

Advertisers are swindled out of millions of dollars per annum because there is no standard or universally accepted definition of circulation. The meaning of the word is vague, illusive, ambiguous.

* * * * *

In submitting the following analysis of its circulation, the Montreal Star is merely emphasizing a policy to which it has adhered steadfastly since the very early days when most publishers considered it *infra dig.* to reveal their circulation figures at all.

The Montreal Star defines circulation as the number of copies actually sold for cash or delivered to bona fide subscribers living in Montreal or other parts of Canada. The circulation table published daily in the Star excludes all ephemeral circulation such as free, exchange and advertisers' copies, extra editions, foreign subscriptions, etc. In other words, the Star's circulation is 100 per cent. pure.

In addition to knowing how many copies of a newspaper are sold each day, the Star believes that an advertiser has the right to know where they are sold. It is for the purpose of having such information immediately available to advertisers, that the following exhaustive analysis has been made.

* * * * *

The Montreal Star believes that the publishers' responsibility to the advertiser does not cease when a sworn circulation statement is issued or when a contract for advertising is signed. The Star exercises a rigid censorship over its advertising as well as its news columns, excluding everything of an objectionable or fraudulent character. The columns of the Star are reserved exclusively for reputable firms advertising legitimate propositions.

IMPORTANT NOTICE TO ADVERTISERS.

In going over this analysis of circulation, advertisers are requested to bear in mind that the steady and rapid increase in the Star's circulation, as well as the time consumed in the compilation and printing of such an exhaustive work, makes it impossible to present figures that are absolutely up-to-date. Revised figures for any day or any period can be obtained upon application to the publishers.