



A MAN IN A FEZ

helps pay a Third of John's Wages

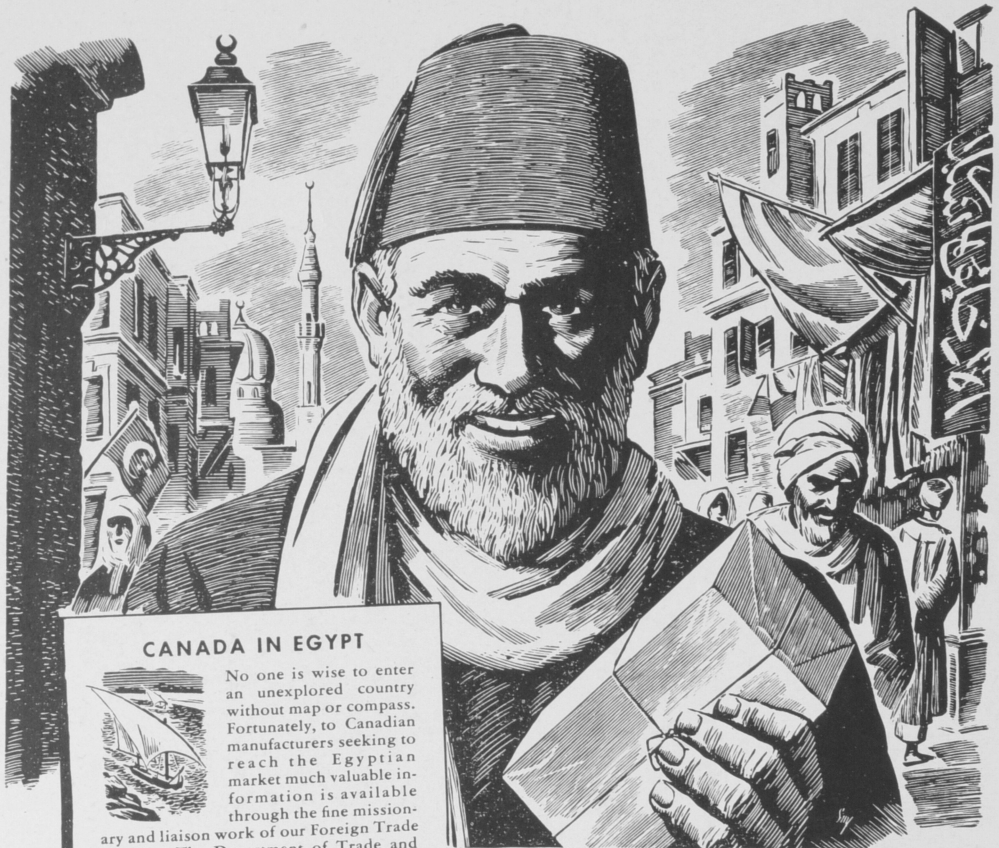
● A Fez . . . a Turban . . . a Beret . . . whatever kind of hat a man wears, whatever country he belongs to, if he buys Canadian goods he contributes to Canada's welfare.

From Egypt to India . . . from China to North Africa and points elsewhere . . . the world is a vast potential market beckoning to Canadian manufacturers. It is a market well worth investigating . . . well worth cultivating . . . because Export Trade already pays one-third of the Dominion's wage bill.

Today, Canada's Export Trade can become greater, more beneficial than ever.

The work of our Foreign Trade Service in so many countries . . . the goodwill-building presence of our armed forces abroad during the recent war . . . have created opportunities for Canadian manufacturers to expand exports and contribute to their own and their country's prosperity.

Weston's, a Canadian institution of world-wide scope and service, fully realizes the importance of Export Trade to the national and individual life of Canada. That is why Weston's, while ever mindful of Canada's own needs, is now planning for a greater development of world demand for its all-Canadian products.



CANADA IN EGYPT



No one is wise to enter an unexplored country without map or compass. Fortunately, to Canadian manufacturers seeking to reach the Egyptian market much valuable information is available through the fine missionary and liaison work of our Foreign Trade Service. The Department of Trade and Commerce, Ottawa, is always glad to co-operate with any manufacturer interested in Export Trade.

Weston's

SODA BISCUITS
English Quality **BISCUITS**
BREAD and CAKES

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