

## KEY TO STAR'S CIRCULATION MAP.

In the following analysis of the circulation of The Montreal Daily Star in Greater Montreal, the city has been sub-divided into six zones, distinguished by different economic or social characteristics and conditions.

The circulation of the Star in each zone has been ascertained by a painstaking analysis of the distribution by newsdealers and the street sales by newsboys.

It is unlikely that any newspaper in any city covers its territory so completely as the Star covers English-speaking Montreal. The total population of Greater Montreal now exceeds 600,000, of which approximately sixty per cent. are of French descent and five per cent foreign, leaving thirty-five per cent., or 210,000 English population. The number of English-speaking families in Montreal would therefore appear to be 42,000, allotting five members to each household. To this number, however, must be added many thousands of French people who speak and read the English language as well as their own.

Taking the figures in the accompanying analysis of the Star's circulation, it will be seen that the number of copies sold in the city is actually thirty per cent. greater than the number of English homes. It is in the French field, therefore, that part of this thirty per cent. "excess" circulation is distributed. No one will deny that this circulation is most desirable from the advertiser's viewpoint, as it is confined almost exclusively to French Canadians who are well educated and in comfortable circumstances. In support of this claim it might be stated that a recent census established the fact that seventy-five per cent. of the French owners of Automobiles in Montreal read the Star.

Following is a brief description of the several zones indicated in the Star's Circulation Map of Greater Montreal on the opposite page. The total circulation of the Star in the five zones is 55,159—**more than the combined circulation of all the other English daily newspapers in Montreal.**

**ZONE NO. 1.**—This is the principal factory district of Montreal. It is densely populated by the solid, prosperous working classes, including a large proportion of skilled mechanics, commanding high wages. Here families are large, and the needs of the home and of the individual are many and varied. In this quarter the Star's importance as a newspaper is easily equalled by its value as a shopping guide.

**ZONE NO. 2.**—Here is the high-class residential and shopping district of Montreal. The wealth of this section of the city is prodigious, the population being made up almost entirely of business and professional men having exceedingly large incomes. Westmount, a suburb of 16,000 inhabitants, is a city of homes exclusively. It would be difficult to find a home in Zone 2 where the Star is not read regularly.

**ZONE NO. 3.**—Embraces the Town of Outremont, a high class residential suburb, and the rapidly growing north end of Montreal, which is populated largely by people holding responsible executive and clerical positions yielding substantial incomes. The eastern portion of this Zone is largely French-speaking. In the English section, the distribution of the Star is practically house-to-house.

**ZONE NO. 4.**—Comprises the French residential and shopping district, densely populated. The large circulation of the Star in this Zone is a convincing indication that the French population is largely bi-lingual in character.

**ZONE NO. 5.**—Is rapidly developing into an important manufacturing centre, populated by working men and skilled mechanics earning large wages. The French predominate here, but the rapid increase in the sale of the Star in this Zone indicates a large influx of English-speaking people.