# CANADA'S MOST SUCCESSFUL NEWSPAPER

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### The Montreal Daily Star has a circulation greater by many thousands than any other English daily newspaper published in any of the Provinces of Canada, including

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The Montreal Daily Star has a total bona fide circulation more than 20,000 in excess of that of all the other English daily newspapers published in Montreal, combined.

The Montreal Daily Star has a circulation more than 45,-000 greater than the bona fide circulation of any other English daily newspaper in Montreal.

The Montreal Daily Star enjoys a BONA FIDE proven circulation, and is regularly received in more than 97 per cent. of the English homes of Montreal, besides a liberal circulation throughout the adjacent country.

The Montreal Daily Star has a circulation greater than the combined circulation of any SIX other English daily newspapers published in the Province of Quebec.

The Montreal Daily Star has a circulation in the City of Montreal which is more than 15,000 greater than the local circulation of all the other English daily newspapers combined.

The Montreal Meekly Star's circulation is greater than the COMBINED CIRCULATION of the WEEKLY editions of any SIX SUCH papers in all Canada, and 100,000 greater than any other such weekly in Montreal, Toronto or any other city in the Dominion. ONLY BONA FIDE CIRCULATION counted.

The Association of American Advertisers represents a capital of \$500,000,090 and an annual expenditure for advertising in excess of \$50,000,000. This Association recently sent their auditor to Montreal to investigate newspaper circulations. THE MONTREAL STAR welcomed the auditor, who reported supporting THE STAR'S claims in every detail. It is reported that at least one of the English daily newspapers refused to have its

Rew Year Greeting TO ITS MILLION OF CANADIAN READERS The Star Wishes A HAPPY AND PROSPEROUS NEW YEAR

## **CIRCULATION TABLE 1907**

Montreal Daily Star, Week ending, February 16	370,148 Daily average 61,691
	371.573 Daily average 61,929
	372.607 Daily average 62,101
Montreal Daily Star, Week ending, March 9	373,729 Daily average 62,288
Mandude Daily Star, Week ending, Marvin	374,742 Daily average 62,457
Mandala Daily Star Week ending, Maron work	375.434 Daily average 62,572
Mantanal Daily Star, Week ending, March St.	375.685 Daily average 62,614
Montreal Daily Star, Week ending, April 6	375.570 Daily average 62,595
Manthe Daily Star Week ending, April 13	375.587 Daily average 62,598
Mandanal Daily Star Week ending, April 20.	375,635 Daily average 62,600
Mantural Daily Star, Week ending, April 27	375.730 Daily average 62,621
Mantanal Daily Star, Week ending, May 4	375.518 Daily average 62,586
Montreal Daily Star, Week ending, May 11	375,644 Daily average 62,607
Mentreal Daily Star, Week ending, May 18	375,723 Daily average 62,621
Mantreal Daily Star, Week ending, May 20.	375,431 Daily average 62,572
Mantheal Daily Star, Week ending, June 1	375,593 Daily average 62,599
Mantreal Daily Star, Week ending, June 8	375,617 Daily average 62,603
Mantheal Daily Star, Week ending, June 15	375,753 Daily average 62,626
Mantreal Daily Star, Week ending, June 22	375,681 Daily average 62,614
Mantheal Daily Star, Week ending, June 29	375,745 Daily average 62,624
Montreal Daily Star, Week ending, July 6	375,121 Daily average 62,520
Mantreal Daily Star, Week ending July 13	375,735 Daily average 62,623 375,757 Daily average 62,626
Mantheal Daily Star, Week ending July 20	375,701 Daily average 62,617
Montreal Daily Star, Week ending July 27	375,722 Daily average 62,620
Mantheal Daily Star, Week ending August 3	376,016 Daily average 62,669
Mentheal Daily Star, Week ending August 10	376,147 Daily average 62,691
Mantheal Daily Star, Week ending August 17	376,145 Daily average 62,691
Montreal Daily Star, Week ending August 24	376,279 Daily average 62,713
Montreal Daily Star, Week ending August 31	375.523 Daily average 62,58/
Montreal Daily Star, Week ending, Sept. 7	375.882 Daily average 62,647.
Montreal Daily Star, Week ending, Sept. 14	377.147 Daily average 02,808
Montreal Daily Star, Week ending, Sept. 21	378.075 Daily average 63,013
Montreal Daily Otar Weak anding Oct 5	378.365 Daily average 63,001
Montreal Daily Otary While and day Oat 12	378,485 Daily average 63,081
Montreal Daily Otan Weak anding Oct 19.	378,745 Daily average 63,124
Wontreat Daily start is a top	378,745 Daily average 63,124
Montreal Daily Otal West anding Nov 2	379.098 Daily average 63,185
Wontreal Daily Ocar, the state	379.218 Daily average 63,203
Montreal Daily Start West and an New 16	387.774 Daily average 64,629
Montreal Daily Other Weak anding Nov 23	390.004 Daily average 65,001
Montreal Daily Otaly West and me New 30	391.010 Daily average 65,168
Montreal Daily Other West anding Dec 7	391.128 Daily average 65,188
Montreal Daily Star. Week ending, Dec. 14	331,225 Daily average 65,204
Montreal Daily Stary West anding Dec 21	391.218 Daily average 65,203
Montreat Daily of West and the Dec 29	
	120.000
The Weekly Star, Week ending, December 25.	

## An Event in Canadian Journalism



The Montreal Daily Star, by its large proven circulation, illustrates forcibly the confidence and esteem in which it is held by the public.

The Montreal Daily Star secures the confidence of advertisers through the freedom with which it opens its books and records for public scrutiny.

The Montreal Daily Star has a circulation which is not stuffed, but is bona fide, sold, and paid for. It does not receive back unsold copies.

The Montreal Daily Star is credited, in sworn statements of the Association of American Advertisers, with having even a greater circulation than it claims. The reverse condition is usually the case with most newspapers, no other paper in America being credited with the same condition.

The Montreal Daily Star guarantees its advertisers as to its circulation claims.

The Montreal Daily Star is appreciated by its advertisers and readers for the rule which prohibits the admission of undesirable advertisements to its columns.

The Montreal Daily Star, according to the expressed opinions of leading local and foreign advertisers, produces greater results than all the other English newspapers combined.

The Montreal Daily Star always bases its claims upon the ebsolute SATISFACTION it affords its readers, and the RESULTS it produces for advertisers, to both of which the public freely testify.

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circulation investigated.

Why should a newspaper that has the circulation it claims, refuse an investigation of its figures? ? ? ? ?

"Te built up our business chiefly through advertising, and we have built

From Mr. J. M. Fortler, President J. M.

From Mr. M. Cochenthaler, Montreal.

field of the English-speaking people

"As the city grows larger, advertising

other paper, as it covers the entire

"We have been using the Dally 'Star ver since the business was: start-

"We think advertising is so essential

that no firm car prosper without it. The 'Star' is certainly a paying medium. No

becomes more and more necessary. I spend more money in the 'Star' than in

"I advertised from the first, and have

age.

Fortier, Ltd., Montreal.

On Saturday, 30th October, 1907, The Montreal Daily Star's circulation table shows the Saturday Star to have turned 70,000, making 200,000 for one issue of The Montreal Daily and Uleekly

Star. This is an event in Canadian journalism.

The Montreal Meekly Star, with its great circulation, covering the rural homes of the entire Dominion, is regarded by the leading advertisers of Canada, Great Britain and the United States as being without a rival in the Canadian field as a producer of profitable returns.

Universal Appreciation of Prominent Advertisers From Francis Deimei, The Deimei Linen From Mr. J. J. Hannan, The Hannan From Mr. T. W. Boyd, Jr., T. W. Boyd & From Mr. H. P. Labelle, Furniture, From Wm. Notman, Photographic Studio, We are pleased to say the ren Montreal. We have always been believers in al. From Messrs. Scott & Bowne, New York,

'We have advertised extensively, and We have advertised extensively, and we use the Star more than any other newcpaper, as we consider it to be by far the test advertising medium there is. It brings results, as the people write asking us for the goods that they saw advertised in the 'Star.'"

through advertising, and we have built up a business all over the Dominion of Canada principally through the mediums of the Daily and Weekly 'Star.' Through the Weekly 'Star' we get large orders from the lower provinces. Advertising pays. It is the life of trade " From Charles Desjardins, Charles Desjar-dins & Co., Montreal:

"We advertise all over Canada, and the Star' is really the best advertising me-dium. We know that, because we trace results. The 'Star' reaches all classes, and that is the beauty of it. The Weekly 'S'ar' brings' us fine results." "I advertised from the first, and have always used the 'Star' more than any other English daily newspar- because the 'Star' covers the entire English-speaking population in Montreal and

From J. N. Dupuis, Dupuls Freres, De-partment Store, Montreal:

"One cannot expect to do business without advertising. We use newspaper adver-tising almost exclusively. We reach the English-speaking people of the city with the 'Star,' which is a great advertising medium."

Mon.real. The Star is an enterprising paper, up to date, and keeps in touch with and advocates everything which is From Emmanuel Blout, Manager The Berliner Gramophone Co., Montreal: for the best interest of the city.' "We use the 'Star' (Daily and Weekly), From the Bovril Co., Ltd., Montreal. and find that it has the best drawing power of any publication in Canada. It brings us returns from all parts of the Domirion, and the cash frequently accomever ed. It thoroughly covers the English-speaking population. The success of 'Bovril' proves that advertising pays." panies the order.

From Mr. R. Hemsiey, R. Hemsley & Sons, Jewellers, Montreal:

From Mr. J. H. Blumenthal, J. H. Blu-menthal & Sons, Montreal. "Advertising has naturally been an es-sential factor in the success of our busi-ness. We have used the columns of the "If find that one needs to use only one paper, the 'Star,' to reach the English-speaking people of this city. The 'Star' is read by everybody. Anything you see in the 'Star' is so, and that applies to the advertisements as well as the news. Star' from the beginning to address the purchasing public, and that embraces all Canada and some in the States. We were one of the first advertisers to use the columns of the 'Star.' We give the bulk By concentrating our advertising in the 'Star' our business has grown steadily. Each year we are doing more business." columns of the 'Star.' We give the burk of our advertising to the 'Star,' because it gives us the best returns for our money. It covers practically the entire English-speaking population, and both the Daily and Weekly 'Star' have great in-fluence with purchasers of all classes." From Nordheimer & Co., Planos, Montreal

From Mr. E. J. Wayland, Manager Messrs. Fogarty & Bros., Montreal:

concern can do business successfully in this field without it. It reaches all the wealthy, as well as the great middle We says. So lary a bross, wontreat. "We owe our success to the prosperity of Canada, the growth of Montreal, and application of up-to-date business meth-ods and advertising—naturally. We use the newspapers, but the 'Star' more than any of the other English papers, because it reaches the entire English population, and a large percentage of the better class of the French people. It naturally brings classes.' From Mr. Henry Birks, Henry Birks & Sons, Montreal. "We would never have been able to build up our business to these propor-tions without advertising. We find that the best results, as well as the quickest.'

paper. From Mr. A. C. Johnston, Johnston Bros., Jewellers, Montreal.

From Mr. W. H. Leach, The Leach Plano Co., Montreal. "The people of Montreal seem to re-spond to good advertising and to good goods. We use the 'Star' more than any "We have been in business eight years,

and Toronto:

and every year there has been a steady increase in our business. We use the 'Star,' because we find it the best ad-vertising medium in the field. Through other paper, on account of its large circu-lation and influence with the purchasing classes, and we find that it gives us by far the best results. Successful results mean the best goods, the best methods, it we have sold planos as far East as Amherst, N. S., and as far west as Van-couver, B.C." and the best advertising in the best

Montreal. "We have always been believers in ad-vertising, and so our business has grown every year since the beginning, twenty-five years ago. We know that newspapers are the best advertising mediums, and of newspapers we regard the 'Star' as the one with which to reach the English-meaking mubile. We use ton "We ar firm believers in advertising. for it has built up a trade from coast to coast. The Daily 'Star' is the paper we coast. The Daily 'Star' is the paper we use for local trade. It is 's only paper that covers the entire city of Montreal. You simply duplicate circulation and ex-pense by using any other paper. It goes into about every home. The Weekly pense by using any other paper. It goes into about every home. The Weekly 'Star' has put us up to our neck. in business. No other medium can ap-proach it as a business bringer. We get thirty to fifty orders a day on an aver-

From Mr. H. A. Layton, Layton Bros., Planos, Montreal.

From Mr. Robert Kerr, R. & W. Kerr, Montreal, Household Hardware Furn-ishings and Sporting Goods.
 "We advertise in daily newspapers and find we can reach about everybody who might want our goods in that way. We do four times as much advertising with the Montreal 'Star,' as with any other newspaper, and we are influenced in this course by our positive knowledge of the 'Star's' power as an advertising med-ium. We have used the 'Star' for twenty-five years with ever-increasing results.
 Planos, Montreal.
 "We never could have built up any-thing like the large business we have without good advertising, and in this re-spect the 'Star' has been by far the most valuable medium we have used. The peo-ple have confidence in the 'Star,' and that is one of the reasons why it is a successful advertising med-ium. We have used the 'Star' for twenty-five years with ever-increasing results.

Montreal.

Co., Montreal.

From Mr. C. W. Lindsay, C. W. Lindsay, Limited, Planos, Montreal.

"I find that advertising will sell planos no matter how high-priced. It will sell the Chickering as well as the low-priced pianos. No matter how good a piano is, it needs advertising. We use the Montreal Daily 'Star,' as it covers the Eng-lish-speaking population of Montreal,' and we find the Weekly 'Star' is far-reach-ing throughout Canada. We have tried all the newspapers, but we give the pre-ference to the 'Star.'

From James Pyle & Sons, New York, N.Y. "We consider the Daily and Weekly 'Star' necessary for the general covering of their field-their field the largest in the Dominion."

From Mr. S. D. Joubert, Lamontagne & Co., Montreal.

"We advertise in the best newspapers. like the 'Star.' We have a splendid Eng-lish-speaking trade, and we naturally must attribute a large part of it to the 'Star' which is the best paper to advertise in, both in the city and outside. The 'Star' is a good friend to any con-cern who has a good article to sell. Our business is increasing every year from using the 'Star.'"

three-quarters of our customers take the 'Star' and look to it. It is a wonderful than the 'Star.' We teel we are reaching the purchasing people all over Canada the purchasing people all over Canada through the Weekly 'Star,' while no city in America has a Daily exceeding the 'Star's' circulation in proportion to the purchasing public.'' From Henry Miles, Esq., Leeming, Miles & Co., Montreal. "Of the papers in Canada the 'Star' is

and shareful i for

the most valuable advertising medium in the English language. There are very few homes the 'Star' does not go into. It has a very wide circulation outside. I have been very much surprised in the little in-vestigation I have made to see how the Star' goes through the country. Tou will find the 'Star' where you do not find any other Montreal paper."

Advertising is contributing a great deal to the success of photography. We have built up a great demand for our work by means of newspaper advertising, thus placing our goods before the pur-chasing public. After large experience, we have got down to the point where we think the only medium worth using is the 'Star.' We do very little advertising in star. We do very little advertising in any other medium, as we have found it reaches all our customers.

Bedding Co., Montreal. "The 'Star' covers fully three-quarters of our trade. All the better class of

"The 'Star' covers fully three-quarters of our trade. All the better class of French read the 'Star,' as well as the English. It goes without saying the 'Star' is the best advertising medium in Mont-real. Our results show that, consequently we increase our advertising in the 'Star' each year."

From J. W. Palmer, Esq., J. Palmer & Son, Montreal.

"We get far greater results from the 'Star' than from any other paper. The Weekly 'Star' is the Weekly of Canada by long odds. The fact that we do about as large a ladies' hair-dressing business as any concern on this slde of the water is proof that our advertising has hadd us."

From Renaud, King & Patterson, Mont-From James Strachan, Montreat

real.

advertising medium. One of the best proofs of which I have ever had was from a recent advertisement appearing in one Monday night's issue only. It brought me over two hundred orders by

mail, besides easily over one thousand direct purchasers from the city alone. The mail orders came from every pro-vince in Canada, besides quite a few from distant parts of the United States. "I am pleased to say the results from the Montreal 'Slar' have been beyond my most sanguine expectations. I have received very large returns, having as From Mr. P. C. Larkin, "Salada" Tea,

Montreal. "We began our business by using the 'Star.' Daily and Weekly, and it assisted in bringing us great results. The 'Star' has helped us to build up a big business. Greatest Newspaper." has helped us to build up a big business, and gave us a tremendous impetus. We consider the 'Star' reaches all the Eng-lish-speaking people, and the Weekly 'Star' is the great medium which covers all Canada."

"We think the Star' belongs among the leading American newspapers of the first class." From Robert Reid, Esq., Henry Morgan

Co.<sup>\*</sup>H. B. Harding, sec.-treas., New York. From "Success is a question of two things, good methods and good advertising. One cannot have a better advertising medium

"We have used the 'Star' for many years, because we believe it to be the than the 'Star.' We feel we are reaching

From Ferd, T. Hopkins, New York,

"We are pleased to say the remarkably rge patronage given our West India we are pleased to say the termination large patronage given our West India excursions this winter is, in our opinion, very considerably due to the advertise-ments which we have been running in the Montreal Daily 'Star.' We have

never used a paper which has brought so many replies. From Radway & Co., New York.

"We have advertised for many years in "We have advertised for many vecess in your paper and attribute our success in Canada in a large measure to its use We hope to continue in its columns We hope to continue in its columns

From N. Stoddard, Esq., The Stoddard

great many years yet to come, for we feel it to be one of the necessities of our Canadian business." From Robinson & Cleaver, Belfast, Ire-

land. "We have advertised in your paper for some time because we are under the im-pression: Firstly, that it is a well-man-aged journal, conducted on most respect-able lines. Secondly, that being well conducted and respectable, it goes into the hands of a class of people who want high-class goods and can afford to pay for them. Thirdly, that as our manufac-tures meet the wants of the readers of your paper, we anticipate good results in advertising in same. Fourthly, that we have not been disappointed, as ex-tracts of letters in our possession will show." "We have advertised in your paper for

show.

From John Allan, Men's Hatter and Furnisher. is proof that our advertising has paid us."

"Furnisher. "Please accept my best wishes for a very happy and prosperous New Year to you and your staff. At the same time allow me to express my high apprecia-tion of your Montreal Daily Star as an advertising medium. One of the best "We think there is nothing like adver-

"Our contract for advertising in the Daily 'Star' is the first newspaper advertising, especially when you have got what you advertise. The 'Star' is the principal English paper we use, and we think it bany such is the first newspaper arter-tising we have had in fifty years' busi-ness experience, and the results to date have far exceeded our expectations, so that we are renewing our contract for a greater number of lines." reaches fractically all the English-speaking people here."

From A. Britnell, publisher, Toronto, From Stott & Jury, Bowmanville, Ont.

a result of advertising in the Montreal 'Star' shipped goods to every province in the Dominion, also to Newfoundland, Honolulu, etc., and my experience teaches me that the Montreal 'Star' is Canada's

From C. I. Hood Co., Lowell, Mass.

been a surprise to us. "We are convinced that the only way

this is possible is on account of the large circulation which your paper has."

From Blue Ribbon Tea Co., Toronto, Ont. "We consider the Montreal 'Star' one paper with the largest possible circula-tion in Canada, and we always buy the of the best mediums for adventising in

or the best meciums for adventising in Montreal, and, from your large circula-tion, we get spiendid results from any advertising we have with you. We know of nothing so good in which to advertise as the Montreal 'Star.'"

From E. Lawrence McCarthy, Advertising Co., New York. "We are so well pleased with the re-

consider it necessary to use another,"

"We advertise in the Montreal 'Star' because we believe it to be a newspaper wielding such an immense influence, not wielding such an immense influence, only in its editorial, but in its adverti columns, that we canot afford to be with-out it." Frim W. J. Clarke, "The Wigwam," Montreal.

"For the last ten years I have been a

Por the last ten years I have been a continuous advertiser in the Montreal Daily 'Star.' during which period my business has increased vastly. "I attribute my success largely to the excellent results I have obtained from

excellent results I have obtained from using your paper. "The wide-awake business man must advertise, and the 'Star' is the medium to invest his money in. as it proves a most valuable asset to his stock in trade. "Many tourists have mentioned seeing my announcements in the 'Star' while travelling by boat and train, and when in this city have visited the 'Wigwam' as a 'result of my advertisements."

From J. Bevan Giles, Esq., Radnor Water Co., Montreal.

Co., Montreal. "Advertising has undoubtedly been a great force in bringing the merits of Rad-nor Water to public appreciation. We use only the largest and best newspapers like the 'Star,' figuring that we get our space cheaper, and that our advertisements are more far-reaching in papers of that class. The 'Star' always furnishes to advertis-ers ample proof of its circulation claims, so that we know absolutely what we are getting for our money, and our experience has been that the 'Star' is without doubt the newspaper with the greatest puling the newspaper with the greatest pulling power, and produces the greatest results."

From J. W. Shaw, Esq., J. W. Shaw & Co.; Montreal.

From Stott & Jury, Bowmanville, Ont.
"Having used your Daily and Weedy Star' for a number of years, and having carefully checked results, we can heartily recommend it to those wishing to reach a desirable class of customers."
From Pabst Brewing Co., St. Louis, Mo.
"We are not in the habit of paying complinents to newspapers or any other companies who do work for us, but we can assure you that the tesuits we have attained in advertising in the 'Star' have been a surprise to us.
"We are convinced that the center of the details of the 'Star' have been a surprise to us.
"We are convinced that the center of the 'Star' have been a surprise to us.

From Mr. G. A. Holland, G. A. Holland & Sons Co., Montreal. "As a result of our advettising we doubled our business in a few years, and it continues growing. We are very par-

it continues growing. We are very par-ticular that the goods advertised are ex-actly as represented. Our ads, are gen-uine and appeal to the reader's wisdom. The 'Star' was the first paper we adver-tised in, and we recognize both its Daily and Weekly editions as the best adver-tising mediums in Canada. We appre-clate very-much the co-operation which tising mediums in Canada. We appre-ciate very much the co-operation which the 'Star' has always ex' ded us in every possible way to make our opera-

tions profitable." And hundreds of others