


Canada

one third

FRENCH 



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**Canada As A
Ready Market**

THOSE who know Canada best are the strongest believers of the present and immediate possibilities of Canada as a recipient of American exports.

Most American firms have a little Canadian business. By nationalizing your products in Canada by the use of EVERY-WOMAN'S WORLD, Canada's Greatest Magazine, Everywoman's Needlecraft Companion and La Canadienne, you can develop a big business. Canada's imports from the United States for twelve months, ending December, 1918, were \$738,142,064.

In addition to this, quite a number of American firms have built big Canadian factories for the handling of their Canadian business — Wrigley's Chewing Gum, Palmolive Soap, Bauer & Black Products, Cudahy's Old Dutch, Holeproof Hosiery, Quaker Oats; and quite a number of others are now made in Canada in big Canadian factories, although generally controlled still by the American parent company.

A thorough investigation of Canada as a field of endeavour in the export of your line will be well worth while.



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FRENCH



TO begin with, in Canada French is not a foreign language, but is one of the two official ones. Parliamentary papers, government documents, railroad tickets, etc., are in some sections of the country printed in both English and French.

This is not a new condition, but one which dates back to the days when these parts of Canada first became British.

Take the Province of Quebec, for instance. This portion of Canada is sometimes called "French Canada" for the simple reason that French is the official and almost universal language used throughout the province. To be true, in Montreal and Quebec, the two leading cities, English is spoken to quite an extent, but then Montreal is the commercial metropolis of Canada, and is the fourth largest French city in the world, which fact may come as a surprise to some of our readers. Montreal has a population of al-

most three-quarters of a million.

The Province of Quebec has a population of 2,309,427, 80% of whom speak, write and read the French language only. The following table gives the French-Canadian population by provinces:

**FRENCH-CANADIAN POPULATION
BY PROVINCES**

Quebec	2,054,890
Alberta.. .. .	19,825
British Columbia	8,907
Yukon	482
Saskatchewan	23,251
N. W. Territories	226
New Brunswick	98,611
Nova Scotia	51,746
Ontario	202,442
Prince Edward Island	13,177
Total	2,473,497

Canada in 1911 had a population of 7,206,643. Compare this figure with the French-Canadian population, 2,473,497, and you see that Canada had in 1911 practically one-third of its population speaking French as their first or preferred language. Remembering that 80% of this French-Canadian population does not use English in any way, you will see the immense market which can only be opened by and through the use of the French language.

A natural question is, "What is the ratio of population to-day as compared with 1911?" We quote 1911 figures simply because they are the last census figures available in Canada.

Vital statistics show that the birth-rate is much greater among the French-Canadian people than among the English-speaking Canadians. It is only fair to estimate, therefore, that while the figures may be slightly changed, the ratio will remain the same.

"Canada One-Third French" is not merely a catchy headline, but is a stern fact, and probably quite a surprise to a number of manufacturers who have not been thoroughly informed on Canadian conditions.

A market of two and three-quarter millions of users of manufactured products is a market that should command the interest of any national manufacturer. The object of this booklet is simply to discuss the market and the present methods and forces available in making definite sales campaigns to cover the field and then in a few paragraphs to tell the story of "La Canadienne."

These people, two and three-quarter million French-Canadians, have no such magazines as Ladies' Home Journal, Pictorial Review, Good Housekeeping, Saturday Evening Post, or Everywoman's World. It is this fact, coupled with the reiterated demand of French-Canadians themselves, and of the leading

advertisers for a strong magazine "Like Everywoman's World" to serve the French-Canadian home, that has, after five years of study of French-Canadian conditions, prompted this move to give French-Canada a magazine worthy of its audience.

Taking Lydiatt's book, 1919 edition, of "What's What in Canadian Advertising" (which is generally considered an authority on rates and media in Canada) we find the following French papers, each with its circulation beside it:

DAILY NEWSPAPERS.

Paper	City	Circulation
La Presse,	Montreal.....	131,092
La Canada	Montreal.....	18,109
Le Devoir	Montreal.....	17,875
La Patrie	Montreal.....	20,191
L'Action Catholique ..	Quebec.....	14,056
Le Soleil	Quebec.....	41,863
La Tribune	Sherbrooke.....	10,350
Le Quotidien	Levis.....	3,140

WEEKLIES.

La Samedi	Montreal.....	28,086
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AGRICULTURAL.

Journal D'Agriculture	Montreal.....	89,157
(part English.)		
La Patrie	Montreal.....	12,489
Farmer's Weekly		
La Presse	Montreal.....	41,194
Bulletin de la Ferme..	Quebec.....	9,855

There are 34 weekly newspapers of circulations varying from a very few hundred to a few thousand in various small centres in the Province.

In addition to this there are four or five religious papers or

religious house organs published in French whose circulations, etc., we have been unable to learn.

Thus, you see, to cover two and three-quarter million people, 8 daily newspapers, 1 weekly semi-magazine, 5 agricultural papers and 34 small weekly newspapers, but not one high-class magazine, which would in any way correspond to such publications as Ladies' Home Journal, Pictorial Review, Good Housekeeping, Saturday Evening Post, or Everywoman's World.

And now, in compliance with the reiterated demand of a large number of French-Canadian friends, we have decided to publish a magazine "La Canadienne," the magazine of French-speaking Canada. "La Canadienne" will be edited along lines similar to EVERYWOMAN'S WORLD, but to suit the different atmosphere of the French-Canadian home. The editor, whose services have been secured, is Mr. J. L. K. Laflamme, probably the best known of the French-Canadian literary men. Mr. Laflamme has been on government work during the war and is leaving the civil service to realize his life-long ambition of editing a strong magazine for the French-Canadian homes.

The function of "La Canadienne" is to interpret the sentiment of the French-Canadian home, to foster French-Canadian ideals and to supply and perpetuate the best of the French - Canadian literature; and, above all, to serve the French-Canadian housewife in the routine of her daily tasks—in other words, to supply for the French-Canadians the equal of the Ladies' Home Journal, Saturday Evening Post. It will be popular in its appeal and appearance. It will be printed on the same high-grade stock as Everywoman's World, and will have similar de luxe covers printed in full colors. Needless to say, it has the approval and support of leading French-Canadians of church, state and laity.

More interesting to you than this story of its editorial merit is the fact that it will be a real answer to the demand for more opportunity for selling good goods to the French-Canadian who offers a market in all approximately one-third of the total Canadian market.

French Canada

By ROBERT HOUSTON

Reprinted from THE ADVERTISING WORLD

Mr. Houston is an Englishman—a graduate of the University of London—and for five years has been engaged in investigating the French-Canadian field. His opinion and advice will be found particularly helpful.

In asking me to write a few words about the French-Canadian people in Canada, Mr. Val Fisher simplified the matter very much by intimating that I should jot down merely my impressions after living among them for the past five years. For an exhaustive study one would, of course, refer to French-Canadian literature, official books, pamphlets and articles, of which there are many.

To one brought up in the English public school atmosphere, and having only a nodding acquaintance with French people in Europe, it will be readily understood by Britishers that the writer was more or less susceptible to criticizing and disapproving of everything that was not English, a favorite and noisy pastime with myself and others on Saturday evenings around the Boulevards that lie in the neighborhood of the Rue Royale and Place de la Concorde in Paris. Time and experience

have, however, created in me a new synthesis, a shedding of old unhappy things and a reclothing in something new and wholesome, in the shape of toleration and respect for other people.

A very short residence in the Province of Quebec teaches the stranger that there is no "French - Canadian mystery." French-Canadians have a great and historical background of centuries to their credit, but if one takes the trouble to examine these people in the plain, white sunlight instead of through a prism, he will find them winsome in habits, manners and mental outlook. They are thrifty and industrious, have a good school system, the colleges are of the first rank, and many of their specialists in art, medicine and science have won distinctions in all parts of the world as well as on the battlefields of France.

Two things have struck me very forcibly during the past five years. First, the amount of misrepresentation that has been scattered broadcast by irresponsible people about the French-Canadians—a determined and systematic attempt on the part of some otherwise well-meaning people, who have suggested to the world at large that the English and French in this Province

are like Kilkenny cats, scratching each other's eyes out in the race for supremacy. The second is a certain condescension on the part of some English-speaking people in Canada, a suggestion that the French-Canadians are to be pitied, and that special allowances and regard should be had for differences in temperament, race and language.

As regards the first I cannot imagine the average Briton being sufficiently gullible to swallow unconditionally stuff of this kind. Differences of opinion and divergences of view have undoubtedly arisen at times in this country, as in all other countries, but to imagine, with the fate of civilization hanging in the balance during the past four years, that the French-Canadian people have scrambled for petty advantages and indulged in sinister plots to thwart the wishes of the Canadian people in the prosecution of the war, is a mere travesty of facts, and should make those responsible for this attitude of mind hang their heads in shame. As for the second, there is just a touch of weariness on the part of some English-speaking people in this country towards the race whose ancestors sprang from the loins and soil of such people as Joan of Arc, Joffre, Foch and Pétain.

Great events always shake balanced and unbalanced minds severely, and one by-product of the war will be the marked increase of the get-together spirit among the English and French in all parts of the world. Incidents such as the formation of the combined English and French committees in Montreal for floating the Victory Loans, Red Cross, Young Men's Christian Association, and Knights of Columbus campaigns, are straws indicating that the war has purged nationalities of much of their provincial dross.

Sentiment, however, plays a very small part in business, and what some of my English readers perhaps might like to know is—what prospects and opportunities are there of doing business with French-Canadians in Canada? To prevent any misunderstanding about the relative importance of the French-Canadian people in Canada let me say at the outset that almost one-third of the total population of Canada is French-speaking. Eighty per cent. of the entire population of 2,309,427 in the Province of Quebec write, read and speak the French language, and in Montreal, the commercial capital of Canada, there are more French-Canadians than there are English-speaking peo-

ple throughout the whole Province of Quebec. That Montreal is the fourth largest French city in the world may come as a surprise to my readers as it did to me.

The purchasing power of a community is by some people at times indicated by industrial earnings, by others by agricultural production, and by still others with figures and statistics of all kinds relating to foreign trade, population, bank deposits, value of buildings, industries, etc. In any case, whatever way one looks at it, there is no doubt but that the French-Canadians constitute a very prosperous class in the Dominion of Canada.

The vicissitudes of the war have given the British manufacturer a breathing spell, and the present time is unusually opportune for studying the Canadian field. It will require very little effort on the part of the British manufacturer to sell goods to the French-Canadians, as John Bull's name for "Quality" is world wide, but to get the right brand of goods, adaptable to the needs, customs and climate of such a country as Canada requires something more than a reputation for sterling quality. Many a good product has failed to appeal in this country simply

because there was not a thorough investigation of conditions, and in this connection it would be well for British exporters to get first-hand information.

To the French-Canadians, knowledge of Great Britain is no longer a question of studying works on history; he has been over and seen for himself how the Mother Country could alter its whole activities to the smallest details of existence when confronted with the grim and stern realities of waging war. With such people French-Canadians feel sure there is a great future for business relations of a permanent character.

Facts About Quebec

Often referred to as French Canada, although it contains only about two-thirds of the French-Canadian population.

The land and water area of the Province: Land—690,865 square miles. Water—15,969 Total, 706,834 square miles. Practically twice as large as any province in the Dominion. Close on 4,000 miles of railway lines cover the province.

Industrial Comment.

In the year 1915 there were seven thousand industrial establishments in the province out of a total of 21,306 in Canada.

148,329 employees with a pay roll of \$80,000.00.

Total production in Quebec, 1915, valued at \$675,000,000.

Field Crops represented	\$104,683,000
Live Stock represented	124,334,301
Dairy Products represented	18,471,501
Minerals represented	11,465,873
Forest Products represented	29,452,811
Fisheries represented	1,924,430
Manufacturers represented	384,507,054

IMPORTS AND EXPORTS.

Imports	\$181,982,754
Exports	168,965,016

AUTOMOBILE REGISTRATIONS.

Automobile registrations in the Province of Quebec for 1918..... 31,500 cars

Selling Bonds in Quebec.

Quebec Province has always been ultra-conservative in its investments. The only popular form of investment in Quebec, in pre-war days, was mortgages, but after war broke out the moneyed people had to find another form of investment because nobody in the rural districts wanted to mortgage property—in fact, the County Registrars of Deeds report that most of the mortgages have been paid off. So the small capitalist naturally had to turn to bonds. It must, however, be said that the educational advertising campaign carried on by the Canadian Government in favor of the Victory Loans had a great deal of influence in popularising bonds as a form of investment.

Among the many large issues which were launched during the last year through educational advertising done by the several French-Canadian bond brokers (who, it may be said, have sold no less than thirty million dollars' worth of municipal bonds during the last year) and which were quickly taken by the public, are the three Montreal loans, totalling \$17,000,000—the Catholic School Commission Loan of \$3,000,000; the City of Outremont Loan, \$1,500,000; the

City of Verdun Loan, \$1,250,000; the City of Three Rivers Loan, \$950,000; the City of Quebec Loan, \$500,000; the City of Sherbrooke Loan, \$450,000, and the French Loan of Liberation of ten million francs.

Only a short time ago a large issue (\$7,300,000) was launched for the Montreal Tramways through profuse advertising—the issue was completely absorbed within a fortnight!

These few facts will serve to give some idea as to the financial ability of the people of Quebec to spend money in large enterprise.

Montreal.

Montreal is the commercial metropolis of Canada. Its population is about three-quarters of a million. It is the farthest inland point approachable by Atlantic passenger and cargo steamers, for ships of over 10,000 tons can go right up the St. Lawrence River to Montreal. The river is open for shipping seven months in the year. It is not possible to send good so far by water to any other place, and therefore transport to Montreal is far cheaper than to any other equally distant place. Not only is transport by water far cheaper than by rail, but the time and cost in transferring goods from

ship to rail is avoided if Montreal is the destination.

The city is equipped with the most up-to-date wharves of any shipping centre, and the warehouses have the finest appliances for handling the very heaviest goods. During the summer months in Montreal an army of longshoremen is continually engaged in transmitting every kind of goods. Insurance premiums are, I think, more easily effected for Montreal than for any other place in Canada, and the rates, I believe, are lower. The banking facilities are among the best in the Dominion.

Another point of interest to those in the market for the sale of British goods is that buyers from all over the Dominion go to Montreal to buy stocks.

There is excellent office accommodation. At present buildings are not allowed to be more than nine stories high, and the buildings are well equipped either for office or stock carrying purposes.

The industries of Montreal include over 1,400 factories, including boots and shoes, clothing, sugar refining, flour milling, cement, tobacco, rubber, iron and steel, machinery, tools, silk, cotton, woollens, paint, furniture, carriages, electric goods and confectionery. Bank clear-

ings, 1917, were \$4,188,255,210. Taxable property valued at \$613,826,868.

In Montreal is the largest grain mill in the British Empire—Ogilvie Flour Mills, capacity 600 bbls. in 24 hours. The population is 612,067, or including the outskirts 758,000.

FRENCH POPULATION IN ONTARIO.

Ottawa	35,000
Hull	18,000
Labelle	34,016
Nipissing	27,277
Russell	22,475
Prescott	20,124
Essex	20,733
Glengarry	8,710
Stormont	7,016
Simcoe	6,357
Renfrew	6,107
Kent	5,956
Carleton	4,157

French population in Maritime Provinces
150,000.

FRENCH MERCHANTS IN PROVINCE OF QUEBEC

	Total	French.
Boots and Shoes	976	929
Clothes and Gents' Furnishings	476	317
Druggist	456	424
Dry Goods	871	755
Furniture	301	247
General Stores	5,345	4,619
Groceries	5,000	4,614
Hardware	436	335
Jewellers	799	566

The Roman Catholic Church in the Province of Quebec

Dioceses	Cath. Pop.	No. of Priests	Classical Colleges	Convents and Commercial Colleges	Normal Schools	Seminaries	Universities	Parishes
Quebec (1)	390,000	699	2	172	3	2	1	229
Trois Rivieres (2)	104,322	149	..	25	..	1	..	55
Rimouski (3)	142,148	169	..	37	1	2	..	130
Chicoutimi (4)	86,000	144	..	13	1	1	..	75
Nicolet (5)	92,878	162	1	39	1	1	..	70
Vicariat apos. Golfe St.								
Laurent	9,650	15	..	1	10
Montreal (6)	577,947	849	7	675	..	2	1	174
St. Hyacinthe (7)	119,930	240	0	66	..	1	..	75
Sherbrooke (8)	97,000	159	1	28	..	1	..	84
Valleyfield (9)	52,675	99	2	19	1	38

Joliette (10)	64,500	138	1	38	1	--	--	45
Ottawa (11)	47,522	67	2	---	--	--	--	44*
	<u>1,764,572</u>	<u>2791</u>	<u>16</u>	<u>1113</u>	<u>8</u>	<u>11</u>	<u>2</u>	<u>1029</u>
						*(In Quebec)		

- (1) Includes the Counties of: Beauce (in part), Bellechasse, Dorchester, Kamouraska, Levis, L'Islet, Lotbinière, Mégantic, Montmagny, Montmorency, Portneuf, Québec, Témiscouata, Québec City.
 - (2) Includes: Champlain, Maskinonge, Saint-Maurice.
 - (3) Includes: Bonaventure, Gaspé, Matane, Rimouski, Témiscouata (in part).
 - (4) Includes: Charlevoix, Chicoutimi, Lac St. Jean, Saguenay.
 - (5) Includes: Nicolet, Yamaska, Arthabaska, Drummond, small part of Shefford and Bagot.
 - (6) Includes: City of Montreal, and suburbs, Argenteuil, Chambly, Deux-Montagnes, Hochelaga, Jacques-Cartier, Laprairie, L'Assomption, Laval, Napierville, St. Jean, Terrebonne, Vercheres (in part).
 - (7) Includes: Bagot (in part), Brome, Iberville, Missisquoi, Richelieu, Rouville, St. Hyacinthe, Shefford, Vercheres (in part).
 - (8) Includes: Beauce (in part), Brome (in part), Compton, Richmond, Shefford (in part), Sherbrooke, Wolfe, Stanstead.
 - (9) Includes: Beauharnois, Chateauguay, Huntingdon, Soulanges, Vaudreuil.
 - (10) Includes: Joliette, Berthier, L'Assomption, Montcalm.
 - (11) The part. of this diocese which is in Quebec Province, includes the Counties of Argenteuil (in part), Labelle Wright.
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LA CANADIENNE

The Magazine of French-Speaking Canada

J.-L. K.-LAFLAMME, *Editor*

Demonstration copy—the Christmas issue—out November 20th with a guaranteed distribution of 25,000 copies. Page same size as *Everywoman's World*. Regular monthly issues commencing March, 1920. Out on the 20th of the month previous.

Advertising Rates

Effective August, 1919

30c. Per Agate Line

A distribution of a minimum of 25,000 a month is guaranteed. As soon as modern selling methods and good advertising will do it, a circulation of 50,000 will be attained. This is expected by September 1st, 1920, or sooner, when new rate card will be effective, based on a guaranteed A.B.C. circulation.

A.B.C. Membership Applied For

PRESENT PRICES

One Page	\$240.00
Half Page	120.00
Quarter Page	60.00
Eighth Page	30.00
One Inch	4.20
Ten Lines (Minimum)	3.00

COLOR

Inside Cover and Inserts	\$350.00
Outside Back Cover	450.00

Size of Page

800 lines—200 lines by 4 columns
Size of type page, $9\frac{1}{4}$ by $14\frac{1}{4}$ inches.

Width of Columns

Single column, 13 ems ($2\frac{1}{8}$ inches).
Double column, 27 ems ($4\frac{1}{2}$ inches).

Half-tones

Up to 133-line screen—under 100 not acceptable.
To insure first-class printing—send original half-tones.

Position

15 per cent. extra for guaranteed position.
Send your instructions "run of paper."

Key Numbers

Not responsible for insertion of key numbers, but greatest care will be taken to ensure correctness.

Minimum Advertisements

Advertisements for display columns must not be less than 10 lines, single column.

Reverse Plates

Reverse plates and heavy bold type matter will not be inserted unless stippled or greyed.

LA CANADIENNE is published by the publishers of
EVERYWOMAN'S WORLD
Canada's Greatest Magazine

TO COVER CANADA

“The Continental Combination”

EVERYWOMAN'S WORLD

Canada's Greatest Magazine

A.B.C. Circulation in excess of 100,000
Flat Rate, 85c. a Line



LA CANADIENNE

The Magazine of French-Speaking Canada

30c. a Line



EVERYWOMAN'S NEEDLECRAFT COMPANION

*The only exclusive Needlework
Magazine in Canada*

Published as a Supplement to Every-
woman's World and La Canadienne.
Free to Subscribers who send 24c. to
pay postage on it.

Published Quarterly - 25c. a Line



Together these three—“The Conti-
nental Combination”—cover Canada
adequately and economically.

We make no charge for properly
translating and revising advertising
appearing in Everywoman's World so
as to make it suitable for running in
La Canadienne.

Rate Cards on Everywoman's World
and Everywoman's Needlecraft Com-
panion on request.

Continental Publishing Co., Limited

HEAD OFFICE - TORONTO

John P. Kelly, Manager
212 McGill Street
MONTREAL

W. H. Stockwell, Manager
People's Gas Bldg.
CHICAGO

**TO COVER THE OTHER
TWO-THIRDS OF CANADA**

Everywoman's World

COVERS CANADA as no other publication in the world covers its own special field, going as it does into one in every seven or eight of the best English-speaking homes from coast to coast.

Any advertising campaign in Canada is incomplete without Everywoman's World.



Flat rate, 85c. a Line.

Guaranteed Circulation,
100,000 A.B.C.

TO COVER THE OTHER
TWO-THIRDS OF CANADA

Everywoman's Needlecraft Companion

GIVES the longest life to your sales message that is obtainable in any publication. For Everywoman's Needlecraft Companion goes to those subscribers to Everywoman's World who wish special information on needle work for which there is not sufficient space in Everywoman's World. These readers pay 24c. for the four quarterly copies of Everywoman's Needlecraft Companion, and use it regularly for reference on knitting, tatting, crocheting, embroidery, dress making, designing and needle work.

Same size page as
Everywoman's World.

Flat rate, 25c. a Line.

Circulation in excess of
40,000 copies each issue.

A SERVICE IN SECURING
DEALER CO-OPERATION

Everywoman's
Storekeepers



July and December

—*for the Drug Trade*

March and September

—*for Drygoods, Clothing
and Footwear Trades*

April and November

—*for Grocery Trade*

May and October

—*for the Hardware and
Furniture Trades*



The only real dealer co-operative effort of any magazine in Canada—a strictly complimentary service.

Write for full information.

