

**CIHM
Microfiche
Series
(Monographs)**

**ICMH
Collection de
microfiches
(monographies)**



Canadian Institute for Historical Microreproductions / Institut canadien de microreproductions historiques

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Title on header taken from: /
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- Title page of issue/
Page de titre de la livraison
- Caption of issue/
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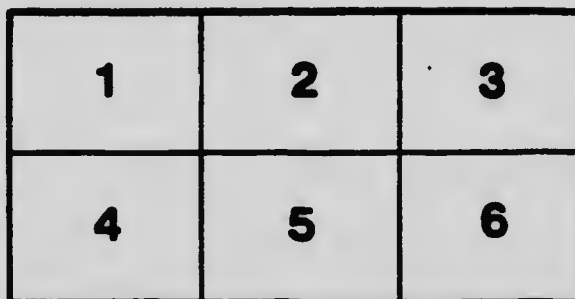
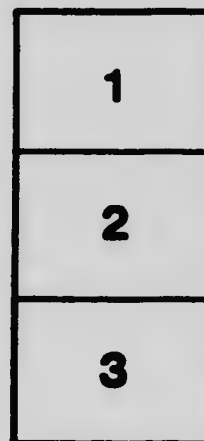
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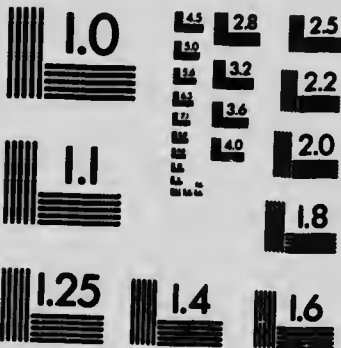
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MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



APPLIED IMAGE Inc

1853 East Main Street
Rochester, New York 14609 USA
(716) 482 - 0300 - Phone
(716) 288 - 5989 - Fax

SHOW CARDS

AND

Advertising Novelties.

This Department has been organized to meet an ever increasing demand from manufacturers and the trade generally for

ADVERTISING SHOW CARDS AND ADVERTISING NOVELTIES.

Our Correspondents in the great artistic centers, send us as soon as produced, samples chosen from the best productions in these lines, from **England, France, Germany, Italy, Belgium, Switzerland** and the **United States**:

**Show Cards in Colors, Enameled, Embossed
or Sunk.**

**Cut Outs, Transparent Gauze Show Cards with
Aerial Letters, Etc., Etc.**

Our representatives are always at hand to show samples.

Our artists will promptly make special sketches for any particular requirements of the trade.

Our importation department attends to the execution of orders by manufacturers specializing in the required lines.

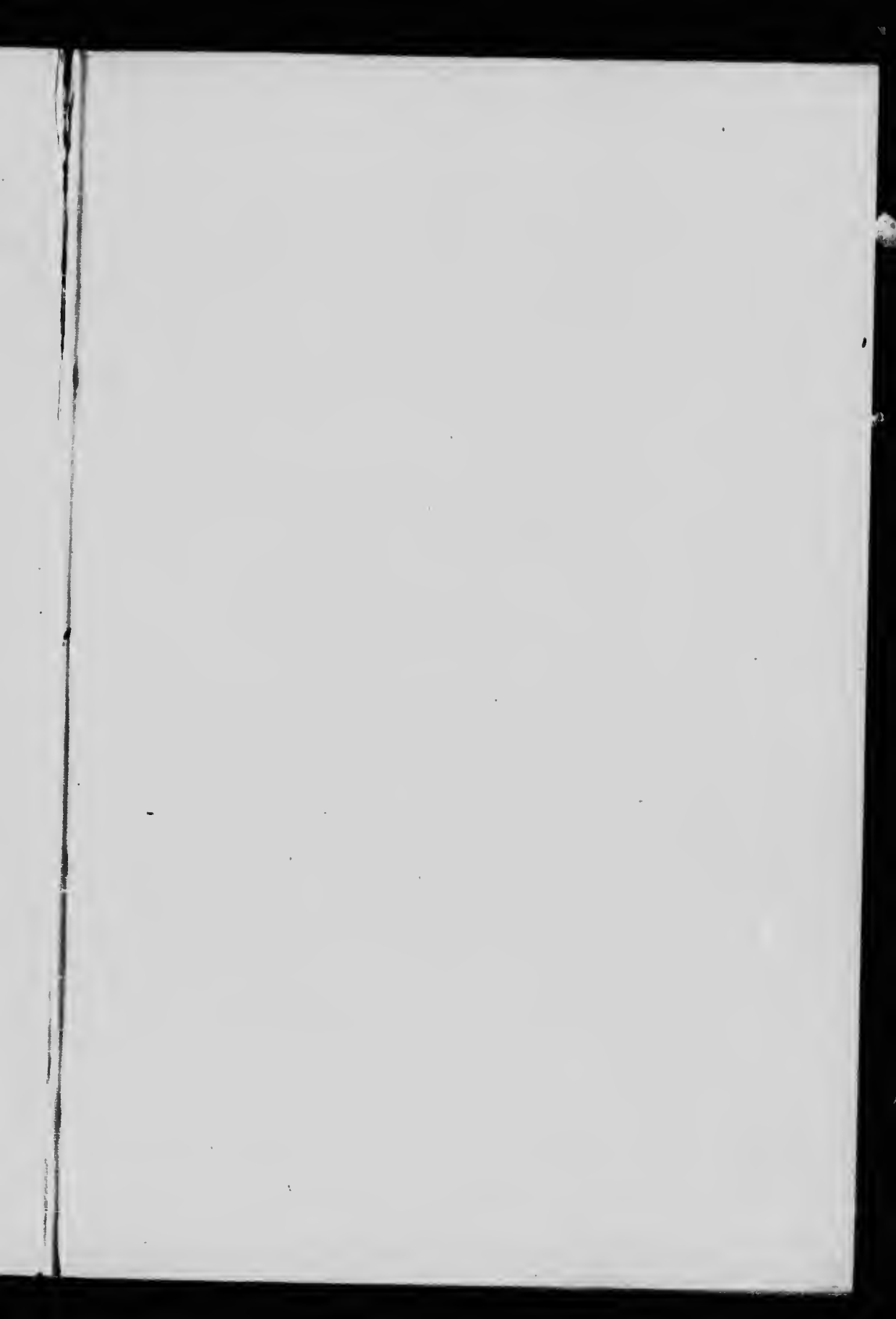
VISIT OUR SAMPLE ROOM.

The Canadian Advertising,

LIMITED

4 HOSPITAL STREET, - MONTREAL, Canada.

COPY DEPOSITED NO, 27709



THE FRENCH SPEAKING PEOPLE OF
NORTH AMERICA : HOW TO REACH THEM

French Newspapers
and Periodicals

OF

Canada and the United States



PUBLISHED BY

The Canadian Advertising,
LIMITED

Quebec Office

Quebec Railway Bldg
Cor. Crown & St. Joseph Sts
QUEBEC CITY

Headquarters

C.P.R. Telegraph Bldg
4 Hospital Street
MONTREAL

The Canadian Advertising,

LIMITED

MONTREAL, Canada.

MAKE A SPECIALTY of French Advertising, have connections with all French papers and will write free of charge all your French copy.

PLACE ADVERTISEMENTS in all the newspapers of Canada and the United States, at the lowest rates.

THE CANADIAN ADVERTISING LIMITED, has charge of the publicity of the most important commercial houses in Canada.

CONTROLS THE INSERTION of all advertisements in its care and all bills are rendered with insertion vouchers.

THE AD-WRITERS — publicity experts, and the artists with the Canadian Advertising Limited — write and illustrate the Advertisements with particular regards to Canadian conditions. — Thus directed, publicity campaigns have always given most satisfactory results.

THE CANADIAN ADVERTISING LIMITED will supply upon request, advertising campaign plans and details, free of charge.

THE CANADIAN ADVERTISING LIMITED also undertakes Bill Posting all over Canada.

OUR EXPERIENCE AND SERVICES are at the disposal of any house desirous of judiciously and practically extending its business in Canada.

Before placing your advertisements, write us and you will find out it's to your own benefit.

C. P. R. Telegraph Building,

4 Hospital St., MONTREAL, Canada.

Phone : Main 814

PAAP
Z
6954
C2C92
1913

FOREWORD

A Story of Success

THE CANADIAN ADVERTISING, LIMITED—MOVES
TO LARGER QUARTERS — WHAT THAT MEANS.

A YEAR ago, we moved to the C. P. R. Telegraph Building (corner of Hospital and St. Francis-Xavier streets). We simply HAD to have more room!

The Canadian Advertising clients are constantly growing in number and this is due to an earnest determination on our part to protect their interests—first, last and all the time.

The business was founded in 1906 and the stock in trade, at the time, consisted of a thorough business training, a thorough knowledge of advertising and a determination to succeed. Our clients were two in number.

The odds seemed overwhelming during the first two years in that little office at 25 St. James street, but since then the growth of the agency has been steady and with this growth a corresponding increase in the office force was compulsory.

In 1908, when we moved to the Royal Trust Building, we thought that there we would have room to expand—soon we had to add one, two and finally three offices.

In December 1911, Holmes Advertising was amalgamated with The Canadian Advertising, Limited, and the business kept on growing, growing until we HAD to move to the C. P. R. Telegraph Building—fourth floor—to larger and more commodious quarters.

The Agency is now in its eight year and it is giving service that is equalled by few, if any, American Advertising Agencies—Equipment, Experience and Advertising Ability, have made for the Success of our Office.

A co-operative spirit has been fostered in the Agency from the very first—and so thoroughly has this idea been impressed that every member of the working force takes a personal interest in the welfare of the business.

It is gratifying to the members of this Agency to feel that the value of the Service it renders has been recognized in the Com-

mercial World. Each succeeding proof of such appreciation shall be an inspiration and an incentive to make that Service even better than it has been in the past.

The Canadian Advertising, Limited gives COMPLETE SERVICE. "From a circular letter to a National Campaign" is our slogan.

We plan advertising, we write advertising, we illustrate advertising, we place advertising—of all kinds.

The following pages contain suggestions which may be helpful to those who wish to achieve success through advertising as well as to those who want to get maximum results from minimum expenditure.

The French Element in Canada.

LORD DUFFERIN, former Governor-General of Canada, once stated that "Canada is fortunate in having her prosperity founded in the co-operation of different races."

This statement can be best appreciated when we add that the total French-speaking population is estimated to be 2,225,000—more than 30 per cent of Canada's total population.

80 per cent of the total population of the Province of Quebec is French-speaking.

70 per cent of the population of Canada's metropolis—Montreal, is French.

The French-Canadian has brought into business all the enthusiasm of his nature and is rapidly taking in its circles the same notable place he has taken in the public life of the country. He is, for example, unquestionably pre-eminent in the grocery trade of Canada. The largest, the second largest, the third largest wholesale grocery houses in Canada are French-Canadian.

In the Province of Quebec, the great bulk of the population being French, it follows that the great majority of retail dealers are French-speaking.

The following figures show the proportion:

Of a total of 3,188 grocers, 2,802 are French, 386 English-speaking.

Of a total of 3,831 general storekeepers, 3,105 are French, 726 English-speaking.

Of a total of 462 hardware dealers, 335 are French, 125 English-speaking.

Of a total of 318 druggists, 250 are French, 68 are English-speaking.

Of a total of 1,490 dry goods dealers (selling hats, clothing, etc.) 1,276 are French, 214 English-speaking.

These figures prove better than any argument, spoken or written, that the French element of Canada's population cannot be over-looked by any wide-awake advertiser.



The French Population of the United States.



THAT the total French-speaking population of the United States exceeds 1,500,000 is a fact that was recently affirmed by Mr. C. Hebert de Fosse, the statistician employed by the National Republican Committee to furnish statistics as to the political opinion of the various foreign elements of the United States population.

Most of these people are established in the Eastern States, Michigan, Indiana, Illinois, Louisiana and the North West.

It is interesting to note that this French-speaking population exceeds the total population of such states as Nebraska, Oklahoma, South Carolina, South Virginia, Arkansas, Kansas and Maryland.

It also exceeds the total population of several groups of states, viz:

1st group—Arizona, Connecticut, Wyoming, and Idaho (total population, 1,435,739).

2nd group—Maine, Vermont, Delaware and New Mexico (1,466,357).

3rd group—Rhode Island, New Hampshire, Utah, and Nevada (1,348,758).

4th group—Indian Territory, North Dakota, Montana and Wyoming (1,281,281).

5th group—Colorado, South Dakota and Oregon (1,492,431).

6th group—Florida and Washington (1,195,640).

This means that no less than **twenty-seven** states in the Union have smaller population than the total French-speaking population of the United States.

No National Advertiser would think for one minute of leaving out these states when preparing his campaign — yet, how very few of them think of **intensifying** their publicity by using special advertising that will appeal to the 1,500,000 French-speaking citizens of the United States.

WE SUPPLY CORRECT FRENCH TRANSLATIONS

In response to an ever increasing demand, we have decided to extend to the English speaking manufacturers and trade generally, the service of our French **Translation Department**, heretofore reserved exclusively to the clients of our Agency.

This Department, under the direction of Mr. L. J. François, for many years Editor of "Publicité—Publicity", and Mr. Edmond Montet who has had broad journalistic experience, comprises also men who have experience in business journalism, knowledge of the printer's art and practical money-making advertisement practice, including the planning, writing and setting, as well as illustrating.

Many times the French papers have pointed out gross errors in translation, and very unhappy attempts at french writing of circulars, booklets or catalogues, sometimes coming from first class houses, which being unable to judge of the quality of this commercial literature in a foreign language, have seriously suffered thereby.

We take charge of the writing and printing of circulars, catalogues, booklets, etc., and also the preparation of electrotypes of matter carefully corrected and revised for the use of houses which have special arrangements with printers.

We are in good position to quote reasonable prices on any kind of work of this class which may be proposed to us.

THE CANADIAN ADVERTISING,
LIMITED

4 Hospital Street, MONTREAL, Canada

Reaching the French Element of Canada and the United States.

THE French language is an element of Canadian business. The use of this language is not a privilege but a **constitutional right**. Ninety per cent of the French-Canadians speak only the French language.

Consequently, the French language **MUST** be used in all forms of Advertising intended to reach the French element of Canada's population.

Many advertisers who place their business through "home" agencies often complain that their French advertising is not producing results expected by them. This is due to the fact that most agencies are unacquainted with the trade problems of the Province of Quebec—they do not understand the French mentality.

Necessity compels most of these agencies to send out to French papers electrotypes or proofs of electrotypes for advertising matter in English, with instructions to translate the copy and set it up in the type of their own language.

Now, advertisements that are strong and effective in English are never so good when translated into French.

Masses of good English copy fail completely when translated into French because they contain aphorisms applicable only to English speaking people, or comparisons that have no relevancy in French Canada.

Some unscrupulous translators knowing that the agencies' checkers have no means of knowing whether the body matter of advertisements is correct or otherwise, take very little trouble in translating English ads, using the first equivalent the lexicon gives for any English word they do not understand.

In most cases the "translated" ads that appear in the columns of French papers positively cast discredit on the firm whose goods they "advertise."

French-Canadians are very sensitive to any slight that is paid their language and can only be appealed to through advertisements that are clearly expressed in idiomatic and colloquial terms.— Merely literal translations cannot possibly draw sales across the line of profit, for the very simple reason that the French-speaking public have view-points, tastes, preferences and ideas that differ entirely from those of the English public.

Partial List of Clients

OF

The Canadian Advertising, Limited

Baridon, L. R. Reg.	Baume Rhumal	Montreal, Que.
Bélanger A. & Cie. . . .	Stoves and Plows	Montmagny, Qué.
Birks, Henry & Sons. . . .	Jewellers	Montreal, Que.
Blue, Walter & Co	Clothing Mfrs.	Sherbrooke, Que.
Berliner Gram-O-Phone Co., Ltd.		Montreal, Que.
Boivin, Wilson & Co., Ltd.	Wholesale Wine and Spts.	Montreal, Que.
Bon-Ton (La Cie)	Clothing Mfrs.	Quebec, Que.
Bournival & Cie.	Woodwork Machinery.	Montreal, Que.
British Colonial, Fire Ins. Co.		Montreal, Que.
Brodie & Harvie Ltd. . . .	Self Raising Flour	Montreal, Que.
Byrrh Wine	Appetizing Tonic Wine	Montreal, Que. Thuir, France.
C		
Canadian Pacific Ry.		Montreal, Que.
Canadian Railway Acc. Ins. Co.		Montreal, Que.
Chaput, L. Fils & Cie, Ltd.	Wholesale Grocers	Montreal, Que.
Charing Cross Ind. Co. Ltd.	Real Estate	Montreal, Que.
Claverie André	Trusses and Corsets. . . .	Montreal, Que.
Cie Chimique des Produits de France et d'Allemagne	Importers	Montreal, Que.
Cie d'Exposition de Québec		Quebec, Que.
Cie d'Exposition de Trois-Rivières.		Trois-Rivières.
City of Pointe-aux-Trembles		
City of Three Rivers.		
Cie Chs. A. Paquet, Ltée.	Machinists	Quebec, Que.
Cie Pharmaceutique de la Croix Rouge	Prop. Medecines	Quebec, Que.
Cie Savoy-Guay	Machinists	Plessisville, Que.

LIST OF CLIENTS.

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D

Dominion Fish and
Fruit Co. Quebec, Que.
Dr. Laforest Institute,
Inc. Electro Therapy Montreal, Que.
Dubonnet Tonic Wines Paris, France.

E

Eastern Hat and Cap
Mnfg. Co., Ltd. Truro, N.S.
Eastern Townships
Corset Co. St-Hyacinthe, Que.
Employers Liabilities
Ass. Corp. Ltd. Montreal, Que.

F

Frontenac Breweries
Ltd. Montreal, Que.
Fry J. S. & Sons Ltd.. Cocoa, Chocolate Bristol, Eng.

G

Ganong Bros. G. B. Chocolate St. Stephen, N.B.
Gauvin J. A. E. Gauvin's Aniseed Sy-
rup Montreal, Que.
General Animals Ins.
Co. of Canada Montreal, Que.
Gillespies & Co. Wholesale Wine Mer-
chants Montreal, Que.
Grand Trunk Ry. Sys-
tem Montreal, Que.

H

Hamilton G. J. & Sons Biscuit Mnfrs. Pictou, N.S.
Hart Mnfg. Co. Ladies Clothing Mnfrs. Montreal, Que.
Hatton D. Co. Wholesale Fish Montreal, Que.
Hennessy Brandy Cognac, France.
Hirsch J. & Sons Ltd. Cigar Mnfrs. Montreal, Que.
Hochelaga Bank Montreal, Que.

I

Imperial Tobacco Co of
Canada, Ltd. Montreal, Que.

J

Japan Tea Association Montreal, Que.
Joliette Chemical Co.. Patent Medicines Montreal, Que.
Jonas Henri & Co. ... Flavoring Extracts ... Montreal, Que.

L

Lachaine J. A.	Manufacturer	St. Martin, Que.
Laporte, Martln, Ltd..	Wholesale Grocers ...	Montreal, Que.
Larivière Incorporée..	Wholesale Hardware.	Montreal, Que.
LeMay Limitée	Real Estate	Montreal, Que.
Lyon Gas Saving, Ltd.	Gas Mantles	Montreal, Que.

M

Mathieu J. L. & Co... Ltd.	Proprietary Medecines Tents, Awnings	Sherbrooke, Que. Montreal, Que.
Mitchell's Scotch and Irish Whskeys	Glasgow & Belfast.
Morin Dr Ed. & Co., Reg.	Proprietary Medecines	Quebec, Que.
Morin, J. B. & Cie....	Veterinary Specialties.	Quebec, Que.
Moirr' Limited	Chocolate and Cocoa..	Halifax, N.S.
Mooney Biscuit & Can- dy Ltd.	Stratford, Ont.

N

Northrop & Lyman Co. Ltd.	Proprietary Medecines	Toronto, Ont.
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P

Paradis P. J. & Cie... Patterson Candy Co... Payne J. Bruce	Asbestos and Cement. Cigars	Quebec, Que. Toronto, Ont. Granby, Que.
Pelham Nursery Co... Perrin Frères Perrin Gloves	Toronto, Ont. Paris, France.
Pigeon, Pigeon & La- vis	Patent Solicitors	Montreal, Que.
Piper Heidsieck	Champagne	Rhelms, France.
Prêt Immobilier Limi- té (Le)	Loan Company	Montreal, Que.
Prévoyance (La)	Accident Insurance ..	Montreal, Que.
Provident Accident & Gua. Co.	Montreal, Que.
Provincial Bank	Montreal, Que.
Provincial Fire Ins. Co.	Montreal, Que.
Pugsley, Dingman & Co.	Comfort Soap	Toronto, Ont.

LIST OF CLIENTS.

Q

Quebec Land Co., Quebec, Que.

R

Red Cross Gin Montreal, Que.
 Regal Boot Shop Montreal, Que.
 Richard P. H. Brandy Cognac, France.
 Ritz-Carlton Hotel ... Montreal, Que.
 Rock City Tobacco Co. Quebec, Que.
 Ross W. A. & Bros... Irish Sloe Gin New-York, U.S.

S

Sauvegarde Life Ins.
 La Montreal, Que.
 St-Charles F. X. & Co.
 Ltd. White Rock Water .. Montreal, Que.
 St. Lawrence Flour
 Mills Co., Ltd. Flour Montreal, Que.
 St. Lawrence Sugar
 Refineries Ltd. Montreal, Que.
 Sherbrooke Cigar Co.. Sherbrooke, Que.
 Sherwin Willlams Co.,
 Ltd. Paint and Varnish
 Mnfrs. Montreal, Que.
 Société des Produits
 Persans Tollet Specialty Montreal, Que.
 Société des Grands
 Produits de France. Fuco-Morrhuum Montreal, Que.
 Société Anonyme "Le
 Soleil" Canned Fruits and Ve-
 getables Mailnes, France.
 Société Ferrière des
 Eaux de Vichy Vichy Célestins Water Vichy, France.
 Société Française de
 Spécialités Alimen-
 taires Paris Pâté Montreal, Que.

T

Toussaint A. & Cle .. Vin des Carmes Quebec, Que.
 Townsend S. B. & Co. Wine and Spirits Agts. Montreal, Que.

V

Victoriaville Furniture
 Co. Victoriaville, Que.
 Vin St-Michel Tonic Wine Montreal, Que.

W

White Candy Co. St. John, N.B.
 Wilson L. A. & Co .. Wholesale Wine Merc. Montreal, Que.
 Woitthausen Hat Corp.
 Ltd. Brockville, Ont.

Province of Quebec

Circulation figures given below appear as furnished by Editors.

AREA.—Since the annexation of Ungava, the Province of Quebec has a total area of 706,834 square miles—more than five times that of the British Isles—it is the largest Province in the Dominion.

POPULATION.—According to the 1911 census, the population of the Province of Quebec amounted to 2,002,712 against 1,648,898 in 1901 and 1,488,535 in 1891.

The French-speaking population is fully 80% of the total population, making the Province of Quebec the centre of French Canada.

Of the French-speaking wage-earners in this Province, 36% are engaged in agricultural industries, 15% in domestic or personal service, 24% in manufacturing industries, 6% in professional pursuits, 14% in trade and transportation, 5% in fishing, lumbering, mining, etc.

Total annual wages, \$194,142,400.00.

Quebec's Riches.—Quebec's butter and cheese sales in 1911, over \$1,000,000.00. Total yield value \$30,000,000. Cheese output 1911, largest on record, sharing highest prices.

Quebec has 643 butter, 1,692 cheese and 691 combined factories. Total 3,006 against 1,601 in 1897.

Quebec's agricultural estimates for 1912, \$537,550.00.

Quebec has 80,000,000 acres of food land, valued at \$450,000,000.

Quebec's mineral products: \$3,750,300 in 1905; 7,323,281 in 1911.

Quebec is Canada's chief spruce producing Province one-third of total Canadian cut.

Quebec has the largest forest area in any Canadian Province, viz. 77,000,000 acres, estimated worth \$450,000,000.

Quebec's revenue of government forest is over a million a year.

Quebec's forest reserves include 111,400,900 acres.

Quebec's timber production from 450 miles, is about one billion feet per year.

Mining product value, 1908, \$5,493,664; 6,324 working men; wages, \$2,094,357.

The Report of the Mines Branch of the Province of Quebec for 1911 shows that the value of the Quebec Mines amounted to \$8,679,786—an increase of over 300 per cent in the last decade.

There are 4,905 manufacturing establishments. Capital \$255,000,000.00; product \$319,000,000.00; employees, 119,108; wages, \$47,000,000.00 (1905).

Average price of farm land (1910) \$42.50 per acre.

Quebec has 3,084,300 live stock, viz: 371,400 horses, 872,800 milch cows, 609,200 other cattle, 533,400 sheep; 697,500 swine.

Value of annual field crops is \$85,000,000.00 to \$100,000,000.00 of dairy products, \$25,000,000.00; of manufactured goods, \$220,000,000.00.

ARTHABASKA, pop. 1,453. **COUNTY:** Arthabaska, 60 miles south of Quebec, on Nicolet river, 2½ miles from Victoriaville on G.T.R. **BANK**—Molson. **NEARBY TOWNS:** Three Rivers, 36 miles. **COUNTRY ADAPTED FOR FARMING.**

LA GAZETTE D'ARTHABASKA, weekly Friday. Politics: Independent. Established 1908. Published by La Cie J. F. Taschereau Ltd. Size of page 24½ by 36½ in.; 7 cols. 22 in. long. Subscription \$1.00 a year. Copy must be in by Thursday noon preceding day of issue. Circulation 1300.

L'UNION DES CANTONS DE L'EST, weekly Friday. Politics: Liberal. Published by La Cie d'Imprimerie d'Arthabaskaville. Established 1865, 6 pages. Size of page: 17 x 23; 7 cols. 2½ in. wide by 23 long. Subscription \$1.00 a year. Copy must be received on Thursday for insertion in following issue. No circulation figure given by publisher. Approximative: 1400.

BEAUCEVILLE, pop. 1,677. **COUNTY.** Beauce, on Quebec Central R.R. **Bank:** Nationale.

L'ECLAIREUR, weekly Thursday. Politics: Liberal. Established 1908. Published by La Cie de Publication de L'Eclaireur. Size of page 14 by 36, 7 cols., 13 ems by 22 in. Subscription \$1.00 a year. Circulation: 3,000.

CHICOUTIMI, pop. 5,880. **COUNTY:** Chicoutimi, 210 miles east of Quebec, on Saguenay River, regular steamship service to Quebec during navigation season. **RAILROAD Q. & L. St. J. BANKS:** Molson's, Nationale. Country adapted for farming and dairying. **NATURAL RESOURCES** — lumber, pulpwood, water power.

ECHO PAROISSIAL DU SACRE-COEUR, monthly. Published by RR. Fathers Eudistes, established 1911. Religious. Subscription: 50 cts. Twenty-four pages. Circulation: No report.

LE PROGRES DU SAGUENAY, weekly, Thursday. Politics: Independent. Published by "Le Syndicat des Imprimeurs du Saguenay". Size of page, 7 cols. 13 ems wide. Subscription: \$1.00 a year. Copy must be received by Tuesday preceding day of publication. Circulation 1100.

LE TRAVAILLEUR. Publication suspended owing to fire. Will resume publication shortly.

LE MESSENGER DE ST-ANTOINE, monthly. Religious. Published by Rev. E. DeLamarre. Established 1895. Size of page 8 x 5½ in. Subscription: 50c. a year. Circulation 11,500.

FRASERVILLE, pop. 6,774. COUNTY: Témiscouata, 115 miles northeast of Quebec, on the St. Lawrence river. RAILROADS: I. C., terminus Témiscouata. BANKS: Montreal, Molson's, Nationale. NEARBY TOWN: Rimouski, 65 miles. NATURAL RESOURCES: lumber.

L'ACTION CANADIENNE, weekly, Tuesday. Politics: Conservative. Established May 1st, 1911. Published by La Cie d'Imprimerie de Fraserville. Size of page: 32 x 22; 6 pages 13 ems wide by 20 in. long. Circulation 1,800.

Le **JOURNAL DE FRASERVILLE**, weekly, Friday. Established Dec. 4th 1881. Published by J. E. Mercier. Size of page 15 by 22; 7 cols, 2¼ in. wide by 22 in. Copy must be received on Tuesday preceding day of publication. Subscription: 50c. a year. Circulation not given by publisher. Estimated 1,850.

LE SAINT-LAURENT, weekly Friday. Politics: Liberal. Established 1896. Published by "L'Imprimerie le Saint-Laurent Limitée". Size of page 21 x 15½; 7 cols., 13 ems wide by 21 in. Subscription \$1.00 a year. Circulation 1,024.

GRAND'MERE, pop. 5,783. COUNTY: Champlain, 100 miles west of Quebec. RAILROADS: Canadian Northern. BANKS: Montreal, Nationale. NEARBY TOWNS: Shawinigan Falls, Three Rivers.

LA SEMAINE, weekly, Friday. Politics: Conservative. Established in 1909. Published by "Laurentide Printing Co., Ltd. Size of page: 7 cols, 2¼ wide by 15 in. long. Subscription: \$1.00 a year. Circulation 2,500.

HULL, pop. 18,222. COUNTY: Wright, 118 miles west of Montreal, on Ottawa River, at mouth of Gatineau, opposite Ottawa RAILROAD: Canadian Pacific (two lines). BANKS: Montreal, Ottawa, Provinciale. COLLEGES: High School, Roman Catholic Normal School. NEARBY TOWN: Aylmer, 10 miles. Country adapted for mixed farming. NATURAL RESOURCES: Iron, mica.

LE SPECTATEUR, weekly. Politics: Liberal. Established 1889. Published by La Cie de Publication "Le Spectateur" Ltée. Size of page: 5 cols 2¼ in. wide by 16½ in. Subscription: \$1.00 a year. Circulation 2,875.

JOLIETTE, pop. 6,346. COUNTY: Joliette, 36 miles east of Montreal. RAILROADS: Canadian Pacific, Canadian Northern. BANKS: Hochelaga, Nationale, Royal. Country adapted for mixed farming and dairying. NATURAL RESOURCES: limestone.

L'ETOILE DU NORD, weekly, Thursday. Politics: Independent. Published by Albert Gervais. Established 1884. Size of page: 7 cols, 2½ in. wide by 21 in. long. Subscription 50c a year. Copy must be received on eve of publication day. Circulation 3,500.

LÉVIS, pop. 9,452. COUNTY: Lévis. On St. Lawrence river opposite and connected by ferries with Quebec. RAILROADS: Grand Trunk, Quebec Central, Intercolonial, 'vis County Electric. BANKS: Montreal, British North America, Nationale. NEARBY TOWN: Pointe Lévis, 1 mile. Country adapted for general farming.

LE QUOTIDIEN, daily. Politics: Liberal. Published by "La Cle de Publication de Lévis, established 1858. Size of page 24 by 34: 7 cols, 13 ems wide by 22 in. long. Subscription: \$2.50 a year. Circulation 3,500.

L'HESDOMADAIRE, Weekly Edition of "Le Quotidien". Established 1881. Subscription: 50 cts a year, four pages, 7 cols 22 inches. Circulation: No report.

MATANE, pop. 2,056. COUNTY: Rimouski. RAILROAD: The Canada Gulf and Terminal Railroad and the south shore River St. Lawrence. NEARBY TOWN: Little Métis, 33 miles. BANKS: Banque Nationale.

LE CRI DE L'EST, weekly. Politics: Independent. Established 1911. Published by La Cle Péninsulaire Ltée. Size of page: 7 cols, 2 in. wide by 22 in. long. Subscription: \$1.00. Circulation 1,542.

MONTMAGNY, pop. 4,617. COUNTY: Montmagny. NEARBY TOWN: Quebec, 33 miles. RAILROAD: Intercolonial. BANKS: Nationale, Quebec. Country adapted for farming and dairying.

LE COURRIER DE MONTMAGNY, weekly, Friday. Politics: Liberal. Established 1883. Published by Alphonse Caron. Size of page 36 x 48 in., 7 cols, 2¾ in. wide by 21½ in. wide. Subscription: \$1.00. Circulation 1,300.

LE PEUPLE, weekly, Friday. Politics: Conservative. Established 1900. Published by La Cle du Peuple. Size of page: 7 cols, 1¾ in. wide by 19¾ long. Subscription: \$1.00 a year. Circulation 3,957.

MONTREAL, pop. city only, 466,197 — Greater Montreal, pop. over 600,000. The commercial metropolis of Canada, situated on the Island of Montreal, at the confluence of the St. Lawrence and Ottawa rivers, at the head of ocean navigation, at the base of the great inland canal system and with all the various railway sys-

tems, centering here, it is, at present, for seven months of the year, the natural harbour for the whole of Western Canada as well as the North Western states, and it is only a question of time and commercial development when the five months close of navigation will be materially lessened, perhaps eliminated, thus giving to Montreal an open port all the year round. The present tonnage, inward and outward, of sea-going vessels during the seven months of navigation amounts to 4,000,000 tons, while over 7,000,000 represent the inland tonnage, inward and outward.

RAILROADS—Canadian Pacific (terminus and head office), Intercolonial (terminus), Grand Trunk, (terminus and head office), Canadian Northern, Central Vermont, Delaware & Hudson, New York Central, Rutland.

BANKS—British North America (head office for Canada and 2 branches), Commerce (2 branches), Dominion (3 branches), Eastern Townships (3 branches, Hochelaga, (Head office and 13 branches), Imperial, Merchants (head office and 4 branches), Molson's (head office and 6 branches), Montreal (head office and 10 branches), Nationale, Nova Scotia, Provinciale (head office and 8 branches), Ottawa, Quebec (3 branches), Royal (head office and 6 branches), Sterling, Toronto (6 branches), Traders, Union, City and District (head office and 8 branches).

COLLEGES, etc.—McGill University (English) Laval University (French), Polytechnic school, Technical High School, Catholic Commercial Academy, Ste-Marie College, Loyola College, Mount St. Louis, etc.

NATURAL RESOURCES—Sandstone, cement, large water powers.

MONTREAL FACTS.—Montreal is Canada's largest city, ranking third in size among cities of the British colonies.

Montreal is on a 1,400 mile inland river and canal system, 14 feet draught. United States water route, Buffalo to New York 430 miles, 6 feet draught.

Montreal-Quebec channel, with minimum depth of 31 feet, accommodates vessels of 15,000 tons as against 6,000 tons 15 years ago and 10,000 tons 10 years ago.

Montreal's manufacturing products, 1905, 118 millions. Increase 40% in 5 years. Capital invested, 112 millions, since greatly increased.

Montreal's port handles one-third of Canada's commerce, over \$200,000,000 worth.

70% of Montreal's population is French speaking.

LE CANADA, daily, morning. Politics: Liberal. Established 1903. Published by La Cie de Publication du Canada. Size of page, 7 cols. 13 ems wide by 300 agate lines. Subscription: \$3.00. Circulation 15,989.

LE DEVOIR, daily, evening. Politics: Independent. Established January 1910. Published by La Publicité, Limitée. Size of page, $25\frac{1}{2} \times 17\frac{1}{2}$, 7 cols. 13 ems wide by 327 agate lines. Subscription price: \$3.00. Circulation: 25,000.

LA PATRIE, daily, evening and weekly. Politics: Independent. Established 1878. Published by La Cie de Publication "La Patrie", Ltée. Size of page, 8 cols., 17 by $21\frac{1}{4}$ in., $12\frac{1}{2}$ ems wide by 300 agate lines. Subscription: \$3.50 a year. Circulation: Daily 42,293. Saturday 67,883.

LA PRESSE, daily, evening. Politics: Independent. Established 1884. Published by La Cie de Publication de "La Presse", Ltée. Size of page, 8 cols. $12\frac{1}{2}$ ems wide by 300 agate lines. Subscription: \$3.50 a year. Circulation: 121,085.

L'AURORE, weekly, Friday. Publishers: L'Aurore Publishing Co. Ltd. Established 1866. Religious. Subscription: \$1.00 a year. Size: 16 pages 9×12 , 4 cols. $4\frac{1}{2}$ in. wide $9\frac{1}{4}$ in. long. Copy must be received on Tuesday preceding day of publication. Circulation 1,200.

LE BULLETIN, weekly Saturday-Sunday. Politics: Liberal. Established 1902. Published by A. P. Pigeon. Size of page: $15 \times 20\frac{1}{2}$; 7 cols. 2 in. wide by 20 in. long. Subscription: \$1.50 a year. Circulation 6,500.

Le CANADA, weekly, Thursday. Politics: Liberal. Published by La Cie de Publication du Canada. Established 1903. Size of page: 7 cols. $2\frac{1}{2}$ in. wide, $21\frac{1}{4}$ in. long. Subscription: \$1.00. Copy must be received by Tuesday preceding day of publication. Circulation 2,410.

LE CANARD, weekly, Saturday. Politics: Liberal. Established 1877. Published by A. P. Pigeon. Subscription: \$1.50 a year. Size of page: 9 by 12 inches; 4 cols. 2 in. wide by 12 in. long. Circulation 10,000.

LE CARABINIER, weekly, military. Published by "La Cie de Publication Le Carabinier". Size of page: $9 \times 12\frac{1}{4}$ in. 2 cols. $3\frac{1}{2}$ in. wide by $9\frac{3}{4}$ long. Subscription: \$1.00 a year. Circulation 2,000.

LE MONITEUR DU COMMERCE. Weekly. F. D. Shallow, editor and publisher, 107 St. James St. Established 1880. commercial. Friday. Subscription: \$2.00, 48 pages. 2 cols. $9\frac{1}{2}$ in. Circulation: No report.

LE DEVOIR. Weekly. Independent. Published by La Publicité, Limitée. Size of page: $25\frac{1}{2} \times 17\frac{1}{2}$; 7 cols., 13 ems wide by 327 agate lines. Subscription: \$1.00. Circulation: 4,000.

LE NATIONALISTE, weekly, Saturday. Politics: Independent. Established 1904. Published by "La Publicité Ltée". Size of page:

22½ by 15½; 7 cols. 13 ems wide by 331 agate lines long. Subscription: \$1.00 a year. Circulation 14,000.

LE PAYS, weekly, Sunday. Politics: Liberal-independent. Established January 1910. Publishers: "La Société Anonyme d'Imprimerie." Size of page: 7 cols, 13 ems by 300 lines. Subscription: \$1.00 a year. Copy must be in two days in advance. Circulation 11,500.

LA PRESSE, weekly. Politics: Independent. Established 1884. Published by "La Cie de Publication de "La Presse" Limitée." Size of page: 8 cols, 12½ ems wide, 300 agate lines long. Subscription: \$1.00 a year. Circulation 44,035.

LA PATRIE. Weekly. Published by La Patrie Pub. Co. La Patrie Building, sixteen to twenty-four pages, 8 cols, 21½ in. high. Circulation: 22,500.

LA CROIX. Weekly. Published by Jos. Bégin, religious. Established 1903. Thursday. Subscription: \$1.00, four pages, 4 cols, 22 inches high. Circulation: No report.

JOURNAL DE MEDECINE ET DE CHIRURGIE. Semi-monthly. W. J. Derome, B.A., M.D., managing editor. Established 1906, medical and surgical; 2nd and 4th Saturdays, sixty-four pages; 1 wide col. 9¼ in. Circulation: No report.

L'AMI DES SOURDS-MUETS. Monthly. Published by L. Giroux. Established 1908; deaf and dumb; 1st of month. Subscription: 50 cts., eight pages; 2 cols. 8¼ in. Circulation: No report.

ANNALES DES PRETRES ADORATEURS. Monthly. Published by Fathers of Blessed Sacrament. Established 1898; religious; 25th of month. Subscription: 50 cts; thirty-two pages, 1 col. 5¼ in. Circulation: No report.

LA REVUE DE JURISPRUDENCE. French and English. Monthly; Hon. Justice de Lorimier, editor; Wilson and Lafleur, Ltd. publishers, 17 and 19 St. James St. Established 1895; legal. Subscription: \$5.00, forty-eight pages, 6 x 9 in. Circulation: No report.

LA REVUE LEGALE. French and English, monthly. J. J. Beauchamp, K.C., editor, Wilson and Lafleur, Ltd., publishers, 17 and 19 St. James St. Established 1869, legal. Subscription: \$5.00, forty-eight to sixty pages. Size: 6 x 9 in. Circulation: No report.

LE SEMEUR. Monthly. Published by Association Catholique de la Jeunesse Canadienne-Française. Established 1904, religious, literary; 1st of month. Subscription: \$1.00, thirty-two pages, 2 cols., 6¼ in. Circulation: No report.

LE PRIX COURANT, weekly, Friday. Trade. Published by the Retail Merchants Publishing Co. of Canada, Limited. Established 1887. Size of page: 7½ x 10 in., 3 cols, 2¼ in. wide and 10 in. long. Subscription price: \$2.00. Circulation 3,100.

LE SAMEDI, weekly, Saturday. Litterary. Established 1884. Published by Poirier, Bessette & Co. Size of page: 8¾ by 14 1-7 long. Subscription: \$2.50 per year. Copy must be in by Wednesday previous to day of issue. Circulation 19,900.

LA SEMAINE RELIGIEUSE, weekly, Saturday. Religious. Published by L. E. Cousineau. Subscription: \$1.75. Size of page: 4 in. by 7 in. Copy must be received on Monday preceding day of publication. Circulation 3,000.

LE JOURNAL D'AGRICULTURE ET D'HORTICULTURE, bi-monthly, 1st and 15th of month. Agricultural. Published by the Department of Agriculture of the Province of Quebec. Size of page: 4 cols. 2½ x 12 inches. Subscription \$1.00 a year. Copy must be in by 25th of the month. Circulation 78,541.

LE PASSE-TEMPS, bi-monthly, musical and litterary. Established 1895. Published by J. E. Bélaïr. Size of page 9 x 11½ in. 4 cols. 2¼ in. wide by 11½ in. long. Subscription: \$1.50 yearly. Circulation 7,500.

BULLETIN MENSUEL DE LA CHAMBRE DE COMMERCE FRANÇAISE DE MONTREAL. Monthly. Established 1893. Published by the French Board of Trade. Size of page: 9 x 12. Subscription: \$2.00 per year. Copy must be received on or before 1st of month. Circulation 1,200.

LA CLINIQUE, monthly, medical. Established 1904. Publishers Drs. F. de Martigny et R. Villecourt. Size of page 7 x 4 in. Subscription: \$1.00 a year. Copy must be received before 20th of each month. Circulation 3,600.

LA LUMIERE, monthly, scientific. Published by Aristide Bourgeois. Established 1911. Size of page 9 x 6, 2 cols, 12 ems to the page. Subscription: \$1.00 a year. Circulation 3,500.

LE MESSAGER CANADIEN, monthly. Published by the Jesuit Fathers. Established in 1892. Size of page: 7½ x 4½, 2 cols, 13 ems wide. Subscription: 50c. Copy must be received two months in advance. Circulation 54,133.

LE PETIT MESSAGER DU ST-SACREMENT, Monthly. Religious. Published by the Fathers of the St. Sacrement. Size of page: 6½ by 4 inches. Subscription: \$1.00 a year. Copy must be received by 15th of month preceding date of issue. Circulation 30,000.

LE PROPAGATEUR, monthly, litterary. 32 pages 8 x 10. Subscription: 50c. a year. Published by "Librairie Beauchemin, Ltée." Circulation 12,000.

LA REVUE CANADIENNE, monthly, litterary. Established 1864. Size of page 4 x 7 in. Subscription: \$3.00 a year. Copy must be received by 1st of month. Circulation 1,500.

LA REVUE FRANCO-AMERICAINE, monthly, literary. Established 1908. Subscription: \$2.00. Copy must be received by 25th of each month. Circulation 4,800.

LA REVUE DE LA MODE, monthly. Fashions. Published by "La Cle des Nouveautés de Paris", established, March 1906. Size of page 11½ by 9 in., 4 cols. 2-3 in. wide by 9 in. long. Subscription: 50c. a year. Copy must be received by 20th for insertion in issue of following month. Circulation 5,97

LA REVUE POPULAIRE, monthly, literary. Published by Poirier, Bessette & Cie. Established 1907. Size of page: 5½ x 8 in., 2 cols. 2-5-8 in. by 8. Subscription. \$1.00 a year. Circulation 5,500.

LA REVUE DU TIERS-ORDRE, monthly. Religious. Published by the Franciscan Fathers. Established 1894. Size of page 6 by 4 in. Subscription: \$1.00 a year. Circulation 10,000.

LA TEMPERANCE, monthly. Religious, published by the Franciscan Fathers. Size of page: 7 in. by 4¼. Subscription 40c. a year. Circulation 25,500.

TISSUS & NOUVEAUTES, monthly. Trade. Established 1900. Published by The Retail Merchants Pub. Co. of Canada, Ltd. Size of page: 7½ x 10 in. 3 cols. 2¼ in wide by 10 in. Subscription: \$1.00 a year. Copy must be received before 10th of month. Circulation 1,350.

L'UNION MEDICALE DU CANADA, monthly. Established 1872. Published by T. Vallquette. Size of page: 5 x 4 in. Subscription: \$2.00 a year. Circulation 1,879.

ALMANACH ROLLAND, yearly, established 1865. Published by J. B. Rolland & Fils Co. Literary. Size of page: 3¼ by 5¾ in. Copy must be received by October 15th for insertion in issue of following year. Circulation 50,000.

L'ALMANACH DU PEUPLE, yearly. Literary. Published by "Librairie Beauchemin Limitée". Size of page: 7½ by 5. Circulation 80,000.

LE CANADA ECCLESIASTIQUE, yearly. Religious. Published by "Librairie Beauchemin, Ltée". Size of page: 8½ by 5½. Price: \$1.50. Circulation 2,000.

L'ARTISAN, monthly. Fraternal. Published by "La Société des Artisans Canadiens-Français." Established 1900. Size of page 8 x 5 in. 2 cols. 2½ in. wide 7¾ in. long. Mailed free to members. Circulation 40,962.

QUEBEC, pop. 78,067. COUNTY of Quebec. Capital of the Province of Quebec, on the north shore of the St. Lawrence river, 160 miles below Montreal. Strongly fortified harbour. **RAILROADS**: Canadian Pacific, Grand Trunk, Canadian Northern, Quebec Cen-

traf, Quebec & Lake St. John, Intercolonial, Quebec Railway, Light & Power Co. **BANKS:** British North America (2 branches), Merchants, Molson's, Montreal (3 branches), Nationale (head office and 3 branches), Nova Scotia, Quebec (head office and 4 branches), Royal Union (head office and 2 branches). **COLLEGES:** Laval University (French), Grand seminary (French), Laval Normal and Model Schools (French), etc. Quebec's Board of Trade membership, 400. 90% of Quebec's population is French speaking.

L'ACTION SOCIALE, daily, evening. Politics: Independent-catholic. Established 1907. Published by L'Action Sociale, Ltée. Size of page: 7 cols. 13 ems wide, 21½ long. Subscription: \$3.00 a year. Circulation 13,100.

L'EVENEMENT, daily, evening. Politics: Conservative. Established 1867. Publishers: La Cle de "l'Événement". Size of page: 20 x 15½; 7 cols. 2 1-8 in. wide by 19½ long. Subscription: \$3.00. Circulation 12,255.

LE SOLEIL, daily evening. Politics: Liberal. Published by "La Cle d'Imprimerie de Québec. Established 1880. Size of page: 7 cols. 2 in. wide by 21 in. long. Subscription \$3.00. Circulation 18,166.

L'ACTION SOCIALE, weekly. Politics: Independent-catholic. Established 1907. Published by L'Action Sociale Limitée. Size of page: 7 cols. 13 ems wide 21½ in. long. Subscription \$1.00 a year. Circulation 10,616.

LA LIBRE PAROLE, weekly, Saturday. Politics: Liberal. Established 1903. Published by "La Cle de Publicité Québecoise. Size of page, 7 cols. 17 x 22½ inches. Subscription \$1.00 a year. Circulation 2,500.

LA SEMAINE COMMERCIALE, weekly, Friday. Trade. Established 1895. Published by L. E. Thompson. Size of page 8½ x 12½ in. Subscription \$2.00 a year. Copy must be received by Wednesday. Circulation not given by publisher. Estimated 2,225.

LA SEMAINE RELIGIEUSE DE QUEBEC, weekly. Religious. Established 1888. Published by Rev. V. A. Huard. Size of page: 7 by 4 in. Subscription \$1.00 a year. Circulation 1,000.

LE SOLEIL, weekly. Politics: Liberal. Published by La Cle de Publication "Le Soleil". Size of page: 7 cols. 13 ems wide, 21 in. long. Subscription \$1.00. Circulation 12,000.

LE TRAVAILLEUR, weekly, Thursday. Established 1912. Published by "La Cle de Publication "Le Travailleur." Size of page: 4 cols. 168 lines long. Subscription \$1.00. Circulation 1,500.

L'ENSEIGNEMENT PRIMAIRE, monthly. Educational. Published by C. J. Magnan. Established 1880. Size of page 8 x 5 in. Subscription \$1.25. Circulation 7,800.

LES FLEURS DE CHARITE, monthly. Religious. Published by "L'Oeuvre du Patronage." Established 1896. Size of page: 7 x 4. Subscription 50c. a year. Circulation 3,000.

LE NATURALISTE CANADIEN, monthly. Scientific. Published by Rev. V. A. Huard. Size of page: 6½ x 4 in. Subscription \$1.00. Circulation 1,000.

L'EVENEMENT. Weekly. Published by La Cle de l'Événement. Established 1872, saturday. Subscription: \$1.00, twelve to sixteen pages, 7 cols., 21½ in. high. Circulation: No report.

LA VERITE. Weekly. Published by Paul Tardivel and Omer Héroux. Established 1881; independent, literary; Saturday. Subscription: \$2.00, eight pages, size 12 x 18 in. Does not insert advertisements. Circulation: No report.

LE CROISE. Monthly. Published by L'Action Sociale, catholic. Established 1910; independent, social; 1st of month. Subscription: 50 cts; twenty pages, 2 cols, 7 in. Circulation: No report.

LE BULLETIN DU PARLER FRANÇAIS. Monthly. Published by La Société du Parler Français au Canada. Established 1902; philosophy and literature; 20th of month. Subscription: \$1.00; forty pages. Circulation: No report.

LA NOUVELLE FRANCE. Monthly. Published by La Cle de l'Événement. Established 1902; scientific and literary; 15th of month. Subscription: \$1.50, forty-eight pages, 1 wide col., 7 in. Circulation: No report.

LA REVUE FRANCO-AMERICAINE. Monthly. Published by La flamme et Lefebvre. Established 1908; literary; 1st of month. Subscription: \$2.00, one hundred pages, 1 wide col. 6½ in. Circulation. No report.

RIMOUSKI, pop. 3,597. COUNTY, Rimouski. 180 miles east of Quebec, on the south shore of the St. Lawrence river. PORT of call for ocean steamers. RAILROAD: Intercolonial. BANKS: Eastern Townships, Nationale. NEARBY TOWN: Fraserville, 65 miles. COUNTRY ADAPTED FOR FARMING.

LE MESSENGER DE STE-ANNE, monthly. Religious. Established 1860. Published by Rimouski Seminary. Subscription 35c. Copy must be received before the 15th. Circulation 3,500.

LE PROGRES DU GOLFE, weekly. Politics: Independent. Established 1904. Published by La Cle du "Progrès du Golfe". Size of page: 18 in. by 21, 7 cols. 13 ems wide by 18 in. Subscription \$1.00. Circulation 1,475.

ROBERVAL, pop. 3,737. COUNTY, Chicoutimi, 100 miles north of Quebec, on Lake St. John. Popular summer resort. RAILROAD, Quebec & Lake St. John (terminus). BANKS, Moison's, Nationale. Country adapted for mixed farming and dairying.

LE LAC ST-JEAN, weekly, Thursday. Publishers: La Cie d'Imprimerie de Roberval. Established 1902. Politics: independent. Subscription \$1.00 a year. Size of page 24½ x 36½; 7 cols. Copy must be received on Monday preceding day of publication. Circulation 2,000.

STE-ANNE DE BEAUPRE, pop. 2,500. Co. Montmorency, 20 miles below Quebec; on Quebec, Montmorency and Charlevoix Ry. Bank. Telephone, Telegraph, Express. Lumbering and farming. Celebrated shrine, many religious pilgrimages are made here throughout year.

ANNALES DE STE-ANNE DE BEAUPRE, French and English, monthly. Published by Redemptorist Fathers. Established 1873; religious. Subscription: 50 cts, thirty-two pages, 1 col. 6½ in. Circulation: No report.

ST-HYACINTHE, pop. 12,797. COUNTY, St. Hyacinthe, 36 miles east of Montreal on Yamaska river. **RAILROADS**: Grand Trunk, Canadian Pacific, Quebec Southern, Intercolonial. **BANKS**: Eastern Townships, Hochelaga, Montreal, Nationale. Country adapted for farming and dairying.

LE CLAIRON, weekly, Friday. Politics: Liberal. Established January 1st 1912. Published by L'Imprimerie Yamaska. Size of page: 6 cols, 2¾ in. wide by 19 long. Subscription \$1.00 a year. Circulation 825.

LA TRIBUNE, weekly, Friday. Politics: Independent. Established 1888. Published by Denis et Frenette. Subscription \$1.00 a year. Copy must be received on Monday preceding day of publication. Circulation 2,000.

LE COURRIER DE ST-HYACINTHE, weekly. J. de L. Taché, editor and publisher. Established 1852; conservative; Saturday. Subscription: \$1.00, four pages, 6 cols., 20¾ in. Circulation: No report.

ST-JEROME, pop. 6,783. COUNTY: Terrebonne. 200 miles west of Quebec. **RAILROADS**: Canadian Pacific, Canadian Northern. **BANKS**: Merchants, Hochelaga, Caisse d'Economie des Cantons du Nord (head office). **COLLEGES**, etc.: college and convent. **NEARBY TOWN**: Montreal, 30 miles. **NATURAL RESOURCES**: lumber, pulpwood, water power.

L'AVENIR DU NORD, weekly, Friday. Politics: Liberal. Established January 1897. Published by Jules Edouard Prévost. Size of page: 16½ by 22½; 6 cols, 2¾ in. wide by 22 in. Subscription: \$1.00 a year. Copy must be received on Wednesday preceding day of publication. Circulation 2,000.

ST. JOHNS, pop. 8,797. COUNTY: St. Johns, 28 miles southwest of Montreal on Richelieu River; southern terminus of Chambly canal. **RAILROADS**: Grand Trunk, Canadian Pacific, Central

Vermont, Delaware & Hudson, Rutland. **BANKS:** Eastern Townships, Merchants and National. Country adapted for farming and dairying.

LE CANADA FRANÇAIS, weekly, Friday. Published by "Le Canada Français Publishing Co. Ltd. Size of page: 7 cols. 13 ems wide. Circulation 4,578.

ST-JOSEPH DE BEAUCE, pop. 1,832. **RAILROAD:** Central R. **BANK:** Canadian Bank of Commerce.

LE RALLIEMENT, weekly, Thursday. Politics: Liberal. Established 1912. Published by La Cie d'Imprimerie de Beauce, Ltée." Size of page: 21 x 16; 6 cols 2½ in. wide by 19½ long. Subscription \$1.00 a year. Copy must be received on Tuesday preceding day of publication. Circulation 3,009.

STE-SCHOLASTIQUE, pop. 1,500. Co. Two Mountains, on the C.P.R., 35 miles of Montreal. Telegraph, Telephone, Express, Bank. Lumbering and farming. **NEARBY TOWNS:** Ste-Thérèse, St-Eustache, St-Benoit, Bélair.

LA BASSE-COUR CANADIENNE, monthly; Joseph Fortier, proprietor. Established 1912; agricultural; 15th of month. Subscription: 50 cts; twenty-eight pages, 2 cols, 8¾ in. Circulation: No report.

SHAWINIGAN, pop. 5,265. **COUNTY:** St. Maurice, 87 miles west of Quebec on the St. Maurice River. **RAILROADS:** Canadian Pacific, Canadian Northern. **BANKS:** Nationale, Quebec. **NEARBY TOWN:** Three Rivers. Country adapted for farming and dairying. **NATURAL RESOURCES,** lumber, pulpwood, water power.

L'INDUSTRIEL, weekly, Friday. Politics: Conservative. Established 1901. Published by Dr. J. A. Dufresne. Size of page: 16 x 22 in., 6 cols, 13 ems wide, 20 in. long. Copy must be in on eve of day of publication. Circulation 850.

SHERBROOKE, pop. 16,405. **COUNTY:** Sherbrooke, 100 miles south of Montreal. **RAILROADS:** Canadian Pacific, Grand Trunk, Quebec Central, Boston & Main. **BANKS:** Eastern Townships (head office), Montreal, Merchants, Nationale, Hochelaga (branches). **COLLEGES:** Sherbrooke Academy, St. Charles Seminary, Lennoxville, Bishop's. **NEARBY TOWN:** Richmond, 25 miles; Lennoxville, 3 miles; Magog, 19 miles, Coaticook, 25 miles, Megantic, 50 miles. **NATURAL RESOURCES,** asbestos, copper, lumber, pulpwood, fine water power.

LE PROGRES DE L'EST, semi-weekly, Tuesday and Friday. Politics: Liberal Independent. Established 1883. Published by L. A. Bélanger. Size of page: 17½ by 24; 7 cols. 13 ems wide by 22 in. long. Subscription \$1.50. Circulation 1,800.

LA TRIBUNE, daily. Politics: Independent. Established, February 1910. Published by "La Cie de Pub. La Tribune, Ltée". Size of page 15¼ by 22 in., 6 cols, 13 ems wide, 20 in long. Subscription \$1.50 a year. Circulation 6,010.

SOREL, pop. 8,720. COUNTY: Richelieu, 45 miles east of Montreal, at the confluence of the Richelieu and St. Lawrence Rivers. Government dock yards. RAILROADS: Quebec Southern, United Counties. BANKS: Hochelaga, Moison's, Nationale. Country adapted for farming and dairying.

LE COURRIER DE SOREL, weekly, Friday. Politics: Liberal. Established 1900. Published by "La Cie d'Imprimerie du Courrier de Sorel." Size of page: 21 x 15 in. 6 cols. 2¼ in. wide by 19½ in. Subscription \$1.00. Copy must be received by Wednesday preceding day of publication. Circulation 2,320.

LA GAZETTE DE BERTHIER, weekly. Published by "La Cie d'Imprimerie le Courrier de Sorel". Politics: Liberal. Established 1888. Size of page: 22½ by 30 in., 6 cols, 2¼ in. wide. Subscription \$1.00 a year. Circulation 900.

LE SORELOIS, weekly. Politics: Conservative. Published by "La Cie d'Imprimerie Richelieu", established 1899. Size of page: 24½ by 16½. 7 cols. 2¼ in. wide by 21 long. Subscription \$1.00 a year. Circulation 2,600.

THETFORD MINES, pop. 7,262. COUNTY: Mégantic. RAILROAD: Quebec Central. BANKS: Bank of Montreal, Canadian Bank of Commerce.

LE MINEUR, weekly. Saturday. Politics: Independent. Established 1910. Published by "La Cie de Publication du Mineur". Size of page: 21 by 14½ in.; 7 cols. 13 ems wide by 21 in. long. Subscription \$1.50 per year. Circulation. 2,000.

THREE RIVERS, pop. 14,691. Pop. of suburbs: 750. COUNTY: St. Maurice, 77 miles west of Quebec on St. Lawrence River, good harbour. RAILROADS: Canadian Pacific, Grand Trunk, St. Maurice Valley. BANKS: Hochelaga, Montreal, Nationale, Provinciale, Quebec. COLLEGES: High School, Academy, St. Joseph Seminary. NEARBY TOWNS: Shawinigan Falls, 21 miles; Grand'Mère, 29 miles; Arthabaska, 40 miles; Montreal, 95 miles. NATURAL RESOURCES, lumber, pulpwood, water power.

LE BIEN PUBLIC, weekly. Politics: Independent. Established 1909. Published by Joseph Barnard, Subscription \$1.00 a year. Circulation 3,000.

LE NOUVEAU TROIS-RIVIERES, weekly. Politics: Liberal. Published by J. B. Melleur Barthe. Established July 14th 1908. Size of page: 22 by 17½ in.; 7 cols. 2½ in. wide by 22 in. Circulation 800.

LE COURRIER, semi-weekly, La Cle d'Imprimerie et de Publicité, publishers. Established 1913; conservative; Wednesday and Friday. Subscription: \$1.00, four to eight pages, 7 cols., 21½ in. Circulation: No report.

VALLEYFIELD, pop. 11,948. COUNTY: Beauharnois, 35 miles west of Montreal, at the head of the Beauharnois canal. RAILROAD: New York Central. BANKS: Hochelaga, Provinciale. NEARBY TOWN: Ottawa, 65 miles. Country adapted for farming and dairying.

LE PROGRES DE VALLEYFIELD, weekly, Thursday. Publisher Chas. T. Verner. Established 1878. Politics: Liberal-Independent. Size of page 18 x 24, 7 cols. 2¼ in. wide by 22 in. long a page. Subscription \$1.00 a year. Circulation 1,300.

VICTORIAVILLE, pop. 3,028. COUNTY: Arthabaska, 62 miles south-west of Quebec, on the Nicolet river. RAILROAD: Grand Trunk. BANKS: Molson's, Quebec. NEARBY TOWN: Richmond, 32 miles. Country adapted for farming and dairying.

L'ECHO DES EOIS FRANCS, weekly. Politics: Conservative. Established 1894. Published by Auguste Bourbeau. Size of page: 26½ by 16½ in. Subscription \$2.00 a year. Circulation 1,750.

WATERLOO, pop. 2,886. COUNTY: Shefford, 81 miles south-east of Quebec on Nicolet River. RAILROAD: Grand Trunk. BANKS: Molson's, Quebec. NEARBY TOWN: Richmond, 32 miles. Country adapted for farming and dairying.

LE JOURNAL DE WATERLOO, weekly, Thursday. Politics: Conservative. Established 1882. Published by A. E. Chagnon. Size of page: 24 by 16; 7 cols. 13 ems by 20 inch. Subscription \$1.00. Copy must be received by Tuesday previous to day of issue. Circulation 1,163.

ONTARIO

Ontario's area is 260,863 square miles, and is as large as two Englands and little less than France and Germany. Ontario's census population, 1911, 2,523,294; 1901, 2,182,947.

Twenty years ago there were about 112,000 French Canadians in Ontario; there are now about 225,000 with a preponderant voice of 15 counties. In a century, Ontario will, it is estimated, have 6,000,000 French.

OTTAWA. Pop. 80,284. COUNTY, Carleton. Capital of the Dominion of Canada. Situated on the Ottawa River. 250 miles north-east of Toronto and 120 miles west of Montreal. Northern terminus of the Rideau Canal. It is the social centre of the Dominion as it is the official residence of the Governor-General, and during the sit-

tings of parliament, the city is the scene of many brilliant social functions. **RAILROADS:** Canadian Pacific, Grand Trunk, Canadian Northern, Ontario and New York. **BANKS:** British North America, Canadian Bank of Commerce, Dominion, Imperial, Merchants, Molson, Montreal, Nationale, Nova Scotia, Ottawa, Quebec, Royal, Standard, Traders, Union. **COLLEGES:** High School, Normal and Model schools, colleges, University, convents. **NEARBY TOWNS:** Hull (on opposite bank of river), Calumet, 60 miles, Buckingham, 20 miles; Prescott, 51 miles; Almonte, 35 miles; Arnprior, 38 miles; Renfrew, 55 miles, Alexandria, 55 miles. **NATURAL RESOURCES:** minerals (phosphate, mica, graphite, etc.) stone, lumber and pulp-wood.

LE TEMPS, daily, evening. Publishers: "La Cie Le Temps." Established 1896, liberal. Subscription: Country \$2.00, city, \$3.00. 12 to 28 pages, 7 cols, 13 ems wide, 300 agate lines long. Copy to be in by 10 o'clock on day of issue. Circulation 5,700.

LE DROIT. Daily and weekly Editions. Published by "Le Syndicat d'Oeuvres Sociales Ltée," at Ottawa. Independent, 4 pages daily, 8 pages weekly. Size of page 22 x 17½ in., 7 cols, 21 x 2¼ in. Subscription: \$3.00 daily, \$1.00 weekly. Circulation 5,240.

LA JUSTICE, weekly. Published by "La Justice, Ltée", at Ottawa. Independent. Founded in 1911, 8 pages, 16 x 22 in., 7 cols, 22 x 2½ in. Subscription: \$1.00 per year. Circulation 5,530.

CHATHAM. Population 10,000. **COUNTY**, Kent, 179 miles southwest of Toronto. **RAILROADS:** C. P., G. T., P.M., Wab., C. W. & L. E. Elec. **BANKS:** Commerce, Dominion, Merchants, Montreal, Standard. **NEARBY TOWNS:** Windsor, 46 miles; London, 60 miles. Country adapted for mixed farming, dairying and fruit growing.

LE CANADIEN, weekly. Thursday. Publisher: Jos. Duval. Established 1905. Politics: Independent. Subscription: \$1.50 a year. Size of page: 5 cols, 13 ems wide. Circulation 750.

HAWKESBURY, Pop. 4,500. Co. Prescott on Ottawa River and G.T.R. Farming brick, lime, lumber and pulp mills, flour mills, sash and door factories. **NEARBY TOWNS:** Grenville, Cassburn, Little Rideau and Stepney.

LE MONITEUR, weekly. Published by J. H. Laurin. Established 1908; Independent; Friday. Subscription: \$1.00, six pages, 7 cols., 21 in. Circulation: 2,233.

WINDSOR, pop. 15,829. **COUNTY:** Essex, 230 miles west of Toronto, opposite Detroit, Mich. **RAILROADS:** C.P., G.T., M.C., Wabash, P.M. **BANKS:** Commercial, Dominion, Merchants, Traders. **COLLEGES**, etc. collegiate Institute, St. Mary's Academy, **NEARBY TOWNS:** Walkerville, 1 mile; Chatham, 50 miles; London, 110

miles. Country adapted for general farming, especially corn and tobacco growing. **NATURAL RESOURCES:** fisheries.

LE PROGRES, weekly, Thursday. Publisher Aurèle Pacaud. Established 1881. Liberal. Subscription: \$1.00 a year. Size of page, 26 x 32 in. 6 cols to the page. Circulation 1,200.

MANITOBA

Manitoba's area was 73,732 squares miles, previously to the passing of a bill enlarging its boundaries and adding to it an immense territory.

Manitoba's census population, 1911, 455,614.

The French-speaking population which was 16,021 in 1901, reached 30,944 in 1911 with great prospects of keeping up the race. Manitoba is essentially devoted to agriculture, while possessing important industries in Winnipeg, Brandon, Portage-la-Prairie, etc.

The recently acquired territory will add to its wealth an immense store of minerals, timber, fish and fur. Railway connection with Hudson Bay will open up this new region. The railway mileage in the Province in 1911 was 3,796 miles and rapidly increasing as railroads radiate from Winnipeg in all directions.

The Province is served by 191 branches of chartered banks.

ST. BONIFACE. Population 5,120. **DISTRICT**, Provencher, opposite Winnipeg on the Red River. **RAILROADS:** C.P.R., Can. N. G.T.P. **BANKS:** Hochelega, N. C. **COLLEGES**, etc., R. C. College, Convent.

LE SOLEIL DE L'OUEST, weekly. Politics: Liberal. Established 1904. Published by "Le Soleil de l'Ouest Ptg. & Pub. Co. Ltd. Size of page, 6 cols., 2½ in. wide by 20 in. Subscription: \$1.00 a year. Circulation 2,000.

LE MANITOBA, weekly, Wednesday. Politics: Conservative. Established 1870. Published by A. Gauvin. Size of page: 7 cols. 13ems wide by 22 in. Subscription: \$1.00 a year. Circulation 3,854.

LES CLOCHES DE ST. BONIFACE, bi-monthly, religious. Published by the Archbishop of St. Boniface. Size of page: 6½ x 4 in. Subscription: \$1.00 a year. Circulation 1,200.

L'AMI DU FOYER, monthly. Politics: Independent. Established 1905. Published by West Canada Pub. Co. Size of page, 7 x 10 in., 2 cols, 3½ in. wide by 10. Subscription: 50c a year. Copy must be received by 15th of each month. Circulation 5,500.

LA LIBERTE, weekly, 8 pages. Politics: Independent. Published by the West Canada Pub. Co., in Winnipeg. First number appeared on 20th May 1913. Size of page, 22 x 17, 7 cols., 2¼ in. wide by 17 in. Subscription \$1.00.

ALBERTA

A great agricultural region with immense possibilities of development. The area of this Province is 255,285 square miles, and its population according to census 1911 was 374,663. The french-speaking population forms groups aggregating 19,825, and is rapidly spreading all over the Province. There are over 100,000,000 acres of very fertile soil, suitable for cultivation. Alberta's famous wheat "Alberta red" is unexcelled and the irrigation system of this Province will be the largest in the world. Mixed farming and ranching are extensively and profitably practised.

The Province contains immense deposits of coal, gold, iron, zinc, natural gas and petroleum.

Three great systems of railroads serve the Province: Canadian Pacific Railway, Canadian Northern Railway and the Grand Trunk Pacific Railway.

Edmonton is the capital and a very flourishing city.

EDMONTON. Pop. 22,500. Seat of Provincial Legislature.

RAILROADS: C.P.R., G.T.P., Can. Northern. **BANKS:** Commercial, Dominion, Hochelaga, Imperial, Merchants, Molson's, Montreal, Nova Scotia, Ottawa, Royal, Traders, Union. **COLLEGES,** etc.: High School, Alberta College, Grand Trunk Business School. **NEARBY TOWNS:** Strathcona (on opposite bank of river). Fort Saskatchewan, 17 miles east; Vermillion, 129 miles east; Arthabaska Landing, Calgary, 192 miles south. Country adapted for wheat growing and mixed farming. **NATURAL RESOURCES:** coal, natural gas.

LE COURRIER DE L'OUEST, weekly. Thursday. Politics: Liberal. Published by "Le Courrier de l'Ouest Pub. Co. Ltd. Established in 1905. Size of page, 15 1/2 by 21 inches, 7 cols., 2 1/4 in. wide by 21 long. Subscription: \$1.00 per year. Copy must be received by Monday preceding day of publication. Circulation 5,000.

MORINVILLE, Co. Edmonton. On Canadian Northern R.R. Population 400.

LE PROGRES, weekly. Politics: Liberal-Independent. Established, March 1909. Published by The Progressive Printing Co. Ltd. Size of page, 22 x 18, 6 cols, 13 ems wide by 21 in. Subscription: \$1.00 a year. Circulation 2,000.

NEW BRUNSWICK

Area, 27,985 square miles. Pop. 351,889. It has a sea coast of about 600 miles and these waters abound with fish, making the fisheries a valuable industry, the average product being about \$5,000,000. Agriculture and the lumber industry are also very im-

portant: a large portion of the Province being still covered by forests.

The population as per census of 1911 was then 351,889, of which nearly 100,000 are french-speaking, forming one of the most important groups of this nationality. Water power offer great inducements to manufacturing and industrial enterprises, which already comprise large cotton mills, lumber and pulp mills, foundries, rolling mills, nail factories, boot and shoe manufactories, etc. Game is abundant and all great rivers teem with game fish.

L'EVANGELINE, weekly, Thursday. Politics: Independent. Publishers "L'Évangéline, Ltée". Moncton. Established 1887. Size of page, 22 by 16 in., 7 cols, 2¼ in. wide by 22 in. long. Subscription: \$1.00 a year. Circulation: 4,574.

SHEDIAC, pop. 1,500. **COUNTY**, Westmoreland, 200 miles northeast of Fredericton. **RAILROAD**: I.C. **BANK**: Montreal. **NEARBY TOWN**: Moncton, 15 miles. Country adapted for mixed farming.

LE MONITEUR ACADIEN, weekly. Politics: Conservative. Established 1867. Published by F. Robidoux. Size of page, 17 x 22. Subscription \$1.00. Circulation 2,625.

PRINCE EDWARD ISLAND

With a population of 93,728, eighty per cent of which is given to agriculture, this Province is rightly called the "garden Province of Canada". Its area is 2,184 square miles, most of which is improved lands and forests.

The french-speaking population is 13,117. The fisheries are important: mackerel, lobsters, and oysters being of high excellence and abundant.

Better communication with the mainland, has engaged the attention of the government for many years, and will eventually be obtained.

TIGNISH, Pop. 1,000. **COUNTY**: Prince, 116 miles west of Charlottetown. **RAILROAD**: P.E.I. (terminus). **COLLEGES**: Notre-Dame Convent. **NEARBY TOWN**: Alberton, 12 miles. Country adapted for mixed farming.

L'IMPARTIAL, weekly, Tuesday. Politics: Liberal. Established 1893. Published by F. J. Buote. Size of page, 7 cols, 12 ems wide by 21 in. long. Copy must be received by Saturday preceding day of issue. Circulation 1,830.

French Publications in the United States

The total French-speaking population of the United States is conservatively estimated at 1,500,000. The majority of these people are located in the Eastern States: Massachusetts, 500,000, Rhode Island, 90,000; New Hampshire, 70,000. Yet the Western States also have a large French population: Minnesota, 70,000; California, 20,000. In the South, Louisiana has a french population of 368,500. In the North-East, Maine has 100,000.

New York, Pennsylvania, Michigan, Illinois, Missouri and Connecticut also have large settlements of French-speaking people.

CALIFORNIA

Circulation figures given below appear as furnished by Editors.

The total French population of this State is conservatively estimated at 20,000.

SAN FRANCISCO has a French colony that is 8000 strong.

L'ECHO DE L'OUEST, daily. Politics: Independent. Established 1908. Published by "Echo de l'Ouest Publishing Co." Subscription 65c. a month. Circulation 2502.

LE FRANCO-CALIFORNIEN, daily, morning. Politics: Independent. Established 1852. Published by "The Franco-Californian Pub. Co." Size of page, 25 x 19 in. Eight cols. 2¼ in. wide on 23¼ in. long per page. Subscription, \$7.00 per annum. Circulation 5000.

L'ECHO DE L'OUEST, weekly. Established 1908. Published by "Echo de l'Ouest Pub. Co." Subscription \$1.50. Circulation 502.

ILLINOIS

Colonized by the French in 1672, is 56,650 square miles in area, and most of its soil is very fertile. The production of wheat and corn being very large. Cattle breeding is also carried on a large scale.

There are several french groups in the State, the principal and most numerous being in and around Kankakee, whose population of 16,940 is mostly French. Chicago has a still larger number of French speaking citizens.

CHICAGO

The second city of the United States, and the commercial metropolis of the North Western States. Its popula-

tion of 2,200,000 inhabitants, comprises the most varied agglomeration of foreigners of any one city of the United States. The french speaking element numbers about 15,000.

LE COURRIER FRANCO-AMERICAIN, weekly. Published by Louis J. Bachand-Vertefeuille. Established in 1856. Politics: Progressive. Size of page, 18 x 22½. 7 cols. of 13 ems wide and 20 in. long to the page. Subscription: \$1.50 per annum. Copy must be received on Saturday preceding day of issue. Circulation 5,957.

L'ECHO DES DEUX MONDES, monthly. Established 1903. Published by "L'Echo Publishing Co." Size of page, 8 x 11, 2 cols 19 ems by 11in. to the page. Subscription: \$2.00 per year. Copy must be received before 20th of month preceding issue. Circulation 2763.

LOUISIANA

This State was originally a French possession, but in 1803 was sold to the United States for \$15,000,000. Its total French-speaking population is 366,500.

NEW ORLEANS has a total population of 339,075 of which over 100,000 are French-speaking. This city has remained French as may be readily seen by a glance at the name plates on street corners —rue Bourbon, rue Conti, rue de Bourgogne, rue Dauphin, rue Royale, etc.

In the Cathédrale St-Louis, the largest church in the city, the ceremonies are held in French. The old French Market is one of the sights of New Orleans.

The French Opera House is the largest theatre in the city and French Opera and Dramatic companies from Paris perform there.

L'ABEILLE, daily. Politics: Democrat. Established Sept. 1st. 1827. Published by New Orleans Bee Pub. Co. Inc. Size of page, 21 x 14 in. Seven cols. 2 in. wide by 21 in. long. Subscription: \$9.00 per annum. Circulation 15910.

L'ABEILLE, weekly. Politics: Democrat. Established 1827. Published by New Orleans Bee Publishing Co. Inc. Size of page, 21 x 14 in. Seven cols. 2 in. wide by 21 in. long. Subscription \$3.00 per annum. Circulation 18,118.

EDGARD, St. Jean-Baptiste county, Louisiana.

LE MESCHACEBE, weekly. Politics: Democrat. Established 1852. Published by Eugène Dumez. Subscription: \$1.00 a year. Circulation 460.

MAINE

The French-speaking population of the State of Maine, exceeds 100,000. The wealth of the French Canadians of Maine during the past decade has increased more rapidly than in the preceding quarter-century.

BIDDEFORD.—The total population of the city of Biddeford is 17,600, of this 11,500 are French-speaking.

LA JUSTICE DE BIDDEFORD, weekly. Politics: Republican. Established 1896. Published by Alfred Bonneau. Size of page, 16 x 22. Seven cols, 13 ems wide by 20 in. to the page. Subscription: \$1.50 Canada, \$1.00 U. S. Copy must be received on Wednesday preceding day of issue. Circulation 1,600.

BRUNSWICK.—Total population 6,800. French-speaking people, number about 4,000.

L'INDEPENDANT, weekly, Sunday. Established in 1912. Published by Hudon & Mathurin. Reaches every catholic family in Brunswick. Circulation 1,100.

LEWISTON and Auburn, practically one city, have a French-speaking population of 14,000. These towns possess French Hospitals, French schools, French churches. There are also French Druggists, Physicians, Lawyers, French clothiers, hatters, jewellers, French dressmakers and milliners.

LE MESSENGER, Tri-weekly, Monday, Wednesday, Friday. Independent. Established 1879. Published by J. B. Couture. Size of page, 6 cols, 2 in. wide by 18 in. high. Circulation 3,500.

WATERVILLE.—The total population of this town is 10,900, of which over 7,600 are French-speaking.

LE MAINE FRANÇAIS, weekly, Friday. Politics. Independent. Established 1912. Published by The Elm City Publishing Company, Incorporated. Size of page, 24 x 18, 7 cols, 2¼ in. wide by 21¼ in. long, per page. Subscription, \$1.00, U. S., and \$1.50 Canada, yearly. Copy must be received on Wednesday preceding day of issue. Circulation 4,000.

MASSACHUSETTS

The French-speaking population of the State of Massachusetts is conservatively estimated at 350,000.

FALL-RIVER, has a total population of 119,295 of which 45,000 are French-speaking.

L'INDEPENDANT, daily. Politics: Republican. Established 1885. Published by "L'Indépendant Publishing Co." Size of page, 17 x 22. Seven columns to the page, each col. 13 ems wide by 20 in. long. Subscription: \$3.00 per annum. Circulation 3,000.

FITCHBURG, has a total population of 37,826 of which 12,000 are French-speaking.

LE PROGRES, weekly. Politics: Independent. Established 1898. Size of page, 7 cols, 2¼ in. wide by 21 in. long. Subscrip-

tion: \$1.00 per annum. Copy must be received by Tuesday preceding day of publication. Circulation 1,800.

LE FRANCO AMERICAIN, weekly, Friday. Politics: Republican. Established 1912. Published by L. H. Bourguignon. Size of page 17 x 23; seven columns, 13 ems wide by 21 in. long. Subscription: \$1.00 per annum. Copy must be received before Wednesday. Circulation 1,400.

ALMANACH FRANCO-AMERICAIN, published annually by L. H. Bourguignon, established 1900. Size of printed page 4 x 6½ in. Sold 10c. a copy, by mail 13c. Copy must be received before Oct. 1st, for insertion in following issue. Circulation in 1912, 22,772.

HAVERHILL, has a total population of 40,000 of which 12,000 are French-speaking.

LE CITOYEN, weekly. Politics: Independent. Established 1906. Published by Lambert & Co. Size of page, 15½ x 22. 6 cols. 2¼ in. wide by 20 in. long to the page. Subscription: 50c. yearly. Copy must be received on Wednesday preceding day of issue. Circulation 1,800.

HOLYOKE has a total population of 59,730 of which 20,000 are French-speaking.

LA JUSTICE, weekly. Politics: Independent. Established 1903. Published by "La Justice Publishing Co." Size of page 24 x 16. Seven columns, 13 ems by 21½ in. per page. Subscription: \$1.00 per annum. Copy must be received on Wednesday preceding day of publication. Circulation 3,100.

LAWRENCE. On the Merrimac river, has a population of 71,545 of which a fairly large percentage is French-speaking. Its being a manufacturing town, has made it a center of attraction for the French Canadians emigrating to the United States.

LE COURRIER DE LAWRENCE, weekly. Politics: Independent. Established 1898. Published by "Le Courrier Publishing Co." Size of page, 6 cols. 2½ in. wide by 20 in. long. Subscription: 50c. per annum. Copy must be received on Monday preceding day of publication. Circulation 3,000.

LOWELL has a total population of 106,000 of which 26,000 are French Canadians.

L'ETOILE, daily. Politics: Independent. Established 1886. Published by "L'Etoile Publishing Co." Size of page, 20 x 15½. Seven columns 13 ems by 20 in. to the page. Subscription \$3.00 per annum. Circulation 5,250.

LE SUPPLEMENT, weekly. No politics. Literary and Religious. Established in 1910. Published by the Oblate Fathers. Size of page 17 x 21. 5 cols., 13 ems wide and 17 in. long to the page.

Subscription 50c. yearly. Copy must be received on Thursday preceding day of issue. Circulation 4,000.

LYNN has a total population of 89,336 of which 6,000 are French-speaking. Besides this number, which represents the settled families, there is a large number of young men forming a floating population which cannot be accurately estimated.

LE COURRIER, weekly. Politics: Independent. Established 1902. Published by "Le Courrier Publishing Co." Size of page 6 cols. 2½ in. wide by 20 in. long. Subscription price: \$1.00 per annum. Copy must be received on Monday morning preceding day of publication. Circulation 1,537.

NEW BEDFORD, has the most important and largest cotton factories of the United States. Its population is nearly 100,000.

A very large group of French-speaking people are located here, and although no statistics could be secured concerning them, it can be estimated at about 15,000.

L'ECHO, daily. Politics: Independent. Established 1903. Published by "L'Echo Publishing Co." Seven columns, 13 ems by 20 in. long to the page. Subscription: \$3.00 per annum. Circulation 1950.

L'ECHO, weekly, Sunday. Politics: Independent. Established 1912. Published by "L'Echo Publishing Co." Seven cols., 13 ems wide by 20 in. long to the page. Subscription: \$1.00 a year. Circulation 6,000.

LE JOURNAL, daily. Politics: Republican. Established 1904. Published by "L'Independant Publishing Co." Size of page: 7 cols., 13 ems wide by 20 in. long. Subscription: \$6.00 per annum. Circulation 1,800.

SALEM has a total population of 43,697 of which about 10,000 are French-speaking people.

Surrounding towns and villages Beverly, Newburyport, Amesbury, Peabody, Danvers and Ipswich, have a french-speaking population of several thousands.

LE COURRIER, weekly. Politics: Independent. Established 1901. Published by "Le Courrier Publishing Co." Size of page, 6 cols. 2½ in. wide by 20 long. Subscription: 50c. per annum. Copy must be received on Wednesday preceding day of publication. Circulation 4,370.

WORCESTER, has a total population of 145,986 of which 25,000 is French-speaking.

L'OPINION PUBLIQUE, daily. Politics: Republican. Established in 1893. Published by the Béllsle Publishing Co. Size of page 17 x 22½. 6 cols 14½ ems wide by 20½ in. long per page. Subscription: \$3.00 per annum. Circulation 3,650.

MICHIGAN

The French-speaking population of the State of Michigan is about 45,000.

DETROIT. The French-speaking population is conservatively estimated at 14,000.

LE JOURNAL FRANÇAIS. Published in Détroit, Michigan, by J. A. Bédard. Weekly. Size of page 18 in. by 7 cols. 2¼ in. wide by 17 in. per page. Subscription: \$1.00. Circulation 3,700.

NEW HAMPSHIRE

The French-speaking population of New-Hampshire is 70,000.

MANCHESTER has a total population of 70,063 of which 28,000 are French Canadians.

L'AVENIR NATIONAL, daily. Politics: Independent. Established 1888. Published by J. E. Bernier. Size of page, 20¼ x 15¼ in. Seven cols. 13 ems wide by 20¼ in. long. per page. Subscription price: \$2.50. Circulation 3,563.

CANADO-AMERICAIN, weekly. No politics. Established 1896. Published by "Association Canado-Américaine." Circulation 14,608.

NASHUA, has a total population of 26,005 of which 13,000 are French-speaking. Several small towns such as Hudson, Perry, Welton, Peppereil, Hoffs and Millford in the vicinity of Nashua also have a proportionately large French population.

L'IMPARTIAL, Tri weekly. Tuesday, Thursday and Saturday. Politics: Independent. Established 1898. Published by L. A. Biron. Size of page 21 x 15½. Seven columns 2¼ in. by 21 in. to the page. Subscription: \$1.50 per annum. Circulation 2,500.

NEW YORK

From the best source of information, it is gathered that there is in the State of New York, over 250,000 french-speaking people.

NEW YORK has a french-speaking population of 120,000. The french-speaking colony of New York is one of the most important in the Union. There are six French Charity institutions: the Maternity Hospital, St. Vincent de Paul Orphanage, Little Sisters of the Poor, St. Vincent de Paul Benevolent Institution, the Sisters of Good Help Institution, and the Hospital of the Benevolent Society. Four catholic churches and two protestant churches where religious services are held in French; 4 literary societies; 1 Chamber of Commerce; and numerous masonic lodges.

This entire volume would not suffice to publish a list of French business and professional men established in New York.

COURRIER DES ETATS-UNIS, daily. Politics: Independent. Established 1828. Published by H. P. Sampers Co. Size of page, 23 x 17½ in. Six columns 2¼ in. wide by 21½ in. long. Subscription: \$12.60 per annum. Circulation 15,235.

COURRIER DES ETATS-UNIS, weekly. Politics: Independent. Established 1828. Published by H. P. Sampers Co. Size of page 17¾ x 11. Four columns 2½ in. wide by 14¾ long. Subscription: \$5.20. Circulation 32,782.

L'UNION FRANÇAISE, monthly, religious. Published by Y.M. C.A. (french division). Size of page 10 x 8½ in. 2 cols 2½ in. wide and 8 in. long to the page. Circulation 1,000.

BULLETIN OFFICIEL DE LA FEDERATION DE L'ALLIANCE FRANÇAISE, quarterly. Published by "La Fédération de l'Alliance Française. 46 pages in-12. Sent free to members.

BULLETIN OFFICIEL DE LA SOCIETE NATIONALE DES PROFESSEURS FRANÇAIS EN AMERIQUE. Published by the Société des Professeurs Français. Size of page 7 x 4 in. Subscription price: 50c. per annum. Circulation 1,000.

PENNSYLVANIA

Colonized in 1643 by the Swedes, 45,215 squares miles, 7,665,111 inhabitants. It is the largesh producer of coal, iron and steel and ranks second in population among the States. No statistics were available concerning the French-speaking population, which must be considerable owing to proximity to large French groups of adjoining States.

CHARLEROI. French and Belgians form a group of about 500 in Charleroi.

L'UNION DES TRAVAILLEURS, weekly, Thursday. Politics: Socialist. Published by "L'Union des Travailleurs Pub. Co." Subscription: \$1.00 per annum. Established 1901.

RHODE ISLAND

The total French-speaking population of the State of Rhode Island is 90,000.

The Governor of this State, Honorable Aram J. Pothier is a French-Canadian by birth.

PAWTUCKET, has a total population of 52,000 of which 14,000 are French-speaking.

LE JEAN-BAPTISTE, bi-weekly, Tuesday and Friday. Politics: Republican. Established 1884. Published by J. B. S. Brazeau. Size of page: 8 cols. 13 ems by 21 in. Subscription price: \$1.50. Circulation 5,300.

WOONSOCKET, has a total population of 40,000 of which 26,000 are French-speaking.

LA TRIBUNE, daily. Politics: Republican. Established 1894. Published by "La Tribune Pub. Co." Size of page 22½ x 17½. Seven columns, 2¼ in. wide by 20 in. long per page. Subscription: \$3.00. Circulation 4,000.

L'UNION, monthly. Established 1902. Published by L'Union St-Jean-Baptiste d'Amérique. Size of page 14 x 9. 4 cols. 2½ in. wide, 14 in. long. Subscription: \$1.00 per annum. Copy must be received before 10th of month. Circulation 19,542.

Where do the Papers You use Circulate ?

LA PRESSE, Canada's Largest Circulating Daily Paper makes it easy for advertisers to estimate its value as an advertising medium. :-:

Before you sign a contract for advertising in any newspaper, make sure first that sufficient copies are distributed in the field you desire to cover, to warrant the rate asked.

This can only be done by securing a sworn detailed statement like the one shown on this page.

When you have satisfied yourself on the quantity of the paper's circulation, and on the distribution of the quantity, you may then look to the matter of quality.

LA PRESSE has the largest and most concentrated circulation of any Canadian daily. The following figures will be sworn to for the benefit of those who do not consider this statement sufficient guarantee for their protection.

When you have been convinced of LA PRESSE'S superiority in quantity of circulation, we'll be glad to have a chance to prove the quality.

Here are the June 1913 figures:

Montreal and suburbs	66,408
Province Quebec (Outside Montreal)	34,995
Total Province Quebec	101,403
Elsewhere in Canada	4,203
Total in Canada	105,606
French Section of New England States	21,632
Grand total	127,238

Don't accept bulk circulation figures from any newspaper. Publishers who refuse to show where their papers are distributed, do so because they are afraid of a show-down.

Don't be fooled by conversation and excuses, get the facts. You're entitled to them.

If you want any information about Montreal or Quebec Province as a market for your goods, write the Advertising Manager.

“La Presse”

MONTREAL, Canada.

Net Circulation Statement of

FOR 12 MONTHS EN

1912	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1	111,270	112,834	SUNDAY	113,931	HOLIDAY	SUNDAY
2	113,716	112,805	HOLIDAY	113,640	123,570	119,197
3	113,200	118,516	113,408	113,947	SUNDAY	119,806
4	113,165	SUNDAY	112,938	114,008	116,702	119,770
5	113,087	113,278	112,336	120,168	116,707	120,142
6	119,498	112,748	113,015	SUNDAY	116,990	120,197
7	SUNDAY	112,905	118,875	114,624	116,497	126,602
8	113,080	111,888	SUNDAY	114,389	117,279	SUNDAY
9	112,873	112,978	113,888	114,468	123,725	119,812
10	112,805	118,377	112,840	114,574	SUNDAY	120,306
11	112,802	SUNDAY	112,845	114,505	117,917	119,244
12	112,704	113,230	111,725	120,854	117,860	120,021
13	119,146	112,885	112,168	SUNDAY	117,700	120,649
14	SUNDAY	112,800	119,109	114,965	118,155	127,606
15	112,901	112,924	SUNDAY	115,298	117,947	SUNDAY
16	112,917	113,001	114,237	115,248	124,477	120,940
17	112,850	118,843	113,403	115,373	SUNDAY	120,588
18	112,642	SUNDAY	113,389	115,352	118,350	120,825
19	112,453	113,122	113,375	121,398	118,476	120,553
20	118,827	112,862	112,519	SUNDAY	119,002	121,216
21	SUNDAY	112,635	118,486	115,722	118,933	127,884
22	112,990	112,782	SUNDAY	115,751	118,755	SUNDAY
23	112,754	112,637	113,469	115,316	125,871	121,231
24	112,539	118,868	113,990	116,168	SUNDAY	120,956
25	112,472	SUNDAY	113,861	115,993	118,953	HOLIDAY
26	112,366	112,720	113,876	122,726	119,186	121,343
27	118,610	113,004	114,092	SUNDAY	115,373	121,164
28	SUNDAY	113,010	120,485	114,857	119,442	128,240
29	112,823	113,370	SUNDAY	116,450	119,405	SUNDAY
30	112,817	112,953	113,595	116,419	126,333	120,909
31	112,668	119,150		116,625		120,326
Tot.	3,069,728	3,077,123	2,741,924	3,132,789	2,987,605	3,040,456

Number of days of issue, 306

of "La Presse", Montreal, Can.

HS. EN DING JUNE 30th., 1913.

1913	JAN.	FEB.	MARCH	APRIL	MAY	JUNE
1	HOLIDAY	128,328	131,126	126,567	HOLIDAY	SUNDAY
2	119,871	SUNDAY	SUNDAY	120,888	125,863	126,450
3	119,416	122,192	124,617	120,692	132,224	125,144
4	126,276	121,960	124,888	126,410	SUNDAY	126,283
5	SUNDAY	121,593	125,450	133,068	125,980	126,323
6	HOLIDAY	121,992	125,219	SUNDAY	125,697	125,967
7	119,877	122,090	124,650	127,254	125,525	132,582
8	119,804	128,882	131,894	128,134	125,558	SUNDAY
9	119,808	SUNDAY	SUNDAY	127,129	125,540	126,465
10	119,966	122,507	125,788	126,857	131,763	126,132
11	127,018	122,635	125,872	126,860	SUNDAY	126,144
12	SUNDAY	122,256	125,859	133,750	125,844	125,959
13	119,939	122,493	126,054	SUNDAY	125,613	126,292
14	120,081	122,787	126,024	127,240	125,605	132,847
15	120,228	129,211	132,250	127,328	125,610	SUNDAY
16	120,447	SUNDAY	SUNDAY	127,002	125,560	126,226
17	120,460	123,106	125,973	126,665	132,141	126,056
18	127,480	123,137	126,504	126,792	SUNDAY	125,938
19	SUNDAY	123,390	126,399	132,900	126,248	126,092
20	120,846	123,843	126,145	SUNDAY	126,054	125,939
21	121,020	123,528	HOLIDAY	127,011	126,020	131,714
22	121,256	130,637	132,582	126,500	125,692	SUNDAY
23	120,840	SUNDAY	SUNDAY	126,664	126,043	127,318
24	121,346	124,017	125,737	126,868	130,797	126,304
25	128,274	123,830	126,231	136,554	SUNDAY	126,650
26	SUNDAY	124,205	126,078	132,787	126,717	126,202
27	121,768	124,347	125,645	SUNDAY	125,818	126,224
28	121,539	124,296	126,128	125,643	126,343	132,796
29	121,667		132,955	125,234	126,841	SUNDAY
30	121,893		SUNDAY	125,147	126,572	126,759
31	122,194		126,582		132,712	
Tot.	3,043,304	2,977,280	3,176,647	3,320,032	3,304,380	3,180,955

Average net Circulation per issue: 121,085

The Business That Counts

is the business everybody else is not after. Get into virgin territory and your success will be quicker than it would be where competition is keener.

In the Province of Quebec, (not including Montreal or other cities), there are over 1,100,000 French-speaking people living in the villages and rural districts, who never see your advertising in the large daily papers.

These people are wealthy. Their income from field crops and dairy products *alone*, is about \$125,000,000 annually.

The Farmers' Weekly LA PRESSE has a circulation of 45,000 right in the homes of these people, who depend to a great extent on the advertising it carries to supply their daily wants.

Do You want a share of this business ?

It's easy to get.

FOR PARTICULARS WRITE:

Farmers' Weekly La Presse

MONTREAL, Canada.

Condensed Classified List

OF

French Publications, Dailies, Weeklies, Bi-Weeklies, Bi-Monthlies, Monthlies, Yearlies.

PROVINCE OF QUEBEC.

Circulation figures given below appear as furnished by Editors.

DAILIES.

	Classification.	Circulation
LEVIS. MONTREAL.	Liberal.	Le Quotidien 3,500
	Liberal.	Le Canada 15,989
QUEBEC.	Ind.	Le Devoir 25,000
	Ind.	La Patrie 49,293
	Ind.	La Presse 121,085
	Ind. catholic.	L'Action Sociale 13,100
	Cons.	L'Événement 12,255
SHERBROOKE.	Liberal.	Le Soleil 18,166
	Ind.	La Tribune 6,010

BI-WEEKLY.

SHERBROOKE.	Ind. Lib.	Le Progrès de l'Est 1,800
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WEEKLIES.

ARTHABASKA.	Liberal.	L'Union des Cantons de l'Est 1,400
	Ind.	La Gazette 1,300
BEAUCEVILLE. CHICOUTIMI.	Liberal.	L'Eclaireur 3,000
	Ind.	Le Progrès du Sa-guenay 1,100
FRASERVILLE.	Ind.	Le Travailleur 1,100
	Cons.	L'Action Canadienne 1,500
	Liberal.	Le Journal 1,850
GRAND'MERE. HULL.	Liberal.	Le St-Laurent 1,024
	Ind.	La Semaine 2,500
JOLIETTE.	Liberal	Le Spectateur 2,875
	Ind.	L'Etoile du Nord 3,500
LEVIS. MONTMAGNY.	Liberal.	L'Hebdomadaire 2,500
	Liberal.	Le Courrier 1,300
MONTREAL.	Cons.	Le Peuple 3,957
	Liberal.	Le Canada 2,410
	Ind.	Le Devoir 4,000
	Ind.	La Patrie 22,500
	Ind.	La Presse 44,035
	Ind.	L'Aurore 1,200

WEEKLIES.

	Classification.	Circulation.
MONTREAL.	Liberal.	Le Bulletin 6,500
	Humoristic.	Le Canard 10,000
	Religious.	La Croix
	Trade.	Le Moniteur du Commerce
	Ind.	Le Nationaliste 14,000
	Ind. Lib.	Le Pays 11,500
	Trade.	Le Prix Courant 3,100
	Literary.	Le Samedi 19,900
	Religious.	La Semaine Religieuse. 3,000
	Ind. Catholic.	L'Action Sociale 10,616
QUEBEC.	Cons.	L'Événement 3,500
	Liberal.	Le Soleil 12,000
	Liberal.	La Libre Parole 2,500
	Labor.	Le Travailleur 1,500
	Trade.	La Semaine Commerciale 2,225
	Religious.	La Semaine Religieuse. 1,000
	Ind. Catholic.	La Vérité
	Ind.	Le Progrès du Golfe. 1,475
	Ind.	Le Lac St-Jean 2,000
	Liberal.	Le Clairon 825
RIMOUSKI.	Ind.	Le Courrier 1,000
	Ind.	La Tribune 2,000
ROBERVAL.	Liberal.	L'Avenir du Nord. 2,000
ST. HYACINTHE.	Liberal.	Le Canada Français. 4,578
	Liberal.	Le Ralliement 3,009
ST. JEROME.	Cons.	L'Industriel 850
ST. JEAN.	Liberal.	Le Courrier 2,320
ST. JOSEPH BEAUCE.	Cons.	Le Sorelois 2,600
SHAWINIGAN.	Liberal.	La Gazette de Berthier 900
SOREL.	Ind.	Le Mineur 2,000
THETFORD MINES.	Ind.	Le Bien Public 3,000
THREE RIVERS.	Liberal.	Le Nouveau Trois-Rivières 800
VALLEYFIELD.	Lib. Ind.	Le Progrès 1,300
VICTORAVILLE.	Cons.	L'Echo des Bois Francs 1,750
WATERLOO.	Cons.	Le Journal de Waterloo 1,163

SEMI-WEEKLY.

THREE RIVERS.	Cons.	Le Courrier (1)
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BI-MONTHLIES AND MONTHLIES.

	Classification.	Circulation.
CHICOUTIMI.	Religious.	Le Messager de Saint-Antoine 11,500
	Religious.	Echo Paroissial du Sacré-Coeur
MONTREAL.	Military.	(1) Le Carabinier 2,000
	Medical.	(1) Le Journal de Médecine et de Chirurgie 1,750
	Music.	(1) Le Passe-Temps 7,500
	Fraternal.	L'Artisan 10,962
	Religious.	Bulletin Eucharistique.
	Business.	Bulletin de la Chambre de Commerce 1,200
	Medical.	La Clinique 3,600
	Philosophical.	La Lumière 3,500
	Agricultural.	(1) Le Journal d'Agriculture 78,541
	Religious.	Le Messager Canadien du Sacré-Coeur 54,133
	Religious.	Petit Messager du Sacrement 30,000
	Literary.	* Le Propagateur 12,000
	Literary.	La Revue Canadienne 1,500
	Literary.	La Revue Populaire 5,500
	Literary.	La Revue Franco-Américaine 4,800
	Fashions.	La Revue de la Mode 5,992
	Religious.	La Revue du Tiers-Ordre 10,000
	Literary.	Le Semeur
	Religious.	La Tempérance 25,500
	Medical.	L'Union Médicale 1,879
Trade.	Tissus & Nouveautés. L'Ami des Sourds-Muets	
Religious.	Annales des Prêtres Adorateurs	
Legal.	La Revue de Jurisprudence	
QUEBEC.	Educational.	La Revue Légale
	Religious.	L'Enseignement Primaire 7,500
	Religious.	Les Fleurs de Charité. 3,000

*10 Times Yearly.

(1) Bi-Monthly.

BI-MONTHLIES AND MONTHLIES.

	Classification.		Circulation.
QUEBEC.	Scientific.	La Naturaliste Cana-	
		dien	1,000
	Ind.	Le Croisé	
	Litterary.	Le Bulletin du Parler	
		Français	
	Litterary.	La Nouvelle-France ..	
	Litterary.	La Revue Franco-	
		Américaine	
SAINTE - ANNE DE BEAUPRE.	Religious	Annales de Sainte-	
		Anne de Beupré.	
SAINTE - SCHOLASTI- QUE.	Agric.	La Basse-Cour Cana-	
		dienne	
RIMOUSKI.	Religious.	Le Messager de Ste-	
		Anne	3,500

YEARLIES.

MONTREAL.		L'Almanach Rolland..	50,000
		L'Almanach du Peuple	80,000
		Le Canada Ecclésiasti-	
		que	2,000

NEW BRUNSWICK.

WEEKLIES.

MONCTON. SHEDIAC.	Ind.	L'Evangéline.	4,574
	Cons.	Le Moniteur Acadien.	2,625

ONTARIO.

DAILIES.

OTTAWA.	Liberal.	Le Temps	5,700
	Ind.	Le Droit	5,240

WEEKLIES.

CHATHAM.		L'Ami du Peuple. . .	
	Ind.	Le Canadien	750
OTTAWA.	Ind.	La Justice	5,530
	Ind.	Le Droit	
WINDSOR.	Liberal.	Le Progrès	1,200

PRINCE EDWARD ISLAND.

WEEKLY.

	Classification.	Circulation.
TIGNISH.	Liberal.	L'Impartial 1,830

MANITOBA.

BI-WEEKLY.

ST. BONIFACE.	Religious.	Les Cloches 1,200
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WEEKLIES.

ST. BONIFACE. WINNIPEG.	Cons.	Le Manitoba 3,854
	Liberal.	Le Soleil de l'Ouest.. 2,000

MONTHLY.

Ind.	L'Aml du Foyer 5,500
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ALBERTA.

WEEKLIES.

EDMONTON. MORINVILLE.	Liberal.	Le Courrier de l'Ouest 5,000
	Ind. Lib.	Le Progrès 2,000

You Can't Cover the French Field—without

La Patrie

It is a recognised fact by National advertisers who sell to French Canadians, that Montreal LA PATRIE'S "good will" is a mighty big factor which cannot possibly be overlooked. Every Advertiser who gets behind LA PATRIE'S good will and influence can open the door to thousands of good homes that are to be reached in no other way. LA PATRIE has increased tremendously in circulation, advertising patronage and size and to-day ranks amongst Canada's largest papers. Rates and circulation details from all Advertising agents or at our branch office.

New York, U.S.A. Toronto, Ont. Chicago, U.S.A.

E. KATZ, Edgar J. Guy, E. KATZ,
Special Advertising Agency, Room 61, Special Advertising Agency,
15-19 Madison Sq. North Canadian Life Bldg. 409 Harris Trust Building
LONDON, ENGLAND, FRED A. SMYTH, 81 Cannon Street, London E.C.

The following is but a partial list of National Advertisers who find "La Patrie" a Paying Proposition.

Otis-Fenson Elevator,	Tilson Oats,	Baker's Cocoa,
Zam-Buk,	Cluett & Peabody,	Rengo Belt Corset,
Cowan Cocoa,	Canadian Salt,	McClary Mfg.
Beecham Pills,	Dunlop Tire,	Neilson Chocolate.
Wolfe Schnapps,	Frost Wire Fence,	Eastman Kodak,
Canada Bread,	Gillett Baking Powder,	Michellin Tire.
Scholl Mfg.,	Shiloh,	Baby's Own Soap.
Waltham Watches,	H. O. (Force Food).	Suchard's Cocoa,
Steele Briggs,	Cravenette,	International Harvester.
Russell Motor Co.,	Waterman Pen,	Cuticura,
Father John Remedy,	Penmans Limited,	Lanman & Kemp.
Fruitatives,	Hamilton Brewery,	Knox Gelatine,
Wilson Fly Pads,	Pinkham Medicine,	Scott Emulsion,
Sunlight Soap,	Dodds Kidney Pills,	Studebaker Corp.
Ford Motor Co.,	Dr. Chase Remedies,	Pabst Brewery.
Reo Motor Co.,	Edison Phonograph,	Northrop Lyman.
Duffy's Malt Whisky,	Tudhope Motor Co.,	Neuralgylne.
Cocoa-Cola,	J. C. Ayer's Remedy,	Imperial Tobacco.
Equitable Life,	Black Cat Cigarettes,	Chisholm Milling.
Symington Coffee,	Blue Jay Corn Plaster.	Hunyadi Janos.
Parker Dye Works,	Hupp Motor Car Co.,	Paris Medicine Co.,
Perrin Gloves,	Stuart Pyramid Drug,	Ridgway Tea.
Can. Shredded Wheat,	McLaughlin Motor Co.,	Postum Cereal.
Can. Fairbanks-Morse,	Canada Life Ins. Co.,	Bolvin, Wilson Co.,
National Breweries Ltd.,	Pope-Hartford Mfg. Co.,	Gillette Safety Razor.
Warners R. P. Corset,	N. C. Poison Remedies,	Fry's Cocoa,
Anheuser Busch	National Cash Register,	Radway Ready Relief,
(Budweiser),	Apollinaris,	Wincarnis.
Can. Cereal Mill Co.,	Dr. Coderre's Pink Pills,	Kaysar Gloves.
Cook's Friend B. Powder,	Empire Cream Separator,	Cudahy Packing.
D. D. D.	Williams Greene & Rome,	Dominion Corset Co.,
Waterous Engine Co.,	American Locomotive.	Salada Tea.
Comfort Soap,	Wrigley's Spearmint Gum,	Battle Creek Toasted C.F.
London Feather,	Schlitz Beer,	Centaur (Castoria).
Williams' Pink Pills,	Brantford Roofing.	Crème Simon.

MONTREAL "LA PATRIE" CAN HELP SECURE YOU THE RICH
FRENCH TRADE.

Condensed Classified List
OF
French Publications, Dailies, Bi-Weeklies, Weeklies, Bi-
Monthlies, Monthlies, Yearlies in the
UNITED STATES.

CALIFORNIA.

Circulation figures given below appear as furnished by Editors.

DAILIES.

	Classification.	Circulation.
SAN FRANCISCO.	Ind.	L'Echo de l'Ouest . . . 2,502
	Ind.	Le Franco-Californien. 5,000

WEEKLY.

L'Echo de l'Ouest. 502

ILLINOIS.**WEEKLY.**

CHICAGO.	Prog.	Le Franco-Américain.. 5,957
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MONTHLY.

Litterary.	L'Echo des Deux Mon- des	2,703
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LOUISIANA.**DAILY**

NEW ORLEANS.	Dem.	L'Abeille 15,910
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WEEKLIES.

EDGARD.	Dem.	L'Abeille 18,118
	Dem.	Le Meschacébé 460

MAINE**TRI-WEEKLY.**

LEWISTON.		Le Messenger
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WEEKLIES.

BIDDEFORD. BRUNSWICK.	Rep.	La Justice 1,600
	Rep.	L'Indépendant 1,100

DOES'NT THIS MEAN ANYTHING TO YOU !

The very fact that the firm who wrote the letter reproduced here has found *La Patrie* a valuable medium, is something you cannot overlook when making your next appropriation.

1. VALDREY BROS.
1. A. CHATEL



Grand Prix, Paris 1889



TRADE MARK

* PERRIN'S GLOVE *

Maison PERRIN FRÈRES & C^o

PERRIN FRÈRES & C^o

GRENOBLE	PARIS	LONDON	NEW-YORK	MONTREAL
44 1/2 Rue de la République	65 Avenue de l'Opéra	5 Wood Street E.C.	55 Union Square	124 1/2 Fisher Building
	17 Rue de la Harpe		Wash.	88 Beaudry Square

Adresses Telegraphiques. CABLE ADDRESS

GRENOBLE	GRENOBLE
PARIS	PARIS
LONDON	LONDON
NEW-YORK	NEW-YORK
MONTREAL	MONTREAL

York Fisher Building,
261 Gervais Square.

Montreal

Gentlemen,

We take great pleasure in sending you this note of appreciation for *LA PATRIE* as an advertising medium.

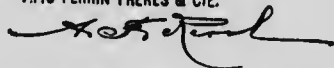
For a number of years we have used your paper to reach the French speaking population of Canada, and have to congratulate you on the splendid results obtained.

The enormous increase in our business is the best testimony we can give you.

We wish to assure you of our good wishes and remain,

Yours very truly,

P. Pro PERRIN FRÈRES & C^{ie}.



This kind of testimony comes only from "delivering the goods."
It is evidence that *La Patrie* can make good for you too!

The circulation of *La Patrie* (with the exception of one paper) is greater than the combined circulation of all the other French papers in the Province of Quebec.

MASSACHUSETTS

DAILIES.

	Classification.	Circulation.
FALL-RIVER.	Rep.	L'Indépendant 3,000
LOWELL.	Ind.	L'Etoile 5 250
NEW-BEDFORD.	Ind.	L'Echo 1,950
	Rep.	Le Journal 1,800
WORCESTER.	Rep.	L'Opinion Publique... 3,650

WEEKLIES.

FITCHBURG.	Ind.	Le Progrès 1,800
	Rep.	Franco-Américain 1,400
HAVERHILL.	Ind.	Le Citoyen 1,800
HOLYOKE.	Ind.	La Justice 3,100
LAWRENCE.	Ind.	Le Courrier 3,000
LOWELL.	Religious.	Le Supplément 4,000
LYNN.	Ind.	Le Courrier 1,537
NEW-BEDFORD.	Ind.	L'Echo 6,000
SALEM.	Ind.	Le Courrier 4,370

YEARLY.

FITCHBURG.	Almanach Franco-Américain 22,772
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MINNESOTA.

WEEKLY.

MINNAPOLIS.	Ind.	L'Echo de l'Ouest . . . 5,000
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NEW HAMPSHIRE.

DAILY

MANCHESTER.	Ind.	L'Avenir National . . . 3,563
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TRI-WEEKLY.

NASHUA.	Ind.	L'Impartial 2,500
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WEEKLY.

MANCHESTER.	Fraternal.	Canada-Américain. . . 14,608
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NEW YORK.

DAILY

NEW YORK CITY.	Ind.	Courrier des Etats-Unis 19,235
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WEEKLY.

	Ind.	Courrier des Etats-Unis 32,782
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THIS IS THE SWORN DAILY AVERAGE PAID IT IS INFORMATION YOU NEED IF YOU HAVE

FOR USE OF EVI

GENTLEMEN,—The actual number of complete copies of this paper circulated in accordance with the provisions of the Copyright Act, 1912, for the year ending December 31st, 1912, have been as follows:

DAYS	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
1		47,743	48,018	48,086	47,856	57,804
2	46,727	48,540	57,857	47,887	47,696	
3	47,063	57,464		47,884	49,736	46,581
4	46,826		48,196	47,844	57,705	47,265
5	55,966	48,123	48,078			47,181
6		47,993	47,991	58,906	47,912	47,080
7		47,908	47,910		47,864	47,012
8	46,936	47,879	47,920	47,432	47,967	56,750
9	47,897	47,705	57,753	47,772	47,743	
10	47,132	57,203		47,697	47,853	47,159
11	46,859		47,962	47,721	57,534	47,072
12	47,009	47,968	47,947	48,587		47,045
13	56,187	47,978	47,954	57,610	47,798	46,816
14		47,997	47,972		47,880	46,846
15	46,938	48,010	47,877	48,053	47,766	56,656
16	46,735	47,930	57,931	52,835	51,236	
17	47,079	57,815		51,794	47,861	47,080
18	46,712		48,031	50,155	57,715	47,099
19	46,742	48,088	47,982	52,749		47,000
20	56,373	48,007	47,965	58,145	47,618	46,842
21		47,839	47,879		47,429	46,938
22	46,851	47,843	47,833	48,276	47,381	56,493
23	47,010	47,932	57,953	48,620	47,447	
24	46,945	57,823		47,970	46,988	47,301
25	46,986		47,999	47,881	57,350	47,383
26	46,921	48,196	47,908	47,931		47,250
27	56,492	48,113	47,918	57,920	47,550	46,803
28		48,158	47,856		47,436	46,781
29	47,007	48,137	47,845	47,908	47,343	56,323
30	47,478		57,841	47,842	47,266	
31	48,094				47,092	
Monthly Totals	1,213,265	1,238,482	1,296,356	1,254,914	1,331,022	1,224,565

The grand total when divided by 308 which is the total number of days of issue, shows the **AVERAGE NUMBER OF COMPLETE COPIES CIRCULATED PER ISSUE TO HAVE BEEN AS SHOWN BELOW.**

This statement of circulation does not include any spoiled sheets or destroyed papers or papers returned or papers sold in any other way than on or about days of publication in the ordinary course of trade to news dealers, news vendors and subscribers.

This is a correct report for one year ending with December 31st, 1912, and is made in good faith for the purpose of securing an exact circulation rating.

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HAVE
OF EVE**

CIRCULATION OF MONTREAL *La Patrie* SOMETHING TO SELL TO FRENCH CANADIANS. BY ADVERTISER.

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1912, have
dance with the definition as stated below for one year from January 1st, 1912 to
been as stated below.

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	Monthly Totals Recapitulated
57,804	45,292	45,906					January 1,213,265
46,581	46,018	45,931		45,077			February 1,238,482
47,265	46,609	54,674	45,654	45,036	54,184	45,204	March 1,296,366
47,181	46,530		45,500	44,958	45,478	45,513	April 1,254,914
47,080	46,512	45,929	45,296	44,958	45,400	45,478	May 1,331,022
47,012	55,677	45,924	45,442	53,668	45,355	47,030	June 1,224,565
56,750		45,922	54,102	45,252	45,203	45,643	July 1,284,769
	46,612	45,593		45,084	45,282	54,103	August 1,279,606
47,159	46,423	45,771	45,618	45,089	54,259	45,586	September 1,122,853
47,072	40,353	54,405	45,554	45,080		45,442	October 1,255,102
47,045	46,283		45,355	45,001	45,441	45,464	November 1,178,460
46,816	46,295	45,811	44,969	45,011	45,334	45,470	December 1,177,790
46,846	55,419	45,600	45,083	54,011	45,232	45,612	(Grand Total) 14,857,184
46,656		45,561	54,133	45,188	45,194	54,541	48,237 (Average Issue)
47,080	46,250	45,589		45,254	45,260		
47,069	46,292	45,681	45,629	45,145	54,070	45,825	
47,000	46,272	55,468	45,411	45,111		45,684	
46,842	46,118		45,255	45,078	45,420	45,659	
46,938	46,087	45,887	45,262	54,191	45,325	45,610	
46,493	55,478	45,695	44,918		45,525	45,608	
		45,604	53,660	45,363	45,332	55,471	
47,301	40,238	45,590		45,284	45,277		
47,383	46,235	45,623	45,475	45,193	54,189	45,657	
47,250	46,119	54,439	45,494	45,179		45,532	
46,803	45,972		45,348	45,195	45,547		
46,781	45,901	45,570	45,298	54,632	45,366	45,678	
46,323	54,716	45,526	45,263		45,421	45,621	
		45,352	53,994	44,549	45,640	54,657	
	46,025	45,411		45,369	45,413		
	45,916	45,378	45,140	45,454	54,307	45,840	
	46,227	55,676		45,595		45,773	
24,565	1,284,769	1,279,606	1,122,853	1,255,102	1,178,460	1,177,790	

of issue.
DW.
I papers
publica-
ers.
made

We hereby agree that advertisers or their accredited representative will be allowed to examine books, sheets, etc., at any time during business hours to verify circulation figures here given.

Subscribed and sworn to before me the seventh day of January 1913.

Signature :

J. N. A. PERRAULT, Accountant.

JOS BEAULIEU, Notary Public.

MONTHLY.

	Classification.		Circulation.
NEW YORK CITY.	Religious.	Union Française . . .	1,000

QUARTERLIES.

Literary.	Bulletin Officiel de l'Alliance Française.		
Literary.	Bulletin Officiel des Professeurs Français		1,000

PENNSYLVANIA.

WEEKLY.

CHARLEROI.	Socialist.	Union des Travailleurs	
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RHODE ISLAND.

DAILY

WOONSOCKET.	Rep.	La Tribune	4,000
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BI-WEEKLY.

PAWTUCKET.	Rep.	Le Jean-Baptiste. . .	5,300
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MONTHLY.

WOONSOCKET.	Fraternal.	L'Union	19,542
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JES. L. SNEYTON

JOHN A. SNEYTON

*The Stamp**of Quality*

Smeaton Bros

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ENGRAVERS

Designers and Illustrators.

MAKERS OF PRINTING PLATES
BY ALL PROCESSES.

10 Colé St.

Montreal.

Condensed List of French Publications in Canada.

NOTE.—An asterisk (*) before the name of a town indicates that it is a County seat. Papers without circulation figures are those whose proprietors did not send us a signed statement of circulation.

Circulation figures given below appear as furnished by Editors.

QUEBEC.

City	French Population	Papers	Issue	Class.	Circ.
*Arthabaska ..	1,458	L'Union des Can- tons de l'Est . . .	W.	Lib. . . .	1,400
		La Gazette	W.	Ind. . . .	1,300
Beauceville ..	1,677	L'Eclairer	W.	Lib. . . .	3,000
*Chicoutimi ..	5,880	Le Progrès du Sa- guenay	W.	Ind. . . .	1,100
"		Le Travailleur. . .	W.	Ind. . . .	1,100
"		Le Messager de St- Antoine	M.	Rel. . . .	11,500
"		Echo Paroissial du Sa- cré-Coeur	M.	Religious.	
*Fraserville ..	6,774	L'Action Canadienne	W.	Cons. . . .	1,500
"		Le Journal	W.	Lib. . . .	1,850
"		Le St-Laurent . . .	W.	Lib. . . .	1,024
Grand'Mère ..	4,783	La Semaine	W.	Ind. . . .	2,500
*Hull	18,222	Le Spectateur . . .	W.	Lib. . . .	2,875
*Joliette	6,346	L'Etoile du Nord. .	W.	Ind. . . .	3,500
Lévis	7,452	Le Quotidien	D.	Lib. . . .	3,500
"		L'Hebdomadaire . .	W.	Lib. . . .	2,500
*Montmagny. . .	4,617	Le Courrier	W.	Lib. . . .	1,300
"		Le Peuple	W.	Cons. . . .	3,957
*Montreal . . .	466,197	Le Canada	D.	Lib. . . .	15,989
"		Le Canada	W.	Lib. . . .	2,410
"		Le Devoir	D.	Ind. . . .	25,000
"		Le Devoir	W.	Independent.	
"		La Patrie	D.	Ind. . . .	49,293
"		La Patrie	W.	Ind. . . .	22,500
"		La Presse	D.	Ind. . . .	121,085
"		La Presse	W.	Ind. . . .	44,035
"		L'Aurore	W.	Ind. . . .	1,200
"		Le Bulletin	W.	Lib. . . .	6,500
"		Le Canard	W.	Lib. Hum.	10,000
"		La Croix	W.		
"		Le Moniteur du Commerce.	W.		

City	French Population	Papers	Issue Class.	Circ.
*Montréal.		Le Nationaliste . . .	W. Ind. . . .	14,000
"		Le Pays	W. Lab. Ind..	11,500
"		Le Prix Courant . . .	W. Business .	3,100
"		Le Samedi	W. Litt. . . .	19,900
"		La Semaine Reli- gieuse	W. Rel. . . .	3,000
"		Le Carabinier . . .	Bl-M. Mil. . . .	2,000
"		Le Journal de Mé- decine et de Chir- urgie	Bl-M.	1,750
"		Le Passe-Temps . . .	Bl-M. Music . .	7,500
"		L'Artisan	M. Frat. . . .	40,962
"		Bulletin Eucharisti- que	M.	
"		Bulletin de la Ch. de Com. Fran- çaise	M. Bus. . . .	1,200
"		La Clinique	M. Med. . . .	3,600
"		La Lumière	M. Phyl. . . .	3,500
"		Le Journal d'Agri- culture	Bl-M. Agric. . .	78,541
"		Le Messager Cana- dien	M. Rel. . . .	54,133
"		Petit Messager du St-Sacrement . . .	M. Rel. . . .	30,000
"		Le Propagateur 10 times y.	Rel. . . .	12,000
"		La Revue Cana- dienne	M. Litt. . . .	1,500
"		La Revue Populaire . . .	M. Litt. . . .	5,500
"		La Revue Franco- Américaine	M. Litt. . . .	4,800
"		La Revue de la Mode	M. Fash. . . .	5,992
"		La Revue du Tiers- Ordre	M. Rel. . . .	10,000
"		Le Semeur	M.	
"		La Tempérance . . .	M. Rel. Temp. .	25,500
"		L'Union Médicale . . .	M. Med. . . .	1,879
"		Tissus & Nouveau- tés	M. Trade . . .	1,350
"		Le Canada Ecclé- siastique	Y. Rel. . . .	2,000
"		L'Almanach du Peu- ple	Y. Litt. . . .	80,000
"		L'Almanach des Fa- milles		
"		L'Almanach Rolland . . .	Y. Litt. . . .	50,000
"		L'Ami des Sourds- Muets	M.	

City	French Population	Papers	Issue	Class.	Circ.
*Montreal.		Annales des Prêtres			
"		Adorateurs . . .	M.	Religious.	
"		La Revue de Jurisprudence	M.	Legal.	
"		La Revue Légale	M.	Legal.	
*Quebec	78,190	L'Action Sociale . . .	D.	Ind. Cat..	13,100
"		L'Action Sociale . . .	W.	Ind. Cat..	10,616
"		L'Événement	D.	Cons. . . .	12,255
"		L'Événement	W.	Cons. . . .	2,500
"		Le Soleil	D.	Lib.	18,166
"		Le Soleil	W.	Lib.	12,000
"		La Libre Parole . . .	W.	Lib.	2,500
"		Le Travailleur . . .	W.	Labor	1,500
"		La Semaine Commerciale	Bi-M.	Bus.	2,225
"		La Semaine Religieuse	W.	Rel.	1,000
"		La Vérité	W.		
"		L'Enseignement Primaire	M.	Educ.	7,800
"		Les Fleurs de Charité	M.	Rel.	3,000
"		La Naturaliste Canadien	M.	Scient. . . .	1,000
"		Le Croisé	M.	Religious.	
"		Le Bulletin du Parler Français	M.	Litterary.	
"		La Nouvelle-France.	M.	Litterary.	
"		La Revue Franco-Américaine	M.	Litterary.	
*Rimouski	3,597	Le Progrès du Golfe	W.	Ind.	1,475
"		Le Messager de Sainte-Anne	M.	Rel.	3,500
Roberval	3,500	Le Lac St-Jean . . .	W.	Ind.	2,000
Ste-Anne de Beaupré.		Annales de Sainte-Anne de Beaupré	M.	Religious	
*St-Hyacinthe . . .	12,797	Le Clairon	W.	Lib.	825
"		Le Courrier	W.		1,000
"		La Tribune	W.	Ind.	2,000
*St. Jerome	3,473	L'Avenir du Nord . .	W.	Lib.	2,000
*St. Jean	5,797	Le Canada-Français	W.	Lib.	4,578
St. Joseph, Beauce		Le Rallement . . .	W.		3,009
Ste-Scholastique		La Basse-Cour Canadienne	M.	Agric.	
Shawinigan	4,265	L'Industriel	W.	Cons.	850
*Sherbrooke	16,405	La Tribune	D.	Ind.	6,016
"		Le Progrès de l'Est	Bi-W.	Lib. Ind.	1,800

City	French Population	Papers	Issue Class.	Circ.
*Sorel	8,420	Le Courrier	W. Lib.	2,320
"		Le Sorelois	W. Cons.	2,600
"		La Gazette de Berthier	W. Lib.	900
Thetford Mines	7,261	Le Mineur	W. Ind.	2,000
*Three Rivers.	13,691	Le Bien Public	W. Ind.	3,000
"		Le Courrier de Trois-Rivières	Bi-W. Cons.	
"		Le Nouveau Trois-Rivières	W. Lib.	800
Valleyfield	9,449	Le Progrès	W. Lib. ind.	1,300
Victoriaville	3,028	L'Echo des Bois-Francis	W. Cons.	1,750
*Waterloo	1,886	Journal de Waterloo	W. Cons.	1,163

NEW BRUNSWICK

Moncton	11,345	L'Évangéline	W. Ind.	4,374
Shediac	1,442	Le Moniteur Acadien	W. Cons.	2,625

ONTARIO

*Chatham	10,770	L'Ami du Peuple	W.	
"		Le Canadien	W.	750
*Ottawa	84,119	Le Temps	D. Lib.	5,700
"		La Justice	W. Ind.	5,530
"		Le Droit	D. Ind.	5,240
"		Le Droit	W.	
Windsor	17,829	Le Progrès	W Lib.	1,200

PRINCE EDWARD ISLAND

Tignish	1,000	L'Impartial	W. Lib.	1,830
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MANITOBA

*St. Boniface	7,483	Le Manitoba	W. Cons.	3,854
"		Les Cloches	Bi-W. Rel.	1,200
*Winnipeg	128,157	L'Ami du Foyer	M.	
"		l'Ouest	W. Ind.	5,500
"		Le Soleil de l'Ouest	W Lib.	2,000

ALBERTA

*Edmonton	24,900	Le Courrier de l'Ouest	Lib.	5,000
Morinville	385	Le Progrès	W. Lib. Ind.	2,000

Condensed List of French Publications in the United States.

Circulation figures given below appear as furnished by Editors.

City	French Population	Papers	Issue Class.	Circ.
CALIFORNIA				
San Francisco.	8,000	L'Echo de l'Ouest..	D. Ind. . . .	2,502
"		L'Echo de l'Ouest..	W. Ind. . . .	502
"		Le Franco-Californien	D. Ind. . . .	5,000
ILLINOIS.				
Chicago	15,000	Le Courrier Franco-Américain	W. Prog. . . .	5,957
"		L'Echo des Deux-Mondes	M. Litt. . . .	2,763
LOUISIANA.				
New Orleans.	100,000	L'Abelle	D. Dem. . . .	15,910
"		L'Abelle	W. Dem. . . .	18,118
Edgard		Le Meschacébé	W. Dem. . . .	460
MAINE.				
Biddeford. . . .	11,500	La Justice	W. Rep. . . .	1,600
Brunswick . . .	4,000	L'Indépendant	W. Rel. . . .	1,100
Lewiston. . . .	14,000	Le Messager.	Tri-W.	
MASSACHUSETTS				
Fall-River. . . .	45,000	L'Indépendant	D. Rep. . . .	3,000
Fitchburg. . . .	12,000	Le Progrès	W. Ind. . . .	1,800
"		Le Franco-Américain	W. Rep. . . .	1,400
"		Almanach Franco-Américain	Y.	22,772
Haverhill	12,000	Le Citoyen	W. Ind. . . .	1,800
Holyoke	20,000	La Justice	W. Ind. . . .	3,100
Lawrence. . . .		Le Courrier	W. Ind. . . .	3,000
Lowell.	26,000	L'Etoile	D. Ind. . . .	5,250
"		Le Supplément	W. Rel. . . .	4,000
Lynn.	6,000	Le Courrier	W. Ind. . . .	1,537
New Bedford.		L'Echo	D. Ind. . . .	1,950
"		L'Echo	W. Ind. . . .	6,000
"		Le Journal	D. Rep. . . .	1,800
Salem	10,000	Le Courrier	W. Ind. . . .	4,370
Worcester. . . .	25,000	L'Opinion Publique.	D. R.	3,650
MINNESOTA				
Minneapolis..		L'Echo de l'Ouest..	W. Ind. . . .	5,000

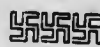

City	French Population	Papers	Issue Class.	Circ.
NEW HAMPSHIRE				
Manchester . . .	28,000	L'Avenir National..	D. Ind. . . .	3,563
"	"	Canada-Américain..	W. Frat. . . .	14,608
Nashua	13,000	L'Impartial. . . .	Tri-W. Ind. . . .	2,500
NEW YORK				
New York City	120,000	Courrier des Etats-Unis	D. Ind. . . .	19,235
"	"	Courrier des Etats-Unis	W. Ind. . . .	32,782
"	"	Union Française . .	M. Rel. . . .	1,000
"	"	Bulletin Officiel de l'Alliance Française	Q. Litt. . . .	
"	"	Bulletin Officiel des Prof. Français..	Q.	1,000
PENNSYLVANIA				
Charleroi	500	Union des Travailleurs	W. Soc. . . .	
RHODE ISLAND				
Pawtucket. . . .	14,000	Le Jean-Baptiste. BI-W.	Rep.	5,300
Woonsocket . . .	26,000	La Tribune	D. Rep. . . .	4,000
"	"	L'Union	M. Frat. . . .	19,542

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PUBLISHED IN THE UNITED STATES**

L'Opinion Publique

All the important news every day.

WORCESTER, Mass.


 Subscription \$3.00 per Year.
 

"LE DEVOIR"

====(THE DUTY)====

The only French-Canadian Newspaper with a policy of True Independence and Real Reform.

Under the direction of

HENRI BOURASSA.

Issued every evening in Montreal.

CIRCULATION RAPIDLY APPROACHING 25,000 COPIES DAILY.

LE DEVOIR is the only faithful interpreter of French-Canadian sentiments.

LE DEVOIR is free from all political or financial control and is owned by a company of 600 shareholders.

LE DEVOIR is the only French-Canadian paper publishing articles signed by well-known politicians.

LE DEVOIR has the class of readers who have the ability and the inclination to buy. They believe in "Le Devoir" and an advertisement in its columns shares in the confidence they have in the publication.

ADVERTISING RATES AND OTHER INFORMATION SENT ON DEMAND.

La Publicité Limitée

PUBLISHERS

71a St. James Street, - Montreal

J. N. CHEVRIER, General Manager

"Le Nationaliste"

Montreal's best known French Sunday Paper—the most talked of political organ in the Province of Quebec.

The "Nationaliste" is the only Sunday paper in Montreal which has ten years of existence and is the recognized organ of the rising generation of French-Canadian writers.

It stands for Canadian autonomy in political, military and commercial matters and for public rights in the management of the country's natural resources.

The "Nationaliste" at once struck a responsive chord in the hearts and affections of the great mass of the French population of Montreal and the Province of Quebec.

Its circulation and popularity have grown rapidly.

It offers a great field for advertisers.

Its publishers emphasize its value for goods purchased by men or for anything in which men are interested.

**Reach the People the "Nationaliste" Reaches —
They Make Good Customers.**

LA PUBLICITE LIMITEE

PUBLISHERS

J. N. CHEVRIER, General Manager 71a St. James St., MONTREAL

Mr. ADVERTISER

YOU ARE INTERESTED IN A

MARKET

EXCLUSIVE AND WEALTHY.

“*Le Canada*”

¶ The only French Morning Daily in Montreal is a market at your disposal with an exclusive circulation, its readers being all professional and business men. :: ::

WHY NOT TAKE ADVANTAGE OF IT?

ADVERTISING RATES AND OTHER INFORMATION
SENT ON DEMAND.

“*Le Canada*”

73-75 ST. JAMES STREET, - MONTREAL.

TELEPHONE : MIN 3058.

Le Journal d'Agriculture

ET

d'Horticulture

DE LA PROVINCE DE QUEBEC

The only FRENCH Agricultural publication in the Province of Quebec, published on the 15th. of each month.

Has an English Edition published on the first of each month.

CIRCULATION : 97,950

FRENCH ISSUE : - - 89,500

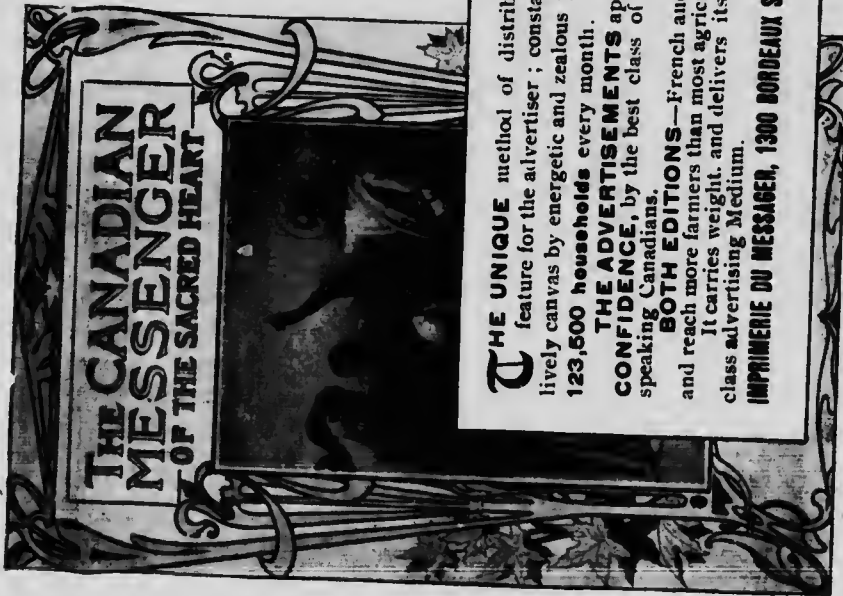
ENGLISH ISSUE : - - - 8,450

The rates cover both issues. Advertisements translated free of charge for French issue.

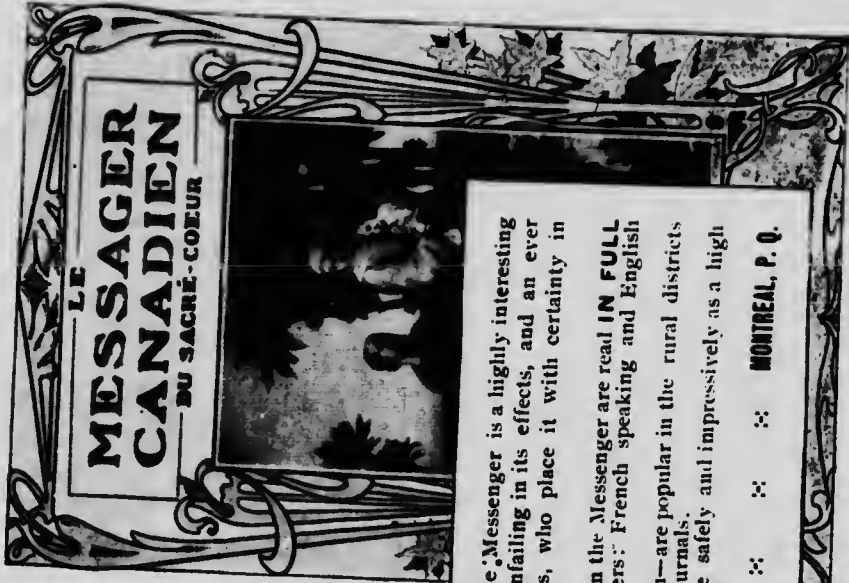
**The Journal of Agriculture
and Horticulture.**

75 St. James Street

MONTREAL



**THE CANADIAN
MESSENGER
OF THE SACRED HEART**



**LE
MESSAGER
CANADIEN
DU SACRÉ-CŒUR**

THE UNIQUE method of distributing the Messenger is a highly interesting feature for the advertiser ; constant and unfailling in its effects, and an ever lively canvas by energetic and zealous promoters, who place it with certainty in 123,500 households every month.

THE ADVERTISEMENTS appearing in the Messenger are read **IN FULL CONFIDENCE**, by the best class of consumers : French speaking and English speaking Canadians.

BOTH EDITIONS—French and English—are popular in the rural districts and reach more farmers than most agricultural journals. It carries weight, and delivers its message safely and impressively as a high class advertising Medium.

IMPRIMERIE DU MESSENGER, 1300 BORDEAUX STREET.

MONTREAL, P. Q.

LE SAMEDI

(FOUNDED IN 1888)

**An Illustrated French
Weekly Magazine**

A Select Advertising Medium

Reaches more than
nineteen thousand
homes (sworn and
guaranteed circula-
tion) and is read by
more than seventy
thousand people.

The leading French
Weekly Magazine
of Canada.

ADVERTISING TARIFF

5 cents for 500 lines con-
tracts or less, and fixed
space from 1 to 12 inser-
tions. 4 cents for con-
tracts over 500 lines and
fixed space from 13 to 52
insertions.

La Revue Populaire

**An All - Story Monthly
Magazine, publish-
ed in French,
illustrated**

The only French
Monthly Magazine in
Canada published on
the American plan.

Circulation 5600.

ADVERTISING RATES

\$10 per page. Pro rata
for less.

*To Reach Three-Fourths of the Population of Quebec,
You Must Advertise in FRENCH PUBLICATIONS,
Without them Your Advertising Campaign is Incomplete.*

Write us for Specimen Copy and Particulars

POIRIER, BESSETTE & CO.,

Proprietors

200 St. Lawrence Boulevard, MONTREAL, Que.

FOUNDED 1864

Revue Canadienne

Under the Direction of
a group of Professors
of Laval University,
Montreal.



Issued about the 15th of each month.



Subscription : Canada & U. S. \$3.00



France and Postal Union 18 Fcs.

England 15 S.



471 Lagachetière St., West,
MONTREAL, Canada.

44TH YEAR**100,000 COPIES**

L'Almanach du Peuple

This 450 pages Compendium of facts concerning Religion, Sociology, Politics, Agriculture, Industry, as well as precise information on Government and judicial administration of the Dominion and particularly of the Province of Quebec,—is the hand book of the French Canadian families. It is carefully preserved from year to year and constantly used by thousands.

A great advertising Medium.

PUBLISHED BY

Librairie BEAUCHEMIN, Limitée,
79 ST. JAMES STREET, MONTREAL

Le Canada Ecclésiastique

27TH YEAR

The year book of the French speaking clergy of Canada and the United States.

Has the distinct honor of being highly commended by His Excellency the Apostolic delegate to Canada, their Lordships the Archbishops of Montreal and Toronto, the Bishops of Rimonski, Joliette and other Dignitaries.

Bound Volume - - \$1.50

In use as reference book by all the French clergy and is a high class advertising Medium.

PUBLISHED BY

Librairie BEAUCHEMIN, Limitée,
79 ST. JAMES STREET, MONTREAL

LE SOLEIL



is easily the best of all papers in the
CITY OF QUEBEC
for advertising purposes.



THE CIRCULATION in the district of Quebec is fully three times that of any other French Daily outside the City of Montreal.

Figure it out for yourself taking the figures given in this Directory as a basis. The Circulation for the Daily for 1911 was

19,500 Copies

(Certificate of the American Advertisers' Association.)

These figures tell the Story. The quality of the circulation is on a par with the quantity.

LE SOLEIL PUBLISHING CO., QUEBEC

L'ACTION SOCIALE

The Official Organ of all Catholic
movements and Temperance
Societies.

•XIX•

The French Paper for French
People.

•XIX•

L'ACTION SOCIALE is the dai-
ly bread of all French Canadian
countrymen in the Province
of Quebec.

•XIX•

The 200 parishes of the diocese
exchange their news through

L'ACTION SOCIALE.

•XIX•

Imagine the marvelous success for the advertisers.
Think of it? 200 parishes exchanging their news, this
makes 40,000 readers everyday and everywhere. Give
a trial. Send your orders, we translate. :: :: ::

SWORN CIRCULATION.

QUEBEC, QUE.

L'Evenement

DAILY **WEEKLY** **SPORTIF WEEKLY** { published during
 Established 1887 Established 1872 Established 1911 Winter only



The only French daily conservative paper in the Province of Quebec. For 45 years recognized as the leading paper in Quebec and surroundings.

The best advertising medium in this District:

DAILY EDITION	WEEKLY EDITION	SPORTIF EDITION
8 to 20 Pages	12 to 16 Pages	4 Pages
Size of Pages 7 Col.	Size of Page 7 Col.	Size of Page 7 Col.
Length 19½ in.	Length 19½ in.	Length 19½ in.
Width of Col. 2½ in.	Width of Col. 2½ in.	Width of Col. 2½ in.
SUBSCRIPTION : \$3.00	SUBSCRIPTION : \$1.00	SUBSCRIPTION 5c A COPY

Your advertising Campaign will be a great success, if *L'Evenement* is on your list. Full particulars regarding circulation, rates, furnished on request.

Our books are open for inspection by any advertiser at any time.

PUBLISHED BY

LA CIE de L'Evenement

30 FABRIQUE Street, QUEBEC, Canada.

"LE TEMPS"

OTTAWA, . . . CANADA.

THE ONLY FRENCH DAILY PUBLISHED IN ONTARIO

**You cannot blanket Ontario unless
you use "LE TEMPS"**

I, Arthur Pageau, circulation Manager of "Le Temps" hereby swear that the circulation figures herewith given below represent the absolute circulation of "Le Temps" on March the 16th, 1912.

The Daily Average Circulation Is

— 5,700. —

THIS IS ABSOLUTELY net paid circulation, and does not include sample copies, free copies, spoiled copies or returns.

Sworn before me at Ottawa this 16th day of March, 1912.

ALFRED E. LUSSIER, Commissioner, etc., Notary Public.

ARTHUR PAGEAU.

"Le Temps" has been published for fifteen years in the City of Ottawa. It is the only French Daily Newspaper published in the Province of Ontario, in fact, the only French Daily West of Montreal and is the duly authorized organ of the French-speaking population of Ontario whose number exceeds 250,000. The French-speaking population of Ottawa is in the neighbourhood of 30,000 and Hull which is directly opposite, the dividing line being the Ottawa River, has a population of 17,000.

"Le Temps" publishes all the news, and has the wire services of all the press associations.

Your advertising campaign will not be complete unless your list includes "Le Temps" and we respectfully solicit your patronage.

LA CIE DE PUBLICATION "LE TEMPS"

LIMITEE

OTTAWA, . . . CANADA.

== LE ==
Courrier Publishing Company

PUBLISHERS OF

Le Courrier de Salem

ESTABLISHED 1891

Le Courrier de Lawrence

ESTABLISHED 1894

Le Courrier de Lynn

ESTABLISHED 1902



Q The only newspapers published in the
French Language in Essex County covering a population of nearly one hundred thousand (100,000) **French-speaking People.**



MAIN OFFICE:

**132 LAFAYETTE STREET,
SALEM, Mass.**

BRANCH OFFICES:

NEW YORK, 702 - 703 - 704 - 705 World Building.

BOSTON, 221 Columbus Avenue.

LAWRENCE, 172 Broadway Street.

LYNN, 118 Munroe Street.

MONTREAL, 4 Hospital Street.

“Le Courrier Franco- Américain”

The oldest and
most widely cir-
culated French
newspaper in
the West.

Now in its
56th Year.

Comprises the following newspapers: — “Le Courrier de l’Illinois”, Kankakee, Ill. (1856); “Le Canadien”, St. Paul, Minn (1877); “Le Courrier de l’Ouest”, Chicago, Ill. (1895) and “La Voix du Peuple”, Minneapolis, Minn. (1900).

A weekly paper published on Fridays, in the interests of the Franco-Americans and the propagation of the french language, in the Central and Western States.

A modern, up-to-date American Newspaper, published in the French Language.

CIRCULATION : Average
six months - - - - -

5,987

*Space and general rates uniform to all advertisers.
Local Rates on application.*

LOUIS J. BACHAND - VERTEFEUILLE, Managing - Editor

“Le Courrier Franco-Américain”
421 New Era Building, - - CHICAGO, Ill.

Le Bulletin de la Chambre de Commerce Française de Montréal.

35 St. James Street, Montreal.

Published monthly, 36 pages, 9 by 12 in. The best advertising medium for Agents or Canadian Houses doing an import or export trade from and to France.

PUBLISHED BY

**THE FRENCH BOARD OF TRADE
MONTREAL**

BEFORE SELECTING A TRADE JOURNAL

for the French speaking Province of Quebec, the following facts should be noted and carefully considered:—

- 1° There are over TWO MILLION population in this Province.
- 2° Over EIGHTY PERCENT of which speak, think, read and write in the French language.
- 3° **LE PRIX COURANT AND TISSUS ET NOUVEAUTÉS** are the Trade Journals printed in French and circulating in Quebec Province.

Send now for sample copy of the Paper suitable for the goods you are handling and observe the class of Advertisers who are already convinced as to the right medium.

LE PRIX COURANT Tissus et Nouveautés

(The Current Price)

Published weekly circulating amongst the retail grocers, retail hardware merchants and general storekeepers.

(Dry Goods and Novelties)

Published monthly. Circulating amongst the retail Dry Goods merchants, merchant tailors, milliners and Gents furnishings.

"Quality" circulation guaranteed.

"Quantity" sworn to.

THE RETAIL MERCHANTS PUBLISHING CO. of CANADA Limited
80 ST. DENIS STREET MONTREAL, Canada

ESTABLISHED 1894.

La Clinique

A Review of Medicine, Surgery, Therapeutics and professional matters.

Published on the 1st of each month. For the use of French speaking medical men of North America and dependencies and Central and South America.

No other medical paper in the french language, in America, can show half the circulation of "LA CLINIQUE".

It reaches all the Medical men speaking or understanding the french language, in Canada, the United States, Cuba and the Antilles, Mexico, Central and South America.

Subscription - - - - \$1.00 Per Year

La Clinique

86 West Laurier Avenue,
MONTREAL, - - CANADA.



The only Fashion
Journal published
in the French Lan-
guage in Canada.

ADVERTISING IN THIS JOURNAL - - - - -



PATRON - PRIME

Revue de la Mode

The Woman's every day Companion.

Giving each month practical information
on the Fashions, Cutting, Embroidery,
Hair Dressing, Hats, the Kitchen, etc.

PUBLISHED MONTHLY.

SUBSCRIPTION: 50¢ PER YEAR.

the best advertising medium to appeal to Women.

REVUE DE LA MODE

508 St. Andre St. Montreal, Canada

L'Union Medicale du Canada

ESTABLISHED 1872

SUB. \$2.00 A YEAR. — 1st. OF MONTH.

DIRECTORS:

Dr. R. BOULET
Dr. J. E. DUBE

Dr. L. de L. HARWOOD
Dr. H. HERVIEUX

Dr. A. LESAGE
Dr. A. MARIEN

The Directors and Collaborateurs of "L'Union Médicale" include the names of the leading French Physicians and Surgeons in Montreal. They are all associated with the large Hospitals in Montreal: Hôtel-Dieu, Notre-Dame Hospital, Ste-Justine, Maternity Hospital, Ophthalmic Institute, etc.

The well known ability of these writers and their close connection with these large institutions and with Laval University give the Journal a prestige and publicity that could not otherwise be secured. It circulates largely amongst practitioners throughout the Province.

SAMPLE COPY AND RATES ON APPLICATION.

Chief Editor: Dr A. LESAGE, 46 Laval Avenue.
Business Manager: T. VALIQUETTE, P.O. Box 3026, Montreal

ESTABLISHED 1900

Published Weekly-Friday, in the French Language.

LE PEUPLE

Circulates in, and covers a rich section of the Province of
—Quebec. 8 to 12 pages, 7 Col, 19½ inches—

Sworn circulation 31st Dec. 1912

3892

A GOOD ADVERTISING MEDIUM IN A PROSPEROUS SECTION.

La Compagnie du Peuple
PUBLISHERS. MONTMAGNY, QUE.

Le Bulletin

The oldest **FRENCH** Sunday
Newspaper.

Political & General News.

Speciality : Sporting News.



CIRCULATION :

7,000

Le Canard

The only Weekly French
HUMORISTIC PAPER in Canada.
8 Pages of Political Car-
toons and Humoristic mat-
ter.



CIRCULATION :

8,000

A. P. PIGEON, Proprietor

105-109 ONTARIO ST. EAST, - - - MONTREAL.

TELEPHONE : EAST 1121.

Le Passe-Temps

ESTABLISHED 1895

Bi-Monthly.

Each issue contains:

seven or eight songs, Violin pieces, two or three
pieces for the piano, and also Artists' Portraits
and choice Artistic Litterature.

The best French advertising Medium for all articles
interesting to the fair sex.

Canada, per copy 5c. United States, 10c.
On sale everywhere.

CIRCULATION - - - 7,000

16 Craig East, MONTREAL, Can.

"LE DROIT"

NEW FRENCH DAILY

Office : 88 York St., - - OTTAWA, Canada.

Tél. Rideau : 1148 — P. O. Box 554

LE DROIT is published by **Le Syndicat d'Oeuvres Sociales, Ltée.**, a company which has over 300 shareholders, recruited amongst the most influential business men in Ottawa and vicinity, consequently all financially interested in its success.

LE DROIT will not advertise immoral books or plays, fortune tellers, charlatans, strong liquors, nor any product from a doubtful source.

LE DROIT with these features, constitutes a most effective advertising medium among French Canadians.

ESTABLISHED 1894

Le ST. LAURENT

PUBLISHED WEEKLY

Is an active factor in Eastern Quebec

Sworn circulation, Dec. 1912,

1,641

Friday, 8 pages, 7 Col. 21 $\frac{3}{4}$ inches

L'Imprimerie Le St. Laurent Limitée
FRASERVILLE, Que.

Le Canada Français

ST. JOHNS, P.Q.

Founded in 1860, by the Hon. Félix Marchand, Prime Minister of the Province of Quebec. Organ of the Liberal Party in the District of Iberville and the Richelieu Valley.

It is unquestionably the most considerable and influential weekly of the Province and practically the only advertising Medium in the rich District of Iberville. St. Johns and surrounding region, which it covers thoroughly.

Weekly, Fridays, 16 pages, 7 cols, 21 inches

PUBLISHED BY

La Cie de Publication, Le Canada Français Limitée,
L. A. GOSSELIN, C. R., Managing-Director

La Gazette d'Arthabaska

INDEPENDENT IN POLITICS
ORGAN OF ALL CLASSES



Subscription; Canada, \$1.00
U. S. . . \$1.50
Europe, \$2.00

— PUBLISHED WEEKLY —

LA CIE J. T. TASCHEREAU LIMITEE
ARTHABASKA, QUE.

TAKE NOTICE

.. THAT ..

L'EVANGELINE
MONOTON, N. B.

- has opened a new field for commercial advertising. Territory where the great SALESMAN "the Ad" has not yet called-and where it cannot call except through the columns of the largest
- French paper in the Maritime Provinces.

25000 PERSONS READ L'EVANGELINE
GET AFTER THEIR TRADE BY ADVERTISING
IN THE COLUMNS OF L'EVANGELINE.

ITS CIRCULATION IS LARGER THAN
THAT OF ALL THE OTHER FRENCH PAPERS,
CIRCULATING IN THESE PROVIN-
CES COMBINED.

ASK YOUR AGENCY OR

L'EVANGELINE, - - MONOTON, N. B.

For rates and all information : J. O. GALLANT, Mgr.

L'ECLAIREUR

A fine 16 pages Weekly French Paper.
7 COLUMNS — 23 INCHES HIGH.

The liberal organ of the Counties of Beauce,
Megantic, Dorchester, Compton and Bellechasse.

Sworn
Circulation : **3,000** Increasing
Rapidly.

— PUBLISHED BY —

La Cie de Publication de L'Eclaireur
BEAUCEVILLE, Que.

"L'Echo de l'Ouest"

DAILY AND WEEKLY EDITIONS

☞ This paper has the largest circulation of all the **FRENCH PAPERS** published in the United States, (*New York excepted.*)

☞ The Daily reaches all the French speaking people West of the Rockies (22,000 French people in California), while the weekly is widely read in the United States.

Daily \$0.65 a month, by carrier. ☉ Weekly \$1.50 for three months.

1st. CLASS ADVERTISING MEDIUM.
RATES ON APPLICATION.

Business Office: 534 JACKSON ST.,
ST. FRANCISCO, Cal.

Le Franco-Américain

FITCHBURG, Mass.

A French Weekly, published on Friday, and covering a section of the State of Massachusetts, where the French people are most numerous.

ALMANACH FRANCO-AMERICAIN

A French yearly compilation of facts and reference book, placed in the hands of 25,000 families.

A select Advertising Medium.

PUBLISHED BY

LE FRANCO-AMERICAIN,
FITCHBURG, Mass.

La Justice

HOLYOKE, MASS.

Holyoke's
Progressive
French
Newspaper

The only medium through which
to reach the French population
of Western Massachusetts. :: ::

J. LUSSIER, - - - Editor

278 Main Street,
HOLYOKE, MASS.

This paper reaches every
French family in Middlesex and
Essex Counties, covering a po-
pulation of over 200,000 people.

Le Citoyen

PUBLISHED EVERY
THURSDAY

Lowell Office,
87 Market St.

Haverhill Office,
17 Essex St.

The columns of "LE CITO-
YEN" are 20 inches long and
2½ wide. 6 columns per page.

Le Citoyen Publishing Co.,
LAMBERT & CO., Proprietors.

FALL RIVER'S FRENCH POPULATION 45,000

Established 1888

L'INDEPENDANT

The leading French Daily
A welcome friend in every
French Home.

FALL RIVER, Mass.

Is the largest French Center in
the United States the third
largest French Center in the
two Americas. You can't reach
the 45,000 French speaking
people of Fall River unless you
advertise in

L'INDEPENDANT

New England's foremost French
Daily. Write for "Facts you
don't know about Fall River"
—it's brimful of data, facts and
statistic.

PUBLISHED BY
L'Independent Publishing Company.
21-25 PURCHASE ST.

To reach with certainty the
28,000 Franco-Americans of
Lowell, Mass.

ADVERTISE IN

"LE SUPPLEMENT"

a French weekly, published
under the direction of R. R.
Oblate Fathers. O. M. I. of
Lowell.

Besides detailed reports of the
meetings of the Franco-Ameri-
can Societies, "Le Supplément"
publishes exclusive news of the
Parishes of the town.

"Le Supplément" has the
largest circulation (4,000) of all
the French papers of New
England and is the best adver-
tising medium.

"LE SUPPLEMENT"

725 Merrimack St., - LOWELL, Mass.

La Tribune

1-LA TRIBUNE is the largest French daily paper in the Province of Quebec outside of Quebec and Montreal.

2-Its guaranteed circulation exceeds 7000 a day.

3-Advertise in LA TRIBUNE if you want to reach 75% of the French buyers of Sherbrooke City and 75 surrounding Towns and Villages.

SHERBROOKE, P. Q.

A Political and Literary Weekly

ESTABLISHED 1847.

L'Avenir du Nord

ST. JEROME, P.Q.

Covers the District North of Montreal, with a fair circulation in Montreal, Ottawa, Quebec and all over the Province.

Subscription: One year \$1.00; 6 months 50c. United States: \$1.50. Circulation 2,500.

J. E. PREVOST,
Editor and Proprietor.

LE PROGRES DE L'EST

SHERBROOKE, Que.

One of the best advertising mediums in Eastern Canada and the oldest French newspaper published in the District of St. Francis. It reaches the best class of readers.

RATES FURNISHED
ON APPLICATION.



L. A. BELANGER, Publisher.

L'ETOILE DU NORD

FOUNDED 1884

The only newspaper in existence in the District of Joliette and covering the counties of Joliette, Montcalm, L'Assomption and Berthier — the true organ of this District, almost exclusively French — reaching also many homes throughout the Province of Quebec and the United States.

Subscription: Canada: 50c. per year. United States: \$1.00.

Published by

ALBERT GERVAIS,

Proprietor

JOLIETTE, - QUE.

L'Union des Cantons de l'Est

Founded in 1865

Q An old Liberal Organ and a feature in the District of Arthabaska. . . . French weekly. Thursday.

Subscription \$1.00 per year.

PUBLISHED BY
La Cie. d'Imprimerie d'Arthabaska
ARTHABASKA, Que.

LE MINEUR

THETFORD MINES, QUE.

A French Weekly Newspaper with a

CIRCULATION OF 2000

The only French paper published in County of Megantic.



POPULATION OF

Thetford Mines 8000
Black Lake 4000
Robertsonville 2000

Le Courrier de Sorel

AND

Le Gazette de Berthier

13 and 24 years in existence respectively

Both papers are published in Sorel by "La Cie d'Imprimerie, "Le Courrier de Sorel."

And have a wide circulation in the Counties of Richelieu, Yamaska, Verchères, Berthier and Nicolet.

J. A. CHENEVERT,
Manager.

Established 1879

Le Sorelois

Published in French

Covers the District of Richelieu Weekly, Friday 7 Col. 21 in high

Circulation 2600

AND

THE SOREL NEWS

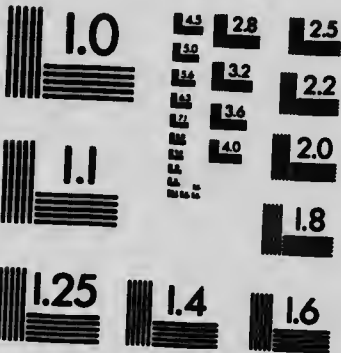
PUBLISHED BY

**LA CIE
D'IMPRIMERIE RICHELIEU
SOREL, QUE.**



MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



APPLIED IMAGE Inc

1853 East Main Street
Rochester, New York 14609 USA
(716) 482 - 0300 - Phone
(716) 286 - 5989 - Fax

Le Nouveau Trois-Rivières

WEEKLY. ESTABLISHED 1908

THREE RIVERS, Que.

After the fire of 1908, Three Rivers opened up an era of improvements, which suggested the name of "Le Nouveau Trois-Rivières."

It is practically the organ of Finance, Trades and Industries, as well as Commerce. The best advertising medium of the region.

Published by

J. B. M. BARTHE,
Editor and Proprietor.

ESTABLISHED 1901

An active factor in the expanding industrial life of the region it covers.

L'Industriel

is a French Weekly with distinct effectiveness

Circulates in St. Maurice, Champlain and Maskinonge Counties.

L'INDUSTRIEL
SHAWINIGAN, QUE.

L'Action Canadienne

FRASERVILLE, Que.



Weekly, Tuesday,
4 pages, 6 Col.
21 inches high.

A good advertising medium in a rich & populous region.

Subscription: \$1.00 a year



... La ...

Cie. d'Imprimerie de Fraserville
FRASERVILLE, Que.

Le Ralliement

ST. JOSEPH, BEAUCE

Conservative Organ of the Counties of Beauce, Dorchester and Frontenac .: .:

WEEKLY, TUESDAY,
8 Col. 2½ in. wide 18½ in. high, 8 pages

ADVERTISING RATES

10 cents a line 1st insertion
05 cents a line subsequent insertion
Special terms for Contracts

La Cie d'Imprimerie de Beauce
Limited
St. Joseph, Beauce, Que.

Le Quotidien

FOUNDED 1879

The only French daily newspaper published on the South Shore of the St. Lawrence, in a section with a population of 27,000.

L'HEBDOMADAIRE

(WEEKLY) FOUNDED 1881

Le "Journal de Fraserville", published weekly in Fraserville. Population 7,000 is printed by us. All communications should be addressed to

LA CIE DE PUB. DE LEVIS

21-23 Cote du Passage, LEVIS, P.Q.

La Libre Parole

The leading weekly published in Quebec city, and the oldest in the French language.

FOUNDED IN 1894

"La Libre Parole" is published in the midst of the most populated sections of Quebec, and its circulation extends also to surrounding Districts.

O V E R

4,500

Advertising rate: 25c. per inch.
Special rates for long term contracts.

**LA COMPAGNIE DE PUBLICITE QUEBECOISE, Limitée,
QUEBEC, Que.**

Established 1886

Le Progrès du Saguenay.

CHICOUTIMI, Que.

Independent in politics

Is a feature in the Lake St. John region, and is widely read in this territory.

French Weekly, Thursday, 8 pages, 7 Col.
21 $\frac{3}{4}$ inches.

**Le Syndicat des Imprimeurs
du Saguenay Inc.**

CHICOUTIMI, QUE.

Le Courier DE Montmagny.

Established 1883



An old friend and
adviser in the COUNTY
OF MONTMAGNY.

Published Weekly,
Friday, 4 Pages,
7 Col., 21 $\frac{3}{4}$ in.

**Alphonse CARDN, PUBLISHER
MONTMAGNY, - Que.**

LA SEMAINE RELIGIEUSE

Devoted to the interests of the Catholic Religion.

Patronised by the clergy, the religious communities—men and women—in Canada and the United States; also by the Universities, Colleges, Convents and educational and charitable institutions of the Province of Quebec.

It has also a considerable number of lay readers of the better class in the parishes.

Size of page 4 x 7 inches. A high class advertising medium. Published weekly: Saturday.

Circulation : 3,000

**L. E. COUSINEAU, Publisher.
MONTREAL**

LES CLOCHES DE SAINT-BONIFACE

Organ of the Archbishop and the Ecclesiastical Province of St. Boniface.



Published on the 1st and 15th of each month.



The faithful echo of the Church, the Schools and the French Colony in Western Canada.



SUBSCRIPTION

Canada: \$1.00; United States: \$1.25, other Countries, 7 francs

**LES CLOCHES DE ST-BONIFACE,
St-Boniface, - MANITOBA.**

Le Messenger DE St. Antoine

ESTABLISHED 1895

French Religious Monthly.

20 Pages, 1 Col. 5¼ inches

Circulation, 11,800

ADVERTISING TARIFF

	One year 3 mo's	6 mo's	3 mo's
One page	\$35.00	\$25.00	\$17.50
¼ "	20.00	15.00	11.00
⅛ "	12.00	9.00	6.00
One inch	10.00	8.50	5.50

**Rev. E. De LAMARRE,
PUBLISHER
CHICOUTIMI, Que.**

L'ENSEIGNEMENT PRIMAIRE

Founded in 1880

Is the monthly visitor of nearly all the french lay or religious teachers, in the Province of Quebec, Ontario and the United States.



**An Educational Review of
Character and Weight.**



**Canada \$1.25 U.S. \$1.50
A YEAR**

**— PUBLISHED BY —
G. J. MAGNAN, QUEBEC, Que.**

Le PAYS

It is an advertising medium of the first order to reach the best French Canadian Advertisers.

LE PAYS is read by the educated classes, by professional men, by the business men, by the clerks and all those interested in the cause of progress in the Province of Quebec.

OFFICES:

87 NOTRE DAME ST. West, MONTREAL

Godfroy Langlois, M. P. P.
Managing Director.

Le Progrès ... de ... Valleyfield.

ESTABLISHED 1878

Seven columns, six pages, weekly. The best medium in the District of Beauharnois.

HAS A SWORN
CIRCULATION
of 1350 COPIES

Sample copies and rates on application.

Chas. T. VERNER,
PUBLISHER
VALLEYFIELD, - QUE.

L'Impartial

ESTABLISHED 1893

The Only Acadian
Newspaper of
Prince Edward Island

French Organ of the Liberal
Party in the Maritime
Provinces.

Published in
TIGNISH,
P.E.I., Can.

F. J. BUOTE
Editor

48th YEAR

ALMANACH ROLLAND

The Family's Reference Book

225 pages of matter of general interest. Used constantly by thousands of families.

A GREAT ADVERTISING MEDIUM

PUBLISHED BY
LA CIE J. B. ROLLAND & FILS
53 ST. SULPICE STREET
MONTREAL.

Established 1881

Le Progrès

WINDSOR, ONT.

Is taken and read
by all the French
speaking groups in
Essex, Kent Counties
and State of
Michigan.

The best French
advertising medium
in this section. . . .

Published Weekly By
A. Proulx,
WINDSOR, ONT.

Le Journal de Waterloo.

— WATERLOO, P. Q. —

Published weekly in
the french language.

A regular visitor in
many homes of the
Eastern Townships.

8 Pages, 5 Col. to
the page, 13ems wide
18 inches high. :-:

Published by
Chagnon & Frère
Editors & Proprietors

L. J. Chagnon, J. Geo. Chagnon,
CHIEF EDITOR MANAGER

— WATERLOO, P. Q. —

ADVERTISE IN Le Manitoba

ESTABLISHED IN 1871

The Oldest
FRENCH
Newspaper in
the Province
of Manitoba

A. GAUVIN,
Publisher. **St. Boniface**

. . . IN ALBERTA . . .

The French speaking groups
— take —

“LE PROGRES”

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**WE WILL BE PLEASED
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The Canadian Advertising, Limited
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