

BRIEF HISTORY

the King of France together with a few extra privileges thrown in.

For hundreds of years the French people have been supreme in the province of Quebec and they will remain so, at least long enough to warrant the elimination of any worry over change of conditions from the minds of any present-day advertisers.

Whether you believe it or not, or whether you know it to be so but are trying to hypnotize yourself out of that knowledge, the fact remains that no advertiser can do a satisfactory business in Montreal of Quebec Province without using the French newspapers.

There are various ways whereby you may get the goodwill of the French Canadian but the quickest and surest way is to appeal to him in his own language, whether written or spoken. It is the key that will unlock the door to his commerce and he will admit you gladly and freely deal with you. You must however secure his confidence through the various French channels open to you, chief among them being the powerful French Press.

Quebec Province is a wonderful and profitable market for any merchant or manufacturer who will cultivate it in the proper manner. If you want to do business with over 1,600,000 prosperous French-speaking people, you can get dependable advice by writing any of the following :

La Presse, Montreal, Canada; Henry W. King, Telephone Building, 76 Adelaide St. W., Toronto; Wm. J. Morton Co., 5th Ave. Bldg, New York; Tribune Bldg, Chicago; Alex. Clement, 19 Sicilian Ave, Southampton Row, London, W. C., Eng.