



Our Ally in Commerce as well as in War.

Why should not gallant France—our steadfast ally in war—become our commercial friend in times of peace?

France is a nation of thrift and progress which observes the old-fashioned standard of honesty, truth and honourable dealings with all.

Surely, France is a customer well worth gaining.

Canadian soldiers won the admiration and the lasting gratitude of the French people. Canadian manufacturers and exporters should take advantage of this entente cordiale to establish their goods in the French markets.

The "FRACANDA" LINE is a Canadian compliment to France. It is the only purely Canadian steamship company operating solely between Canadian and French ports.

If you are exporting to France, route your shipments by THE "FRACANDA" LINE, direct to Havre or Bordeaux.

If you are interested in the trade possibilities with France, perhaps we may be of service.

Canada Steamship Lines, Limited

W. E. BURKE,
Director of Transportation,
Montreal, P. Q.

L. A. W. DOHERTY,
General Traffic Manager,
Montreal, P. Q.