## Multiplicative-type subgroups of $J_0(N)$

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**Abstract.** We will show that, under certain hypotheses, the Shimura subgroup is the maximal multiplicative-type subgroup of  $J_0(N)$ . This generalizes a theorem of Mazur, although our methods are completely different. As a corollary, we prove cases of a conjecture on the existence of certain canonical modular parametrizations of elliptic curves.