

SEZ WHO*?

Sometimes you can't believe every ad you read. Although there is an Advertising Code of Ethics, it's ambiguous and often difficult to enforce. For example, the use of a quote in an ad, when it is unsigned, leaves much to be desired. We've been accumulating a few of our own quotes . . . but when we use them you can bet they'll not be anonymous.

"ONE OF THE GREAT BOOK SHOPS OF THE WORLD."

Lord Alan Boyd, London.

"I ONLY WISH EVERY CANADIAN CITY HAD A HURTIG BOOKSTORE."

Peter C. Newman, Toronto

"ONE OF THE FEW REALLY GOOD BOOKSTORES IN CANADA."

Pierre Berton

"THE KIND OF BOOKSTORE I, AS A WRITER, CAN ENJOY."

Farley Mowat

"WHENEVER I CHECK IN TO EDMONTON I GO STRAIGHT TO HURTIG'S."

Arnold Edinborough

"THE DIFFERENCE BETWEEN A BOOKSELLER AND MERCHANTISER. THEY REALLY CARE ABOUT THE SCOPE AND MERIT OF THE BOOKS THEY SELL."

Margaret Laurence, London

"A BOOKSHOP ANY CITY IN CANADA OR THE U.S.A. WOULD BE PROUD TO HAVE. IT IS UNIQUE IN MANY WAYS."

Ken McCormick, Vice-President, Doubleday, New York

"PROBABLY NO BETTER BOOKSTORE IN THE COUNTRY."

Al Purdy

"HAD HEARD IT WAS A GREAT BOOKSTORE BUT FOUND IT EVEN BETTER THAN THE 'BUILD-UP'."

Ward Cornell

"A SUPERB BOOKSTORE AND EVEN SOMETHING OF A PHENOMENON IN THE SOCIAL HISTORY OF CANADA."

Wm. Kilbourn

"ONE OF THE OUTSTANDING BOOKSTORES OF NORTH AMERICA."

Ivon Owen, President, Oxford University Press

*Never mind what others say. Decide for yourself. Drop in to our main store at 10411 Jasper Avenue, have a free coffee, make yourself at home . . . and reach your own conclusions.