

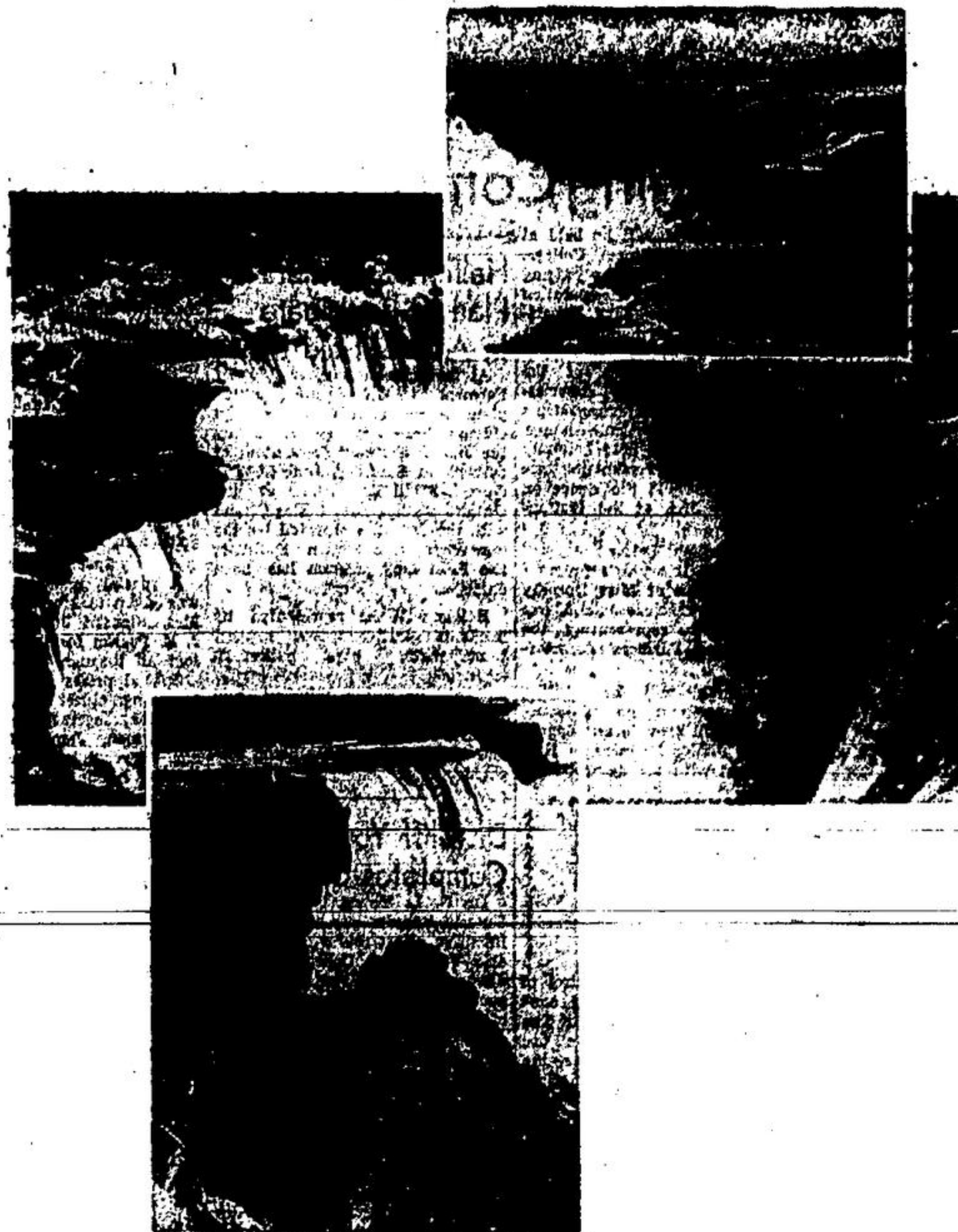
**A Canadian name
as well known
as NIAGARA
FALLS**

NIAGARA FALLS

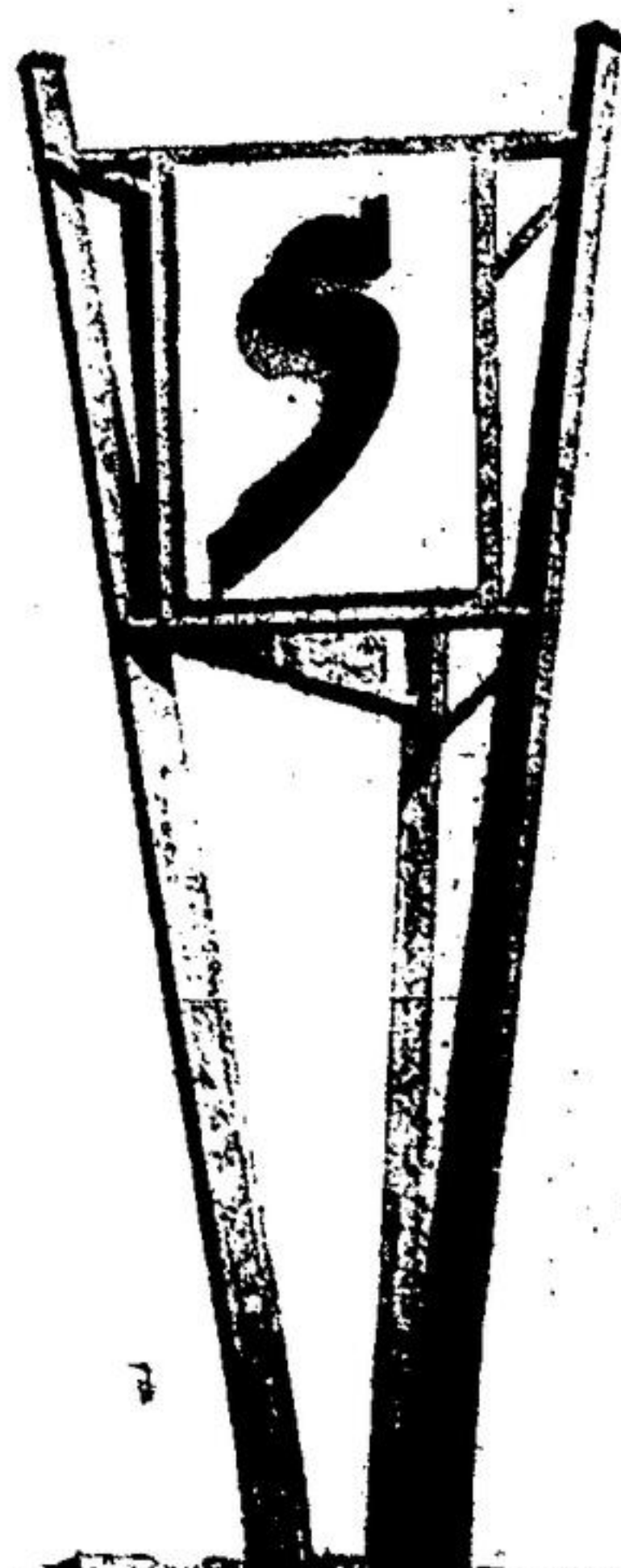
is known the world over as a giant symbol of Canada's progress and growing prestige.

"THUNDERER OF WATERS"

—that's how the Indians of old described the turbulent Niagara Cataract. Falling 162 feet into the rushing Niagara River, the mighty waters generate over 2,000,000 h.p. of Hydro Electricity on the Canadian side alone; providing Ontario industries with the power to keep machines and men at work . . . building for tomorrow!



**A Symbol
of
Service
and
Satisfaction**



STEINBERG'S

is known the world over as Canada's most progressive supermarket retailers.

Starting in 1917 as a small neighbourhood grocery on Main Street, Montreal, the Company has grown into an organization of 7,000 employees, in 108 stores, in three provinces. This growth was made possible by customer acceptance of the Steinberg's standard of service. From its inception, the Company has put the customer first; stressing quality, variety, and low prices.

**Superior Customer Service
makes the difference
at Steinberg's**

