

# REASONS WHY YOU SHOULD ADVERTISE IN



- Because it is a legitimate and beneficial advertising medium.
- Because it has a guaranteed City circulation.
- Because it is daily referred to by hundreds.
- Because strangers as well as residents cannot but see your advertisement.
- Because your advertisement will appear in a most conspicuous manner.
- Because without extra charge, your advertisement may be inserted both in french and english.
- Because for three-fourths less money, you will get the same space that you would in a Newspaper.
- Because its circulation is commercial.
- Because, for little money, your advertisement will extend the whole year.
- Because you can have your advertisement set up in any part of the work.
- Because your advertisement will be seen by buyers and consumers.
- Because it is a sure way of reaching the public.
- Because for reasons you may know best, it is to your advantage to do so.
- Because **CHERRIER**, as the publisher of your **CITY DIRECTORY** for the last twenty-one years, is certainly entitled, as such, to a fair share of your **Advertising Patronage**.