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**Canada As A
Ready Market**

THOSE who know Canada best are the strongest believers of the present and immediate possibilities of Canada as a recipient of American exports.

Most American firms have a little Canadian business. By nationalizing your products in Canada by the use of EVERY-WOMAN'S WORLD, Canada's Greatest Magazine, Everywoman's Needlecraft Companion and La Canadienne, you can develop a big business. Canada's imports from the United States for twelve months, ending December, 1918, were \$738,142,064.

In addition to this, quite a number of American firms have built big Canadian factories for the handling of their Canadian business — Wrigley's Chewing Gum, Palmolive Soap, Bauer & Black Products, Cudahy's Old Dutch, Holeproof Hosiery, Quaker Oats; and quite a number of others are now made in Canada in big Canadian factories, although generally controlled still by the American parent company.

A thorough investigation of Canada as a field of endeavour in the export of your line will be well worth while.