

DAILY
STARDAILY
STARSTAR
WEEKLY

"AGAIN"—THE STAR leads all Toronto Newspapers in Total Display Advertising—

Sales and Advertising Managers the country over must be pleased at this vindication of their judgment in selecting The Star to carry their message to the people of the Toronto Market.

Sales and Advertising Executives know that the secret of sales success is the intensive cultivation of each sales territory. They know that concentrated mass circulation makes sales.

For this reason they used The Toronto Star with its circulation of 136,078 daily—over twenty-two thousand in excess of any other Toronto daily newspaper—to reach the 300,000 families in the Toronto Market.

The dominating lead of The Toronto Star in all important classifications of business shows that advertisers are buying space where it will give the greatest returns—in The Star.

SEE HOW THESE ADVERTISERS

Bought Toronto Newspapers in the First Six Months of 1924

	DAILY STAR	Second Paper	Third Paper	Fourth Paper	STAR WEEKLY	2nd. Sun. Paper
Business						
Boots and Shoes	58,755	40,935	20,940	22,875	3,810	1,365
Beverages	28,665	20,635	16,850	13,695	135	
Churches	66,360	55,730	24,575	31,885	230	375
Confectionery	26,625	20,655	22,905	19,995	14,665	14,315
Department Stores	1,755,085	1,629,895	442,455	436,138	10,010	7,120
Dyers & Cleaners	18,720	18,055	10,095	3,590	8,320	260
Druggists	87,580	60,120	2,240	120		270
Electric Fix. & Sup.	46,775	30,110	32,345	26,465	14,255	10,800
Florists	12,405	1,750	8,380	13,935	4,390	3,645
Food Products	380,040	356,115	151,835	117,925	22,240	3,920
Furriers	91,885	70,230	10,655	10,048	2,815	1,380
Gramophones	74,765	70,785	42,190	10,165	6,795	45
Jewellers	41,100	33,660	32,420	37,040	8,150	1,025
Legal	44,630	21,580	41,770	36,080		40
Men's Clothing	170,625	161,965	48,425	25,915	18,740	7,750
Men's Furnishings	132,015	84,238	33,135	19,560	6,890	1,610
Paints P.D. & Wall.	36,065	12,760	20,075	25,070	8,615	
Pianos	65,675	53,650	9,430	11,585	10,335	1,560
Radio	38,475	3,070	5,840	7,075	3,285	
Stoves & Heating	22,200	14,580	16,455	16,090	5,475	
Women's Wear	410,980	186,224	34,125	53,905	18,685	9,950
Rotogravures					47,520	12,210

Total Display Advertising lineage for this period in the four Toronto Dailies.

NO. OF LINES....5,421,893, 4,967,540, 2,738,856, 2,511,505, 873,590, 597,902

It is of great importance also to Advertising Agencies and National Advertisers throughout the Dominion to know that in the first six months of 1924 The Toronto Daily Star carried 423,593 more lines of Display Advertising than during the corresponding six months of 1923. The increases and decreases of the four Toronto dailies during this period are shown below:

TORONTO DAILY STAR Increase, 423,593 Lines
Second Toronto Daily " " 209,433 Lines
Third Toronto Daily " " 47,382 Lines
Fourth Toronto Daily, Decrease, 280,066 Lines

This phenomenal increase in Star lineage is a splendid recognition on the part of both local and national advertisers of the tremendous appeal of The Daily Star to men, to women and to the family.

Any Star representative will be glad to show you how the rich Toronto Market can be intensively cultivated at low advertising cost.



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

U. S. Representatives—Chas. H. Eddy Co.; Chicago, Peoples' Gas Building; New York, 247 Park Ave.; Boston, Old South Building

THE TORONTO STAR

DAILY
WEEKLY

THE LARGEST CIRCULATION IN CANADA