

Why

THE MONETARY TIMES OF
CANADA IS ONE OF THE
BEST ADVERTISING MEDIUMS

1.—Reputation. "*The Monetary Times*" is conducted upon lines which have gained for it the highest reputation for integrity and independence of judgment, and its opinions and pronouncements as regards new issues offered for public subscription, and other like matters with which it essentially deals, are respected accordingly.

2.—Circulation. "*The Monetary Times*" has the largest circulation of any financial and insurance weekly in Canada. It circulates extensively not only throughout Canada but also in the United Kingdom and in every financial center throughout the world.

3.—Readers. "*The Monetary Times*" by the nature of its contents is of interest to all classes of investors. It appeals to a vast and constantly increasing number of readers, including Government and Municipal Authorities, Bankers, Insurance Officials, Directors, Managers and Secretaries of Companies and members of the various Stock Exchanges—by the great majority of whom the paper is not only read, but carefully filed for reference.

4.—Prominence of Advertisements. The space available for advertisements being strictly limited, announcements appearing therein secure very marked prominence.

We can guarantee all advertisements either alongside or opposite reading matter.

5.—Advertising Policy. Advertisements which are apparently designed to entrap the unwary, to induce people to part with hard-earned savings, and to tempt necessitous debtors to take almost the only step which could possibly make their financial troubles greater, are consistently declined by "*The Monetary Times*." The business of newspaper publishing is not in the opinion of the owners of "*The Monetary Times*," one which is free from moral responsibility.

For these reasons "*The Monetary Times*" offers an excellent, if not absolutely unique, medium for the announcements of all who desire to cultivate business with a clientèle of the highest class.

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