

About Bicks : "price will be long forgotten when quality is still remembered..." / Bicks Pickles.

Contributors

Bicks Pickles (Firm)

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Continental Section

$\frac{1}{4}$ DILLS: Cucumbers fresh picked from the field, quartered, mildly and delicately spiced, and pasteurised to maintain lasting flavour and crispness.

BABY DILLS: Again fresh picked but these are the whole baby cucumbers.

POLSKIE OGÓRKI (Polish Gherkins): These are the whole cucumber with slightly stronger spicing than the other dill pickles, and are packed in Bick's exclusive barrel jar, the 68oz. pack having a special plastic "carry home" handle.

SAUERKRAUT: Continental style shredded cabbage with a slice of red pimento to give extra eye appeal and packed in the barrel jar. This is Sauerkraut in the old fashioned manner.

SWEET PIMENTOS: An exciting and colourful garnish for all hot dishes and thinly sliced adds subtle flavour to salads.

SWEET BANANA PEPPERS: Like all the peppers these are still specially grown around the Bick farm in Ontario and will provide continual enjoyment to the discerning palate.

Some Like it Hot!

HOT CHERRY PEPPERS Fresh grown peppers from the Bick farm

HOT BANANA PEPPERS these really are HOT!

HOT MIX PICKLE Cauliflower, onions, carrots, cucumbers, peppers and green tomatoes. Very colourful — hot too!

*If you have any difficulty in obtaining Bick's Pickles please contact:—P.R.O. Bick's Pickles
79 Wigmore Street, London, W.1*

ABOUT BICK'S

"Price will be long forgotten
when quality is still remembered . . ."

... BICK'S PICKLES are vacuum packed, contain no artificial preservatives whatsoever, and all are pasteurised for your protection. All these products taste best when served cold so after opening it is recommended that they are kept in a very cool larder or refrigerator.

In Canada, after a scratch start Bick's are now firmly established as the brand leaders . . . so much so that Canadians now refer to quality pickles as "Bickles." It was only in 1950 when the Bick family packed their first jar of pickles. At that time Walter Bick was a small farmer in Ontario, and when faced with a glut crop of cucumbers he decided to pack a few pickles as an alternative to ploughing them in. To-day he is Canada's largest pickle manufacturer and Bick's products account for over one third of the total Canadian pickle trade. Drive and enthusiasm is a part of the story but it is QUALITY that has taken them to the "Top" of the Canadian market, and at the present time Bick's are shipping to all parts of the world.

The Mass Sellers

HOT DOG RELISH : This item contains diced cucumber and pimento in a mild mustard sauce. It is ideal as a sandwich spread, with ham, fish and of course hot dogs.

HOMESTYLE TOMATO PICKLE : This is one of our most delicious relishes made to a Canadian recipe belonging to the early settlers, and is just like an old fashioned home made chutney.

CORN RELISH : Corn on the Cob —off the Cob and gently pickled — deliciously spiced and most unusual. This is delicious with all cold meats, cheese and fish and is rapidly growing in popularity.

CU-BITS RELISH : So named because it contains cucumber and pimento diced into tiny "cubed bits"— a delicious, very crisp and sweet relish exclusive to Bick's. It is especially good eaten with cheese and should be tried with roast lamb instead of mint sauce as a delightful change.

YUM YUM: This is made from fresh picked cucumbers — sliced, sweet and spiced. Cold beef and YUM YUM is something not to be missed, or just eat it by itself by the forkful!

SWEET PRAIRIE CHOW CHOW : This is made from tomatoes, with pimentos, celery and onion and is a treat with all cold meats and salads. This is a traditional favourite in the Prairie provinces whence it takes its name.

SWEET MIX PICKLE : Mixed pickles containing cucumber, cauliflower and onions. The feature here is the sweet fresh crispy taste, and as in all Bick's mixed pickles, the cucumber is cut with a serrated knife to give a fine zig-zag cut.

SWEET MUSTARD PICKLE : Like the Sweet Mix, but with a mild mustard sauce to add piquancy.

MIXED PICKLES : These again contain cauliflower, cucumbers and onions, but with "sour" vinegar added, giving a crisp sharp flavour.

SWEET GHERKINS : Small tender and very crisp these are ideal with all meats and salads.

5 Party Partners

PIMENTO STUFFED GHERKINS
COCKTAIL GHERKINS
SWEET COCKTAIL GHERKINS
COCKTAIL ONIONS
SWEET COCKTAIL ONIONS

These lines are self explanatory and are ideal for all parties making a wonderfully colourful display or for garnishing cold meats, fish, etc