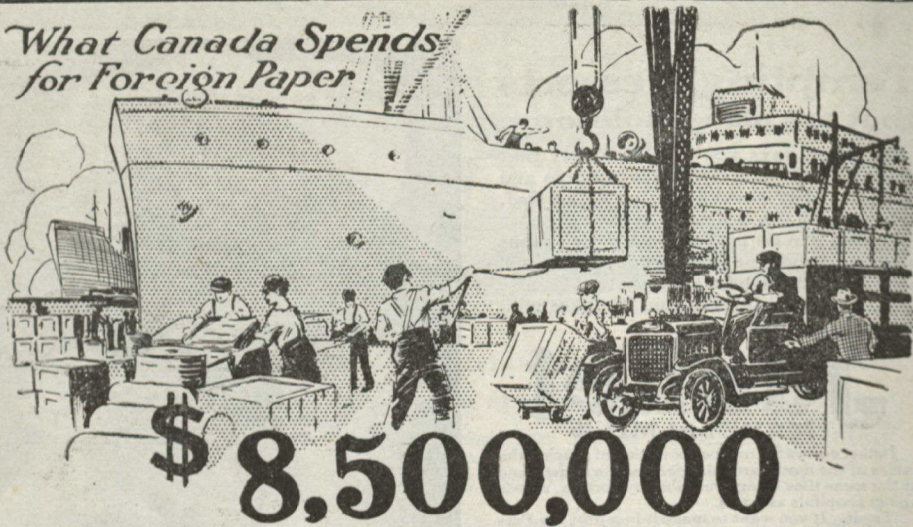


## What Canada Spends for Foreign Paper



## Why Send All This Money out of the Country?

Importations of foreign made paper into Canada last year amounted to approximately \$8,500,000.

Nearly all this paper could have been made in Canada, and could have been made of equal quality.

The support of home industries is a vital part of Reconstruction, and every business man in Canada who buys a dollar's worth of printing should instruct his printer to—

Use  
**Made-in-Canada  
Papers**



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

Canada is one of the greatest paper-making countries in the world. Here the *best* papers are made, with the demand exceeding the supply. Now comes the time for expansion and development of Industries,—the time for active Co-operation all round.

It is a time for using BETTER papers in your booklets and printed matter. Better paper begets better printing; and the many customers who never see more than an occasional representative of yours *judge* you by your printed messages.

Better paper means Made-in-Canada paper. It is to your benefit and ours to insist on it. Your decision will help to retain \$8,500,000 a year in this country.

Send today for the booklet "Some Facts About the  
Pulp and Paper Industry of Canada." It is Free.

## CANADIAN PULP AND PAPER ASSOCIATION

Book and Writing Paper Section

137 McGill Street,

Montreal.