

Americans Must Export

The expediency of fostering exports requires no argument. American manufacturers have had the importance of foreign trade impressed upon them by American statesmen and economists

In the choice of a field, the decision will depend upon the absence of hampering restrictions and the presence of facilities for prompt delivery and free intercourse.

Consider Canada! There is through, all-rail transportation. Representation and distribution are easily arranged. The language of business is the same as your own. Business methods are identical with those of the United States. No change is necessary in packages or packing. Conditions are so similar to those in the United States that advertising matter requires neither alteration or adaptation.

To summarize. Canada offers the most facile market to Americans, in

<i>Transportation</i>	<i>Representation</i>	<i>Exchange</i>
<i>Credits</i>	<i>Language</i>	<i>Business Methods</i>
<i>Advertising</i>		<i>Packages</i>

Naturally, the first step in the development of a Canadian connection is to advertise, and the appended list contains the names of the most widely-read newspapers in the most populous portion of Canada.

For any information desired communicate with the Advertising Manager of any of these papers.

PROVINCE OF ONTARIO Population 2,552,371						
Lines	Circulation	2,500 = 10,000	Lines			
*Brantford Expositor	(E) 6,093	.015 .01	Toronto Star	(N) 69,276 .6650 .6550		
*Galt Reporter	(E) 5,254	.013 .01	Toronto World	(N) 41,214 .395 .38		
Georgian Mercury	(E) 5,251	.0125 .0095	Toronto World	(E) 18,014 .11 .08		
Hamilton Spectator	(E) 18,157	.0550 .05	*Windsor Record	(E) 16,973 .0715 .0725		
*Hamilton Herald	(E) 18,479	.04 .0050				
Kingston British Whig	(E) 5,509	.02 .015	PROVINCE OF QUEBEC Population 2,002,731—English 297,392 French 1,695,339			
London Advertiser	(E) 46,680	.06 .05	Lines			
London Free Press (ENR&E)	20,973	.06 .05		Circulation	2,500 = 10,000	
Peterborough Examiner	(E) 5,191	.012 .0125	Montreal Gazette (2-85 yrs.)	(N) 54,291	.0725 .06	
*Scenic Canadian Observer	(E) 5,400	.0122 .0107	Montreal La Presse	(E) 154,395	.12 .10	
Stratford Herald	(E) 3,019	.01 .0071	Montreal Le Devoir (2-85 yrs.)	(E) 99,337	.06 .04	
St. Thomas Times-Journal	(E) 9,000	.025 .0175	Montreal Star	(E) 110,829	.12 .1050	
St. Catharines Standard	(E) 2,943	.005 .015	Quebec Le Soleil	(E) 33,275	.05 .05	
Toronto Globe	(E) 53,302	.12 .09	Sherbrooke Record	(E) 19,271	.03 .0250	
*Toronto News	(E) 19,000	.06 .05				
Toronto Star	(E) 75,700	.11 .0850				
*Publisher's statement, March 31st, 1918.						

Other ratings, A. B. C. net circulation statements for 6 months' period ending March 31, 1918.

This advertisement, urging upon American manufacturers the necessity and the expediency of increasing their exports—especially to Canada—is reproduced in miniature from *The Editor and Publisher* for August 31, 1918. It also appeared in a number of other American publications.