BASE

F.V. DELCOURT C.F.

W. DOYLE R.F.

C. BANCROFT MASCOT

C. HUGHES L.F.

MALKIN'S
BASEBALL CLUB
CHAMPIONS COMMERCIAL LEAGUE 1916

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 goods of local production, and it is satisfactory to note that we are able to handle ever-increasing quantities of local British Columbia goods, such as jams, marmalade, canned fruits, honey, dried peas, beans, canned vegetables and confectionery.

WE HAVE already mentioned something of the character of our travellers who come in contact with our customers, and we should like to say a further word in reference to our employees generally. We have at all times endeavored to make The W. H. Malkin Co., Limited, not a mere place in which to work, but an organization of contented, loyal people, and we hope that our efforts have borne some fruit. Some indication of our success, perhaps, may be found in the "Old Guard," the hockey and baseball teams, and the picnics of our employees and their families which have been held from time to time. We believe that no organization ever got together has developed a finer spirit of loyalty and *esprit de corps* than is to be found in our organization.

THE "OLD GUARD" is a body of which we are more than ordinarily proud. It now numbers fifty employees and represents those who have been in the Company's service over four years and up; some have been with us, we are glad to say, for nearly twenty years, and nearly a dozen more than ten years. To members of the "Old Guard" we give a bonus for faithful service amounting to the same percentage as the declared dividend of the Company and paid on an amount equal to fifteen per cent. of the employee's wages from the time he entered the employ of the Company.

WE CANNOT speak too highly of our "Old Guard" and we feel that they, in a large measure, have been responsible for any success we may have secured during the last twenty-five years. This Association has a visiting, social and welfare committee, and a banquet is held



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**MALKIN'S BEST
PRODUCTS**

HIGH H/T

55%

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"The House
Behind
the Goods"

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every year, at which emblems and bonus cheques are distributed, and at which the best of feeling is exhibited between the various members of The W. H. Malkin Company's family.

RECENTLY we inaugurated a further plan of insuring all employees who have been with us six months or more, the amount varying from \$500.00 in the case of those who have been in our employ for more than six months, up to \$3,000.00 in the case of employees who have been employed fifteen years or more.

WE HAVE always been keen on sports, and our employees have made names for themselves in Vancouver. Ice hockey was started in 1916, when our team won second place in the Commercial league of Vancouver. The following season it was successful in capturing the cup in the same league, and this year we are proud to say we have just received information that our team has again been successful in capturing the cup, which now occupies a prominent place in our main office. We have had a team in either the Commercial or Wholesale baseball league since 1909, except that on account of so many men being absent on active service in 1918, and not having all returned in 1919, no team was in the field during these two years. We hope, however, to put one in the running for the cup during the current year, 1920. The record in baseball is as good as that in hockey. In 1916 our team won the Commercial and City championship. We are proud to note that of the 1915 team every player but two served overseas, possibly a record in British Columbia, if not in Canada.

FROM the welfare and social activities of our employees we feel that we have been well rewarded by the spirit of good fellowship permeating our Company. We believe our employees think of The W. H. Malkin Co., Limited, as "Our Company," and this feeling is one of our greatest assets.



MALKIN'S
KIOSK
at the
VANCOUVER
EXHIBITION

The W. H. Malkin Company, Limited, Factory Products

Vinegar	Baking Powder	Mustard	Table Syrup
Essences	Custard Powder	Honey	Sauce
Spices	Lemonade Powder	Jelly Powder	Drug Sundries,
Coffee	Pancake Flour	Salad Oil	Glycerine, Borax
Tea	Cocoa	Cream of Tartar	etc.

Countries from which we import Raw Materials for our Factory

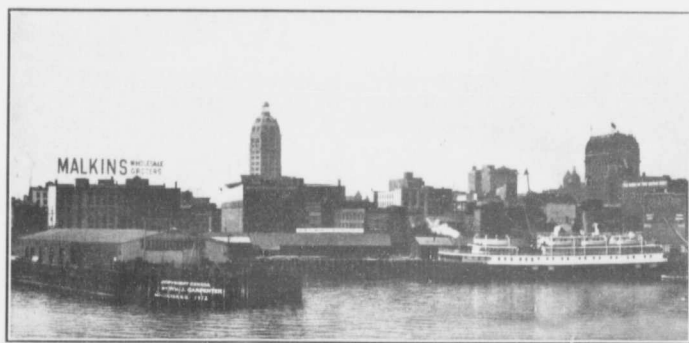
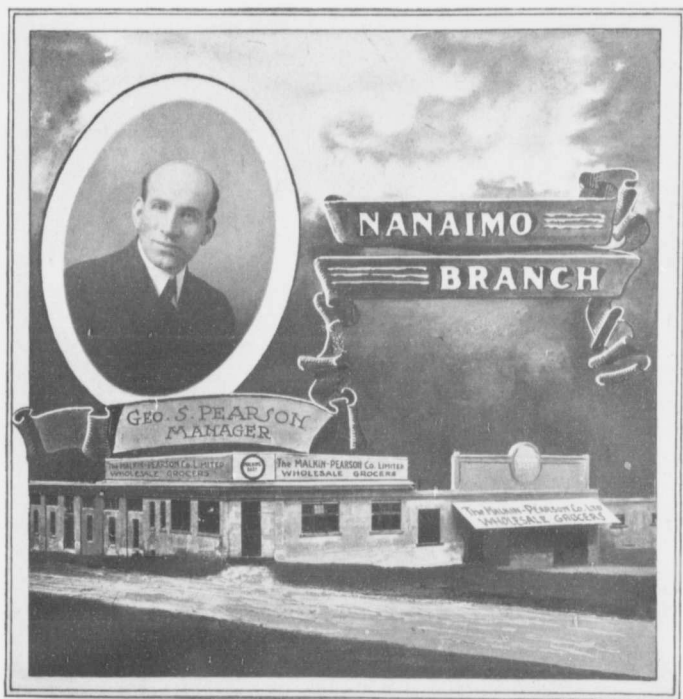
TEA—India, Ceylon, Java, Sumatra, China, Japan.	VANILLA BEANS—Mexico, Reunion, Guadeloupe, Sechelles.
COFFEE—Java, Arabia, Mexico, Guatemala, Salvador, Nicaragua, Brazil, Colombia, Venezuela, Dutch East Indies, Liberia.	GELATINE—England, Australia.
SPICES—India, Ceylon, China, Japan, Straits Settlements, Dutch East Indies, Celebes, British East Africa, Zanzibar.	CREAM OF TARTAR—France.
	ARROWROOT—Australia.
	COCOA—England, Holland.
	CITRIC ACID—England.
	CORNS—Spain.

List of Countries from which Goods are Procured

SAGO AND TAPIOCA—Singapore.	SARDINES—France, England, Norway and Japan.
JAMS—British Columbia, England, Australia, Eastern Canada and Hawaiian Islands.	DRIED FRUITS—Principally from California with the exception of Cluster Raisins which come from Spain and Lexia Raisins from Australia.
MARMALADE—British Columbia, England, Scotland, Australia and Eastern Canada.	CURRENTS—Australia and Greece.
DRIED GREEN PEAS—British Columbia, United States and Japan.	CANNED FRUITS—British Columbia, Ontario and United States, principally from British Columbia.
RISE—California, Japan and China.	CANNED VEGETABLES — Principally British Columbia.
WHITE BEANS — British Columbia, California, Ontario, Japan, China and Manchuria.	HONEY—British Columbia, Ontario, and Australia.
CONFECTIONERY — British Columbia, Ontario, United States, England and Scotland.	PICKLES—British Columbia, Ontario, United States and England.
COCOA—Ontario, Holland, England and United States.	SALT—Ontario, California and England.

List of Selling Agencies

CADBURY BROS., LTD., Bournville, Birmingham, England — Makers of Chocolates and Cocoa.	STERLING CANDY COMPANY, Vancouver, B. C.—Manufacturers of Chocolates and Boiled Drops.
PEEK FREAN & Co., LTD., Drummond Road, London, S.E. — High-class Biscuit Manufacturers.	METCALFE CANDY COMPANY, Kitchen-er, Ontario — Manufacturers of High-class Chocolates.
CLIVERS & SONS, Histon, Cambridge, England—Marmalade, Jam, Lemon Syrup, Lemonade Powder, Sherbets.	A. B. C. PACKING COMPANY, Vancouver, B. C.—Packers of Sovereign Brand Salmon.
CALIFORNIA FRUIT GROWERS' EXCHANGE, Woodstock, Ontario — Manufacturers of Sunkist Marmalade.	PENICK & FORD, LTD., New Orleans— Aunt Dinah Molasses.



VANCOUVER WATERFRONT SHOWING HARBOR AND LOCATION OF MALKIN'S, 1920

HR
HD9325
C24
M25
1920



R. P. LATTA
& COMPANY
VANCOUVER