

QUEBEC'S WEALTH

strong argument in favor of the statement that the French farmer is one of the wealthiest in Canada. To make cheese and butter, they must have milk. To produce milk, cows are a necessity. To make cows profitable, they must have good pastures in the summer, and green fodder in the dry season, roots or green food in the winter. This naturally develops mixed farming to a very large extent, bringing with it a great variety of necessities. This in turn means grist to the manufacturing mill and places Quebec in the proud position of commanding a wealthy rural and city population.

Therefore, the French Canadian farmer has wealth and greater buying powers combined with a greater variety of needs. Add to this the fact that he represents the largest rural and farming community in Canada, and you will understand the secret of Quebec's wealth and get the reason why this field should be cultivated by you.

Further information pertaining to Quebec Province as a field for profitable business will be gladly supplied upon application to any of the following :

La Presse, Montreal, Can.; Henry W. King, Telephone Bldg., 76 Adelaide St., West, Toronto ; Wm J. Morton Co., 5th Ave. Bldg., New York ; Tribune Bldg., Chicago ; Alex. Clement, 19 Sicilian, ave., Southampton, Row, W. C., London ; Eugène Berthiaume, 6 rue du Rocher, Paris, France.