

# **The Strongest Medium In Canada, without exception**

is LA PRESSE, Montreal's great French daily. Those who are best acquainted with the Canadian advertising field, especially Quebec province, know that there is one medium they *must* use, if they are looking for the best results. This is LA PRESSE, the paper that has

# **The Largest Circulation In Canada, without exception**

In point of circulation, there is absolutely no comparison between LA PRESSE, with its 100,000 daily, and any other Canadian newspaper. As a producer of results, LA PRESSE excels all other papers as far as it leads them in circulation. Most advertisers consider the use of any other French newspaper in Montreal simply a duplication of circulation and expense.

# **La Presse**

makes no vague statements or indefinite claims. Its circulation, stated in plain figures, and the testimony of hundreds of advertisers who use its columns year after year, are sufficient proof of the supremacy among Canadian newspapers.