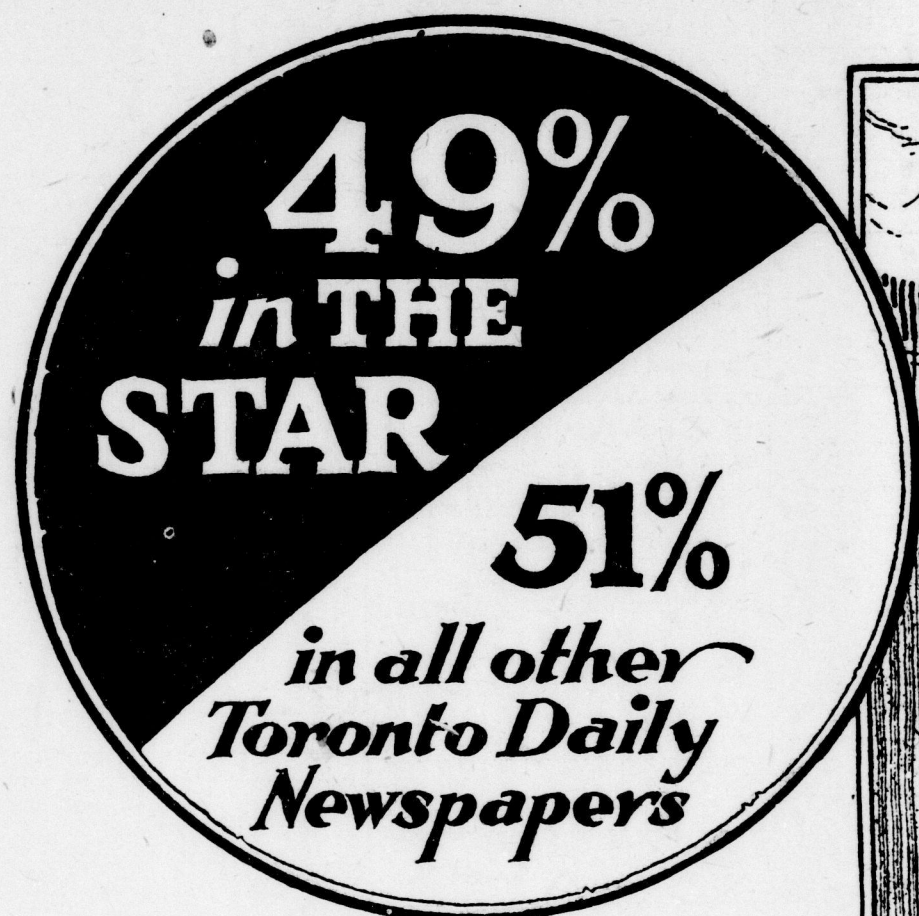


THE STAR *is also* the dominating choice of Retailers of Men's Furnishings



ANY advertiser who wants proof for this statement will find it in the fact that this aggressive group of advertisers placed almost as much newspaper advertising in The Daily Star as they placed in all other Toronto daily newspapers combined.

The Toronto Daily Star - 167,785 lines
Second Toronto Daily - - 82,525 "
Third Toronto Daily - - 50,610 "
Fourth Toronto Daily - - 42,555 "

That their judgment is sound is indicated by the fact that all leading classifications of retail business merchandising products to men show the same marked preference for The Star.

Men's tailors, retailers of men's hats, of sporting goods, of boots and shoes placed almost 44% of all their newspaper advertising in The Daily Star in 1923.

This preference is based upon the fact that The Star produces the greatest results. With a circu-

lation daily of over 20,000 in excess of any other Toronto daily newspaper, The Star can be expected to produce greater results for any advertiser, regardless of whether he appeals to the liberal or careful buyer, so long as the merchandise is a sound value.

To the merchant or manufacturer who sells anything that men buy, The Star is the greatest sales force among all Toronto newspapers.

Montreal Representative: J. R. Rathbone, 1013 Transportation Building

U. S. Representative: Chas. H. Eddy Co., Chicago, People's Gas Building; New York, 247 Park Ave.; Boston, Old South Building



THE TORONTO STAR **DAILY WEEKLY**

THE LARGEST CIRCULATION IN CANADA