

Good Results

in advertising tell the story for shrewd advertisers, better than big circulation claims or great promises.

A Good Newspaper

A Good Article

A Good Advertisement

This combination is sure to win; but the good newspaper must be more than tolerably good. It must be practical, clear, fresh, vigorous and reliable.

"LA MINERVE"

is not only all this but even more. It is the best and cheapest advertising medium in the Dominion. The acknowledged exponent and representative of the commercial and industrial interests of Montreal, and the only French morning daily in Canada.

Established 1826.

Subscription: { Daily, \$6.00 a year.
Weekly, 1.00 "



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