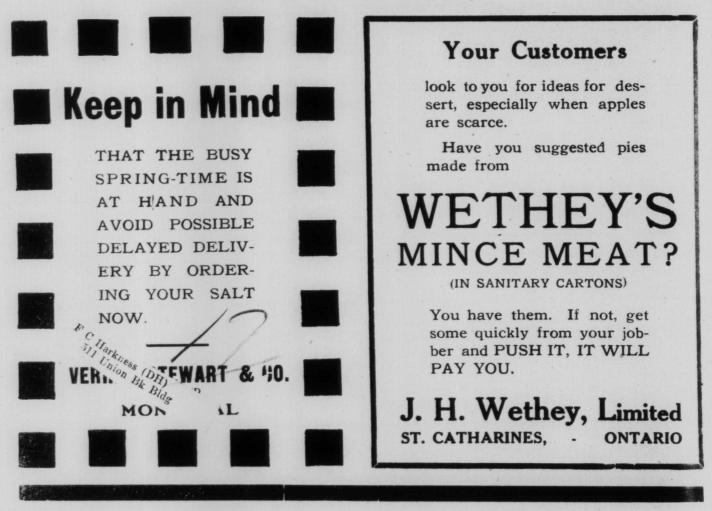
THE CANADIAN GROCER



VOL

"We appreciate your paper very much and would greatly miss it if we were unable to purchase it."

This is an extract from a letter The Canadian Grocer received from a Port Arthur merchant the other day.

It is just another proof of its worth to the Canadian retail dealer who reads it carefully from week to week.

And it explains why advertising in The Grocer is profitable publicity. The advertisement gets a degree of attention it otherwise would not, because this paper is backed up by a reputation for quality, reliability and extensive circulation.