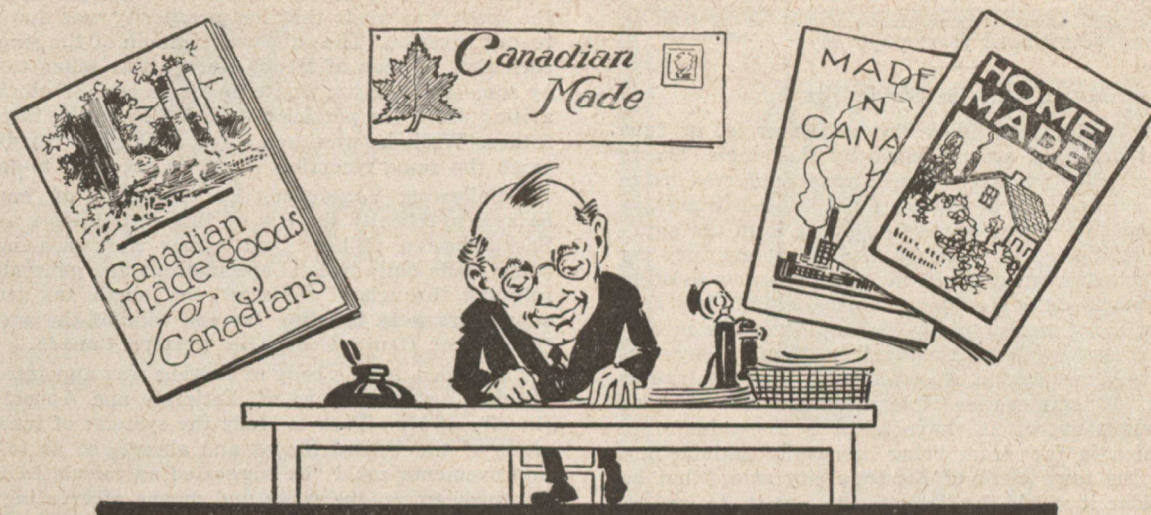




Consistency—*thou art a jewel!*

He Uses a
Foreign Made
Printing Paper
to Tell People
to Use His
Made in Canada
Goods.

You see the point? He was sending money out of the country to tell people to keep their money **IN** the country.

Other things being equal, Canadian business firms should give preference to Canadian goods.

That is vital to Reconstruction — Reconstruction on a really sound basis.

What kind of paper has been used for **YOUR** printed matter? Hereafter, will you insist on Canadian made paper and raise the standard of your printed matter?

The Better the Paper the Better the Booklet



Look for this mark on the wrapper of every package of paper you buy.

War covered a multitude of sins—among them, poor printed matter. There is no excuse today. Paper is such a small item of cost compared with artwork, cuts, printing, and distribution, that you simply cannot afford to sacrifice selling value to save a few dollars on your paper.

Are we all agreed then?—the best paper the job warrants, and absolute insistence on Canadian made paper where equal value is obtainable—as it always is.

Insist on Canadian Printing Papers

Send for copy of "Some Facts About the Pulp and Paper Industry of Canada." Sent free upon request.

CANADIAN PULP AND PAPER ASSOCIATION

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Montreal