

Canada's Greatest Merchants Advertise Most in The Star



# Toronto's Departmental Stores are Canada's Greatest Advertisers!

## The Toronto Star

Daily and Weekly

Carried Nearly 40% of All  
Departmental Store Advertising

The figures below illustrate very clearly and definitely how Toronto Departmental Store advertising was divided among Toronto newspapers during 1923.

Here is the strongest endorsement that any newspaper, anywhere, could have:

THE DAILY STAR	3,159,040 lines
THE STAR WEEKLY	78,300 "
Second Daily	2,903,065 "
Third Daily	1,047,395 "
Fourth Daily	1,024,000 "
Second Weekly	5,350 "

### A.B.C. Circulation, Sept. 30, 1923:

Daily Average	Weekly Average,
12 Months,	12 Months,
126,992	148,057

### February, 1924, Circulation:

138,429	156,797
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The great Department Stores in Toronto, as in every other city in Canada and the United States, are the largest users of newspaper advertising. Through their daily announcements they bring into their stores tremendous throngs of buyers who watch and read newspaper advertising as regularly and carefully as they read the news of the day. With their advertising and good merchandise they have built the greatest retail establishments in the history of business.

These great merchants in Toronto have studied Toronto newspapers closely and carefully year after year, and they know, from actual experience and many experiments, the pulling power of each paper and its relative value in the complete list. For only through such knowledge and its use can they quickly move out continuously incoming merchandise and avoid the congestion and loss that otherwise most certainly must result.

*It is not surprising, then, that in 1923 they used more advertising space in The Daily Star and The Star Weekly than they used in any other Toronto newspaper. In fact, The Toronto Star (Daily and Weekly) published nearly 40 per cent. of the department store advertising carried by all Toronto newspapers during 1923.*

This proves that not only do The Daily Star and The Star Weekly, by virtue of having the largest daily and Sunday newspaper circulations in Canada, give the widest possible distribution to their advertising announcements, but that the readers of The Star have learned to depend on it for both news and shopping guidance—a fact which is outstandingly proved by the lead of The Daily Star in practically every class of advertising which deals with articles intended for milady and her domain. And The Star not only makes its appeals to the women of Toronto and its Shopping District but is preferred by the public as a whole. It is the one paper that the householder feels he cannot do without.

Why should all local merchants and national advertisers throughout the Dominion and the United States not choose Toronto newspapers in the same manner as the big Department Store advertisers? Most of them do, and the ranks of Star advertisers are growing.

Along the highway to business success is strewn the failures of hundreds of manufacturing establishments and shops whose guiding minds would not learn by the tried experience of the greatest leaders. Wise men gladly benefit by the judgment of others as well as by the intelligent exercise of their own.

**DAILY  
WEEKLY**

# THE TORONTO STAR

READ BY MORE PEOPLE THAN ANY OTHER TORONTO NEWSPAPER