

69% INCREASE

From 1916 to 1918 the imports of Canada from the United States increased 69%.

This increase was not due to imports of war materials. If any considerable portion of the 1916 business had been in war materials, there would have been a decrease instead of an increase, as Canada is now an exporter, not an importer, of munitions and other war materials.

The increase is chiefly in manufactured goods that are used in Canada. In women's shoes alone there was an increase of from \$886,000 to \$1,426,000.

There are now some products, the importation of which is temporarily prohibited, as a war measure and to stabilize exchange. These, however, are largely confined to unadvertised staples and do not materially effect the advertising exporter.

The Canadian market absorbs 15% of the total exports of the United States, and is well worth the premier attention of American looking for an export business.

Full information in regard to Canada and to the temporary prohibitions will be furnished by any paper listed on this page or by any Canadian advertising agency.

PROVINCE OF ONTARIO				PROVINCE OF QUEBEC			
Population 2,523,571				Population 2,022,731—English 397,392 French 1,625,339			
Lines		Circulation		Lines		Circulation	
		2,500 = 10,000				2,500 = 10,000	
*Burlington Courier	(E)	3,892	.81	Toronto Star	(E)	60,276	.850
*Galt Reporter	(E)	3,264	.813	Toronto World	(E)	11,211	.392
Carleton Mercury	(E)	3,581	.8128	Toronto World	(E)	89,611	.41
Hamilton Spectator	(E)	29,152	.8560	*Windsor Record	(E)	10,212	.3075
*Hamilton Herald	(E)	18,179	.84				
Kingston British Whig	(E)	8,520	.82				
London Advertiser	(E)	40,200	.86				
London Free Press	(E)	29,375	.86				
Peterborough Examiner	(E)	5,194	.817				
*Sarnia Canadian Observer	(E)	2,500	.8172				
Stratford Herald	(E)	3,819	.81				
St. Thomas Times-Journal	(E)	9,000	.825				
St. Catharines Standard	(E)	7,912	.825				
Toronto Globe	(E)	82,302	.12				
*Toronto News	(E)	19,000	.86				
Toronto Star	(E)	78,769	.41				
*Publisher's statement, March 21st, 1918.							
Other ratings, N. E. C. not circulation statements for 6 months' period ending March 31, 1918.							