

Mr. Kempff, Consul General,

The German Consulate,

1440 St. Catherine Street, West,

317, Keefer Buildings,

M O N T R E A L

C a n a d a

P. & S. Plum Ltd.
28, St. Annæ Plads
Copenhagen

K
COBENHAGEN
28, ST. ANNÆ PLADS
P. & S. PLUM, LTD.

To
the President of the German Association,

Canada

P. & S. PLUM, LTD.

28, ST. ANNÆ PLADS

COPENHAGEN

DENMARK

FOUNDED 1872

TELEGRAPHIC
ADDRESS:
"PLUM"
COPENHAGEN

CODES: ABC 5th ED. & IMPR.
ABC 6th EDITION
BENTLEY'S CODE (COMPLETE)
BENTLEY'S CODE (SECOND ED.)
PRIVATE

BUTTER,
CHEESE,
MILK AND CREAM,
CANNED MEATS,
ETC.

Buy DANISH —

and say "PLUMROSE" Brand

BUTTER

salted or unsalted.

PACKED IN CASKS OF
1 CWT., KEGS OR CASES OF
56 LBS.

ALSO IN PACKETS AND
CARTONS.

TINNED BUTTER A SPECIAL-
ITY.

CHEESE

SWISS WHEELS
(EMMENTHAL TYPE)

BLUE CHEESE
(ROQUEFORT TYPE)

TILSITER

MÜNSTER

GOUDA

EDAMS

PROCESSED CHEESE

MILK

CONDENSED SWEETENED
FULL CREAM

EVAPORATED UNSWEETENED
FULL CREAM

NATURAL STERILIZED FULL
CREAM

CONDENSED SWEETENED
SKIMMED MILK

MILK POWDER

FULL CREAM (HATMAKER)

SKIMMED (HATMAKER)

-- the "PLUMROSE" family!



CREAM

PURE RICH DAIRY CREAM
(PASTEURIZED & HOMO-
GENIZED)

CANNED MEATS

COOKED HAM IN TINS
PICNIC HAM (SHOULDER)
HAM ROLL
LUNCH HAM

VIENNA SAUSAGES
FRANKFORT SAUSAGES
LUNCHEON SAUSAGES
LUNCH TONGUES
ETC.

BACON

GAMMONS, BACKS,
MIDDLES, STREAKS, ETC.

PIGS FEET

MESS PORK

BARRELLED BEEF

DELICATES- SEN

PÂTE DE FOIE TRUFFÉ
DELICACY SANDWICH PASTE
PÂTE DE HORS D'OEUVRE

SALAMI SAUSAGES

FARMER SAUSAGES

WHITE ROLLED OATS
in tins

CRISPBREAD in tins

P. & S. PLUM, LTD.

The firm of P. & S. Plum, Ltd. was founded 1872 and thus for more than two generations has been in the front among leading Provision Houses.

The export trade originally was concentrated on Danish Butter, and still the said article is foremost in the field of activities. Together with associated houses P. & S. Plum, Ltd. to-day handle the total output of Butter from abt. 200 Creameries in Denmark — Or, in other words, almost 20 000 000 kilos Danish Butter per year.

Also, through a special Department, a large volume of business is transacted in foreign Butters of different origin.

With the introduction of condensing plants for Milk and Cream, activities were extended to the said products, and P. & S. Plum, Ltd. are proud to be among the pioneers in Oversea export of Canned Milk of Danish manufacture. Long experience coupled with an up-to-date factory now signify the different "Plumrose" Milk products.

The manufacture of Canned Meats is another of the activities of the Firm. Thorough experience aided by the uniform and outstanding quality of the raw-product has made possible the manufacture of a variety of tasty cooked Meats and Delicatessen that are gradually making "Plumrose" Canned Meats another household word. — The further growth of this successful Department is indeed a worthy ambition of the Firm.

Of importance is also the Cheese Department, handling a variety of internationally known Cheeses, but all of Danish manufacture. Roquefort type (made of Cow's Milk), Emmenthal, and Gruyère, Tilsiter, Munster, etc. Though a Department of recent date a substantial and promising export has already been established.

In conclusion may be mentioned the "Plumrose" Rolled Oats, "Plumrose" Crispbread, and the export — as sole-agents — of Ham & Bacon Slicing Machines of Danish make. Products which all form a natural link to the wide activities of the old Firm.

P. & S. PLUM, Ltd. — the creators of "PLUMROSE" Products

P. & S. Plum Ltd.

*Telegraphic address
"Plum, Copenhagen"*

CODES: A. B. C. 5th EDITION
 > 5th > IMPROVED
 > 6th >
BENTLEY'S COMPLETE
BENTLEY'S SECOND
RUDOLF MOSSE &
PRIVATE

*Copenhagen K.
28, St. Anna Plads.*

DENMARK

NOTE: PLEASE STATE EXACT ADDRESS

20th January 1936. No.94.

The President of the German Association,

Dear Sir,

Importation into Germany of Butter, Cheese, Coffee, etc. is, as you will know, subject to strict regulations. A certain shortage prevails, and in turn the said goods are on a high level. In order to relieve the situation for families or persons who are not well off the German Government has granted exemptions from the import regulations, to the effect that people living outside Germany can send "Liebesgaben" to relatives or friends in Germany.

We are packers and exporters of Danish Provisions, and from different business friends domiciled outside Europe have been requested to send such "Liebesgaben" to German citizens. We believe that many residents in U.S.A. when informed of the situation would welcome an opportunity of being of some help to friends or relatives in Germany, and therefore we have now organized the forwarding of such "Liebesgaben" on a wider scale.

The exemption granted on the part of the German Government permits "Liebesgaben" of maximum 5 kilos and consisting of Butter, Cheese, Coffee, Tea, etc. Packages which we have sent forward so far have comprised the following quantities:

2 $\frac{1}{4}$ lbs.	(1 kilo)	Choicest Danish Butter.
2 $\frac{1}{4}$ -	(1 -)	Cheese of fancy quality, 45% Butterfat.
1 $\frac{1}{4}$ -	($\frac{1}{2}$ -)	Coffee of fancy quality, in air-tight tins.
$\frac{1}{4}$ -	(1/8-)	Tea of fancy quality.
3 $\frac{1}{2}$ -	(1 $\frac{1}{2}$ -)	Rice of selected quality.

The said quantity will including packing represent close to 5 kilos and will cost \$ 3,00. The said price covers everything and thus also includes postage to any address in Germany, but of course does not comprise import duty, in Germany, if any.

We have also arranged for "Liebesgaben" comprising Butter only, the cost of which is as follows:

2 $\frac{1}{4}$ lbs.	(1 kilo)	of Choicest Danish Butter	- \$ 1.50.
4 $\frac{1}{2}$ -	(2 -)	- - - - -	- \$ 2.25.

Also for the above is packing, postage, etc. included. (Postage alone is close to half a Dollar).

P. & S. Plum Ltd.
Copenhagen

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To any address to which packages are sent we post separately a letter giving the name of the party from whom the "Liebesgabe" is going forward.

Unfortunately we have not the pleasure of knowing the name of your Association or of your goodself, but have not hesitated in bringing to your knowledge the fact of the above exemption from present regulations, as we feel convinced that with information in hand on the subject, you may desire to bring the news before your members. We have applied at Berlin for the names of the leading German papers published in ~~the~~ States, but have not yet received such information, which prompts us to communicate with you.

If the matter finds response among your members we request from you a list with names and full addresses of the friends or relatives in Germany to whom the "Liebesgaben" should go forward. Please state on the list whether the "Liebesgaben" should comprise the 5 kilo package as specified above, or should comprise Butter only, and please include along with your instructions a banker's cheque in settlement of the total amount, at the rate of respectively \$ 3,00, \$ 1,50, or \$ 2,25, as mentioned above.

In the event that fresh regulations might come into operation preventing us from sending forward precisely the goods specified above, we will regulate the "Liebesgaben" accordingly. If fresh regulations in Germany might prevent the dispatch, repayment without any deduction will of course promptly be made to you.

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Our company may probably not be known to you. We therefore take this opportunity of enclosing an illustrated pamphlet showing the goods on which we concentrate as packers and exporters, which pamphlet at the same time gives a short review of our firm. For reference we beg to refer to: Privatbanken i Kjøbenhavn, A/S, Copenhagen, and likewise our firm is well known to the Royal Danish Consulate General at New York City.

We request the favour of your attention in bringing this matter before your members and solicit your news in the course of post, if we can be of service to you.

Yours faithfully,

per pro P. & S. PLUM, LTD

P. Randow