

One-Seventh of the Entire Exports of the United States Go to Canada

All the countries of Europe, Asia, Africa, Australasia and South America with over a billion inhabitants buy only about seven-tenths as much from Americans as is bought by Canada with its eight million people.

The New York Correspondent of the Financial Post says:

Frequently in this correspondence emphasis has been laid on Canada's importance as a buyer in these markets, Canadian buying alone being greater in volume than that of eleven countries of South America whose potentialities as a trader have been "toasted" before the American buyer for four years. It is interesting to find an awakening, here, an increasing appreciation of Canada as a trader.

The New York Sun says: "There is no richer prize for this market than the Canadian Market."

Continuing its analysis of Canadian-American trade relations, the Sun says:

"For years before the war Canada has been buying from us at an increasing pace, not approached by any other country. While we were dreaming of Latin-American markets, Canada had come to be a larger customer of the United States than all the rest of the nations of the Western hemisphere. The rewards of our barter with the hundreds of millions of people in the Orient had become a bagatelle to what we were gaining from Canada.

"After the war if we are not so selfish as to disregard a duty and such fools as to throw away the opportunity Canada will lead all.

The door to the Canadian Market is not locked. No magic key or "open-seesame" is required. The pass word is "Advertising."

Advance, friend and give the countersign.

PROVINCE OF ONTARIO					
Population 2,525,274					
	Circulation	Lines		Circulation	Lines
	Net Paid	2,500		Net Paid	2,500
Brantford Courier (E).....	5,092	.015	Toronto News (E).....	48,000	.04
Burlington Post.....	3,514	.012	Toronto Star (E).....	95,911	.11
Georgetown Mercury.....	3,471	.012	Toronto Star (S).....	25,365	.085
Hamilton Spectator (E).....	20,157	.065	Toronto World (E).....	41,214	.095
Hamilton Herald (E).....	14,479	.04	Toronto World (S).....	59,614	.11
Kingston British Whig (E).....	4,569	.02	Windsor Record (E).....	19,373	.075
A. B. C. stations for a month period, ending April 1, 1918					
London Advertiser (M N & E).....	12,540	.06	PROVINCE OF QUEBEC		
London Free Press (M N & E).....	29,272	.06	Population 2,260,721—English 597,202		
Not paid through A. B. C. No stations, ending March 31, 1918					
Peterborough Examiner (E).....	4,399	.012	French 1,663,519		
Sarnia Observer.....	2,100	.012	Montreal Gazette (M) (2c-8c yr.).....	31,294	.075
Stratford Herald.....	2,803	.01	Montreal La Presse (E).....	119,719	.11
St. Thomas Times (E).....	4,559	.015	Montreal Le Devoir (E) (2c-8c yr.).....	29,337	.05
St. Catharines Standard (E).....	8,150	.025	Montreal Star (E).....	115,419	.12
Toronto Globe (M).....	90,115	.32	Quebec La Soleil (E).....	35,000	.05
			Shedbrook Record (E).....	19,274	.03

The original of this advertisement, of which this is a greatly reduced facsimile, appeared in several American publications in May, 1918.