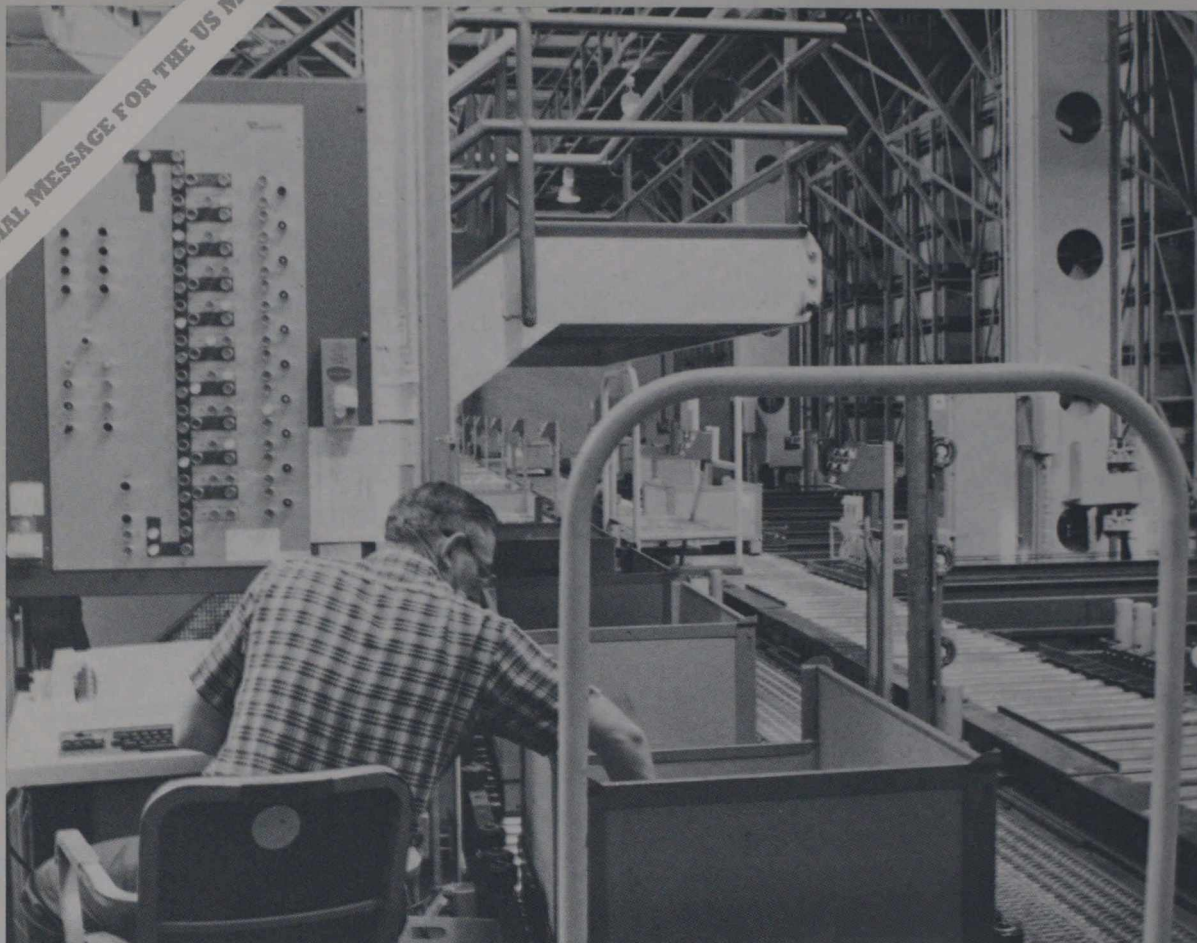


SPECIAL MESSAGE FOR THE US MIDWEST



The balance of trade favours the Midwest. Obviously, United States-Canada trade is not a one-way street. Canada sells to the United States, too. But this is one instance in which the balance is in favour of the United States.

In the eight states under discussion, there was an \$887 million trade surplus with Canada in 1977. In Illinois and Indiana, the two heaviest exporters, the surplus ran to almost \$1.2 billion.

"Take a Canadian to lunch!" might be good advice for any midwestern businessman who wants to recognize the contribution of exports to Canada to the overall economy of the Midwest; not only the 5.5 billion Canadian dollars flowing into the corporate treasuries, but also the economies of scale permitted by having a large, very steady customer buying more every year.

For more information, contact:

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The close friendship and trade ties between the United States and Canada are, of course, nothing new. In fact, it is for this very reason that we sometimes tend to take each other for granted. But since we are in many ways more important to each other than to anyone else, it doesn't hurt to remind ourselves of it once in a while.