

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 2,623,271					
Lines			Lines		
	Circulation	2,500 = 10,000		Circulation	2,500 = 10,000
*Brantford Courier (E)	5,093	.015 .01	Toronto Star (S)	68,276	.0650 .0350
*Galt Reporter (E)	5,554	.0163 .01	Toronto World (M)	41,214	.0394 .04
Georgian Mercury (E)	5,581	.0178 .0065	Toronto World (S)	88,614	.11 .08
Hamilton Spectator (E)	29,157	.0550 .05	*Windsor Record (E)	16,373	.0215 .0225
*Hamilton Herald (E)	18,479	.04 .0258			
Kinston British Whig (E)	5,400	.02 .015	PROVINCE OF QUEBEC		
London Advertiser (SNAE)	46,680	.06 .05	Population 2,002,531—English 237,332		
London Free Press (SNAE)	20,973	.06 .05	French 1,685,239		
Peterborough Examiner (E)	5,191	.0172 .0107	Lines		
*Sarnia Canadian Observer (E)	5,400	.0172 .0107		Circulation	2,500 = 10,000
Stratford Herald (E)	3,019	.01 .0071	Montreal Gazette (S-S (fr.)) (M)	54,291	.0725 .06
St. Thomas Times-Journal (E)	9,000	.025 .0175	Montreal La Presse (E)	154,365	.12 .10
St. Catharines Standard (E)	2,941	.005 .005	Montreal Le Devoir (S-S (fr.)) (E)	95,337	.06 .04
Toronto Globe (SNAE)	53,302	.12 .09	Montreal Star (E)	110,820	.12 .1050
*Toronto News (E)	19,000	.06 .05	Quebec Le Soleil (E)	33,275	.05 .05
Toronto Star (E)	75,700	.11 .0850	Sherbrooke Record (E)	16,571	.03 .0250
*Publishers' circulation for 1915.					
Other ratings, A, B, C, net circulation statements for 6 months' period ending March 31, 1915.					

*Publisher's statement, March 31st, 1918.

Other ratings, A. B. C. not 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.