

mercial World. Each succeeding proof of such appreciation shall be an inspiration and an incentive to make that Service even better than it has been in the past.

The Canadian Advertising, Limited gives COMPLETE SERVICE. "From a circular letter to a National Campaign" is our slogan.

We plan advertising, we write advertising, we illustrate advertising, we place advertising—of all kinds.

The following pages contain suggestions which may be helpful to those who wish to achieve success through advertising as well as to those who want to get maximum results from minimum expenditure.



The French Element in Canada.



LORD DUFFERIN, former Governor-General of Canada, once stated that "Canada is fortunate in having her prosperity founded in the co-operation of different races."

This statement can be best appreciated when we add that the total French-speaking population is estimated to be 2,225,000—more than 30 per cent of Canada's total population.

80 per cent of the total population of the Province of Quebec is French-speaking.

70 per cent of the population of Canada's metropolis—Montreal, is French.

The French-Canadian has brought into business all the enthusiasm of his nature and is rapidly taking in its circles the same notable place he has taken in the public life of the country. He is, for example, unquestionably pre-eminent in the grocery trade of Canada. The largest, the second largest, the third largest wholesale grocery houses in Canada are French-Canadian.

In the Province of Quebec, the great bulk of the population being French, it follows that the great majority of retail dealers are French-speaking.

The following figures show the proportion:

Of a total of 3,188 grocers, 2,802 are French, 386 English-speaking.

Of a total of 3,831 general storekeepers, 3,105 are French, 726 English-speaking.

Of a total of 462 hardware dealers, 335 are French, 125 English-speaking.