

Of a total of 318 druggists, 250 are French, 68 are English-speaking.

Of a total of 1,490 dry goods dealers (selling hats, clothing, etc.) 1,276 are French, 214 English-speaking.

These figures prove better than any argument, spoken or written, that the French element of Canada's population cannot be over-looked by any wide-awake advertiser.



The French Population of the United States.



THAT the total French-speaking population of the United States exceeds 1,500,000 is a fact that was recently affirmed by Mr. C. Hebert de Fosse, the statistician employed by the National Republican Committee to furnish statistics as to the political opinion of the various foreign elements of the United States population.

Most of these people are established in the Eastern States, Michigan, Indiana, Illinois, Louisiana and the North West.

It is interesting to note that this French-speaking population exceeds the total population of such states as Nebraska, Oklahoma, South Carolina, South Virginia, Arkansas, Kansas and Maryland.

It also exceeds the total population of several groups of states, viz:

1st group—Arizona, Connecticut, Wyoming, and Idaho (total population, 1,435,739).

2nd group—Maine, Vermont, Delaware and New Mexico (1,466,357).

3rd group—Rhode Island, New Hampshire, Utah, and Nevada (1,348,758).

4th group—Indian Territory, North Dakota, Montana and Wyoming (1,281,281).

5th group—Colorado, South Dakota and Oregon (1,492,431).

6th group—Florida and Washington (1,195,640).

This means that no less than **twenty-seven** states in the Union have smaller population than the total French-speaking population of the United States.

No National Advertiser would think for one minute of leaving out these states when preparing his campaign — yet, how very few of them think of **intensifying** their publicity by using special advertising that will appeal to the 1,500,000 French-speaking citizens of the United States.