

INDUSTRIAL QUEBEC

most profitable field for his business. Its industries include Cotton and Rolling Mills, Sugar Refineries, Tobacco, Boot and Shoe and Rubber Factories in addition to the multitude of activities brought into requisition to supply the demands of a large and prosperous community of over two million people, about one third of whom are located in Montreal and suburbs, the balance representing over one million rural dwellers within easy access and all splendid buyers of manufactured articles.

In addition to the above the Locomotive and Car Shops of the Canadian Pacific and Grand Trunk Railroads are located in Montreal and mean much to the city.

As a retail centre it is par excellence and contains more up-to-date departmental stores than any other city in Canada.

If you will pick up *La Presse* or any big Montreal daily newspaper you will be amazed at the volume of advertising carried by these papers and it is ample proof of the statement that the retail men of Montreal are the most aggressive of any in Canada.

Thursday is the advertisers' great day and picking up a recent issue of *La Presse* we find Jas A. Ogilvy and Sons, Letendre Fils and Co., Henry Morgan and Co., Ltd., W. H. Scroggle Ltd., Eugène Viau, Sellers Gough Fur Co, Ltd., Goodwins Ltd., and Dupuis Frères all using large space in advertising their wares, in addition to a big crowd of others.

If you wish to get the significance of this, compare the volume of advertising contained in the Montreal newspapers with those of the Toronto press and note the difference—Montreal is very much up-to-date as a buying community and in this respect leads, as she does in most things.

The People of Montreal

The population of Montreal is essentially French Canadian for nearly 70% of its 700,000 speak and read FRENCH. It is spoken in the homes of over 420,000 of the population; the children speak it in their schools and this is the language spoken in their churches. The remaining 30% are English speaking and live chiefly in Westmount and the west part of the city.

Since the great bulk of the population of Montreal and