

RECAPITULATION.

Montreal and Suburbs:—

| | |
|-------------------|---------------|
| Newsdealers..... | 43,313 |
| Street Sales..... | 11,846 |
| TOTAL..... | 55,159 |

Elsewhere in Canada:—

| | |
|-------------------------------------|---------------|
| Quebec..... | 12,789 |
| Ontario..... | 12,423 |
| Nova Scotia..... In excess of..... | 3,600 |
| New Brunswick..... " " | 2,900 |
| Prince Edward Island..... " " | 700 |
| Prairie Provinces..... " " | 1,000 |
| British Columbia..... " " | 500 |
| TOTAL, in excess of..... | 33,912 |

Grand Total, Paid, in excess of..... 89,071*

* In connection with the above figures advertisers will be interested in the following statement which was embodied in the lengthy report made by the official auditor appointed by Messrs. N. W. Ayer & Son, of Philadelphia, to examine the Star's circulation. A copy of the complete report will be mailed to anyone interested. The extract reads as follows:—
 "An extraordinary practice was discovered in the office of the Daily Star—to withhold from its own published statements fully 10 per cent. of bona fide distribution to actual readers. It was explained that this practice is dictated by a policy of conservatism, to hold a "reserve" against all contingencies. Equally significant is the rule to deny the return privilege to both agents and newsboys in the City and to dealers in outside territory."