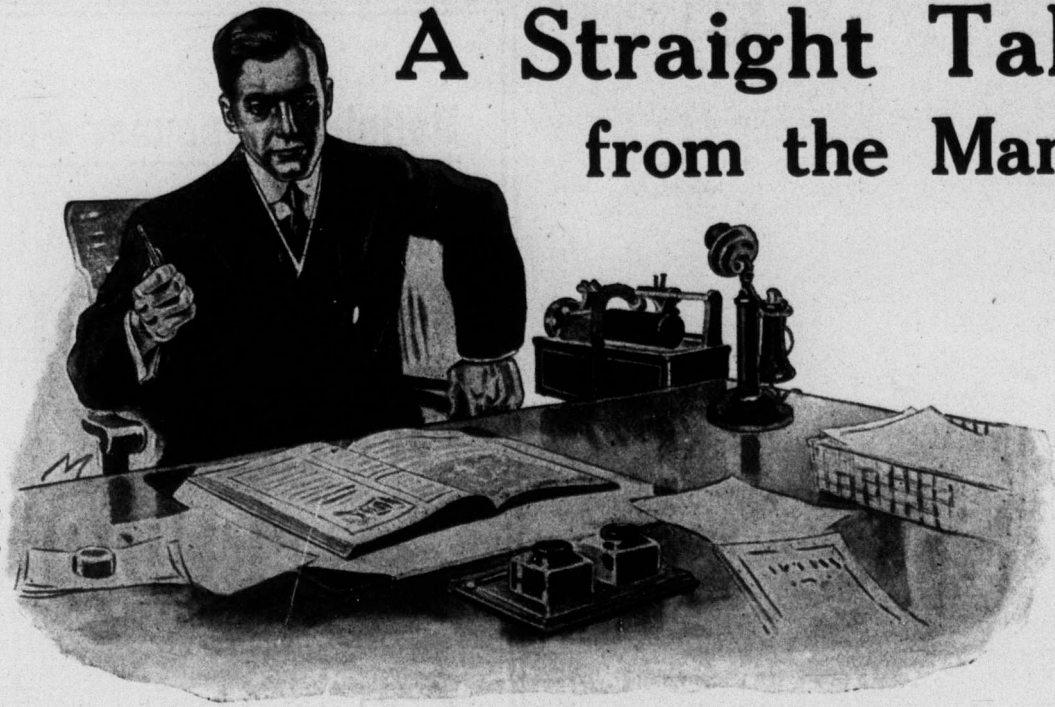


A Straight Talk from the Manager



*He's
Gone a
Fishin'*

You won't see him this week, and the week after you may be wondering why he hasn't been around. If he didn't take two weeks off every summer you wouldn't know how much you miss his smiling face and glad hand, nor realize just how convenient an institution is our mutual friend the grocery traveler.

No man works harder or has to put up with more deprivations in the matter of personal comfort than the traveling salesman during fifty weeks of the year. During the next two weeks he will have a chance to get acquainted with his family, bathe the twins, mend the chicken coop, paint the back stoop, clean out the cellar, cut the lawn and eradicate the dandelions. If he is tractable he may even be permitted to plane a sliver off the pantry door, put a few shingles on a leaky back kitchen and re-wire the door bell. If time hangs heavily on his hands with this program he can always employ it usefully fitting up a set of window boxes.

That's what his wife expected. As a matter of fact, he's gone fishing and we all wish him luck.

In the meantime Canadian Grocer is holding down the job for him. Take a look through our sample case of advertisements and the chances are 10 to 1 you will find offered just what you want for your August trade.

THE MANAGER.