

NOT SETTLED YET

THE GREAT CIRCULATION QUESTION!

DURING the month of November, several anonymous articles, written by one who was evidently ashamed of his name, appeared in The Montreal Daily Star. Both the writer and The Star seem to claim the honor of being the discoverers of some dark and dreadful secret, brought to light, as stated, by laborious research into the minutest details of the circulations of the various Montreal newspapers. We expected a choice bit of scandal, but were sadly disappointed, at the end of about thirty days, when the whole thing turned out to be only a stage setting for the star actor's part. Maybe we were too dense to get the real meaning of the play, but the whole thing looked to us as if The Montreal Star had been taking a course in contortionism in order to be able to pat itself on the back. These articles were worded in a way which would lead anybody unfamiliar with the circumstances to believe that there had been some recent demand among the Montreal advertisers to have the circulations of the city's newspapers looked into. We know of no recent request for any examination, but if one has been made La Presse was overlooked.

REAL FACTS

LAST year there was a request from some of the large advertisers for an investigation of this kind, and we gladly allowed the auditors free access to our circulation records, accounts, or anything they desired to look into, and we co-operated with them in every way in order to give our advertisers an exact statement of just what they were paying for. If this is what Mr. Advertising Agent is referring to, it's no wonder his great disclosures did not create any panic among La Presse's advertisers, as the statement, as far as La Presse is concerned, failed to tell them anything they were not already aware of. Furthermore, we had hundreds of copies of this complete statement made and sent out months ago. We wish for nothing better than to be allowed to leave people in peace to work out their own destinies, and we do not desire an argument with anyone, but we feel in this instance that to those unfamiliar with the circumstances, The Star statements in the advertisement published in The Toronto World on December 13th are misleading and liable to cause our advertisers and others to believe that we are not giving them fair value in circulation for the rates we ask for our advertising space. The fact that La Presse has an American edition seems to be the vital point in the wonderful disclosures Mr. Advertising Agent talked so much about, but he overlooked one of two important points, namely, that our advertisers are well aware of this fact, and also that there is a clause in our contract forms which reads as follows: "Owing to the new postal convention between Canada and the United States, tending to increase expenses to an extent almost unbearable to any newspaper, the publisher cannot insert all their advertisements in the edition destined to be sent to the United States, and consequently cannot promise any advertisements in that edition unless special arrangements to that effect have been previously agreed to." That means to say that our advertising rates are based solely on our Canadian distribution, as every advertiser can see by comparing our charges with those of The Montreal Star. The value of any newspaper to its advertisers depends upon its paid circulation being distributed where it will bring returns to the largest majority of its advertisers. In this connection let us compare La Presse and Montreal Star.

THE Montreal Star claims the largest circulation of any Canadian daily paper in Canada. According to their published figures, and published figures are the only ones an advertiser or anybody else can go by, so long as they are certified, The Montreal Star has not the largest circulation in Canada.

La Presse claims, and has, the largest circulation of any Canadian daily paper, even in Canada, and especially in the Province of Quebec.

We also claim for La Presse the distinction of being the most valuable advertising medium in Canada, because it covers a field in which there is practically no other newspaper which could possibly be termed as a strong competitor. Can The Montreal Star claim the same thing? La Presse's subscribers pay \$3.50 per year for the paper, while thousands of The Star's circulation is distributed, on account of its low price of \$1.00 per year, to country subscribers, where the ground is already well covered by the papers of Toronto and other Ontario cities, as well as those of the Maritime and Western Provinces. Can this circulation be as valuable to its advertisers as it would be if The Star had practically this whole field to itself? If so, we will willingly admit that we know nothing about what constitutes a good advertising medium.

We did not start this argument, but we feel that the advertisers who have confidence enough in us to give us a share of their appropriation are entitled to know the facts we have stated herein, and we will close with a comparative statement of circulations of both La Presse and The Montreal Star for the month of November, 1911. Study the figures carefully. They will show our reason for not letting The Montreal Star or any other Canadian newspaper endeavor to make it appear as though we had anything to keep under cover.

If The Montreal Star can show any better reasons for the rate it charges its advertisers for space than La Presse can, we would be glad to know them.

Comparative Statement Showing Circulations of La Presse and the Montreal Daily Star for the Month of November, 1911

Below you will find the sworn daily figures for La Presse's circulation for November, 1911, dissected to show distribution, also the figures which The Montreal Star published in its Toronto advertisement on December 13th, showing its circulation. We would like very much to see The Star's circulation dissected as ours has been, as we believe it would settle once and for all any argument as to the merits of either paper as an advertising medium.

LA PRESSE

NOVEMBER, 1911

Date.	Montreal and Suburbs.	Province of Quebec (outside of Montreal).	Total for Prov. of Quebec.	Other Provinces.	Total Canada.	Foreign.	Grand Total.
1	53,869	26,305	80,174	3,493	83,667	19,880	103,547
2	54,043	26,293	80,341	3,499	83,840	19,915	103,755
3	56,231	30,186	86,417	3,791	90,208	20,023	110,231
4	53,997	26,284	80,281	3,510	83,791	19,931	103,722
5	53,905	26,175	80,080	3,515	83,595	19,929	103,524
6	53,989	26,208	80,197	3,519	83,716	19,919	103,635
7	54,411	26,146	80,557	3,523	84,080	19,934	104,014
8	53,873	26,173	80,046	3,527	83,573	19,932	103,505
9	56,779	30,365	87,144	3,894	91,038	20,054	111,092
10	54,578	26,204	80,782	3,519	84,301	19,964	104,265
11	54,745	26,256	81,001	3,523	84,524	19,945	104,469
12	54,546	26,253	80,799	3,519	84,318	19,925	104,243

Date.	Montreal and Suburbs.	Province of Quebec (outside of Montreal).	Total for Prov. of Quebec.	Other Provinces.	Total Canada.	Foreign.	Grand Total.
16	54,780	26,299	81,079	3,522	84,601	19,923	104,524
17	54,857	26,288	81,145	3,527	84,672	19,875	104,547
18	56,873	30,222	87,095	3,881	90,946	19,961	110,907
19	55,282	26,324	81,606	3,534	85,140	19,894	105,034
20	55,262	26,385	81,647	3,543	85,190	19,894	105,084
21	55,436	26,426	81,862	3,540	85,402	19,940	105,342
22	55,455	26,470	81,925	3,550	85,475	19,953	105,428
23	55,415	26,501	81,916	3,553	85,469	19,956	105,425
24	56,525	30,431	86,956	3,950	90,906	19,993	110,899
25	55,945	26,590	82,535	3,673	86,208	19,975	106,183
26	55,658	26,712	82,370	3,570	85,940	19,985	105,925
27	55,870	26,743	82,613	3,578	86,191	20,019	106,210
28	55,909	26,804	82,713	3,594	86,307	20,022	106,329

Montreal Star

(As Published in The Toronto World, December 13, 1911.)

-1911-

Nov. 1	80,330	Nov. 14	80,358
Nov. 2	80,292	Nov. 15	80,383
Nov. 3	80,309	Nov. 16	80,386
Nov. 4	81,204	Nov. 17	80,363
Nov. 5	80,346	Nov. 18	81,248
Nov. 6	80,320	Nov. 19	80,416
Nov. 7	80,341	Nov. 20	80,478
Nov. 8	80,318	Nov. 21	80,401
Nov. 9	80,352	Nov. 22	80,435
Nov. 10	81,228	Nov. 23	80,504
Nov. 11	80,390	Nov. 24	81,325
Nov. 12		Nov. 25	

If you are advertising in La Presse, or contemplate doing so, any further information you may desire is ready for you. You merely have to ask for it.

Montreal

LA PRESSE

Canada

Ontario and Western Canada Salaried Representative: HENRY W. KING, Telephone Building
76 Adelaide Street West, Toronto, Ontario

TELEPHONE-ADELAIDE 1563.