

indefatigable enterprise, they are taking the contract on. But the United States is humane as well as enterprising.

They realize the sad predicament of Europe.

Practically all the industries that supplied not only the European peoples, but North and South America, and the rest of the world as well, with not only many of the luxuries, but many of the necessities of life, are out of commission, and may be for years.

They realize they must shoulder their share of humanity's burden, and supply the crippled nations with at least the necessities of life.

To replace their own imports from Europe is the first consideration, and this will mean industrial expansion on a large scale.

There are many reasons for the United States industries invading Canada.

In the first place, last year Canada imported merchandise to the value of \$686,604,413.

United States industries, established in Canada, could duplicate a large percentage of this total, and this would be quite a respectable order to start business on.

With the United States factories, working at full capacity to supply the products that country formerly imported from Europe, their Canadian factories could help supply European demands.

But there is one reason stronger than all others for United States industries coming to Canada.

The cotton crop is the reason.

This year the South will produce \$750,000,000 worth of cotton.

Before the war much of this cotton was shipped to the factories of England, France, Germany, Belgium and