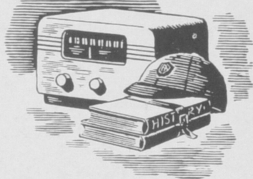


# Bobby's Radio was paid for by the DuMarnays of Tunis



WHEN the Du Marnays of Tunis, or any other family in any other foreign land, buy Canadian goods, the citizens of Canada directly benefit.

For Export Trade is a powerful and vitalizing factor in any country's economy. If Canada is to be fully prosperous . . . with its citizens steadily employed and adequately paid . . . new export channels will have to be discovered and new demands developed.

In peacetime years, Canada was the world's fourth ranking export nation. Today, even that high position can be surpassed because Canada's name, products and quality are now much better known over a vast portion of the world . . . made familiar in country after country, not only by normal trade methods but by the presence of Canada's armed forces during the recent world war.

*Weston's, a Canadian institution of world-wide scope and service, realizes the importance of export trade to Canada and its citizens. In keeping with Canada's home requirements, an even greater development of world demand is planned for the products of this all-Canadian organization.*

**Weston's** SODA BISCUITS  
English Quality BISCUITS  
BREAD and CAKES



## CANADA IN NORTH AFRICA

Racial habits . . . customs  
likes and dislikes . . .  
packaging for preservation  
and sales appeal . . . these  
and other factors are important  
to Canadians seeking  
to reach the North African  
Market. Much fine work in investigation,  
study and liaison has already been accomplished  
by Canada's Foreign Trade Service  
in North Africa. Canadians interested in  
Export will always find full co-operation  
from the Department of Trade & Commerce,  
Ottawa.



**GEORGE WESTON LIMITED • TORONTO, CANADA**