

COMPARATIVE ADVERTISING LINEAGES

THE EVENING TELEGRAM—FOR THE SEVEN YEARS 1927 TO 1933 INCLUSIVE

THE MAIL AND EMPIRE—FOR THE FIVE YEARS 1929 TO 1933 INCLUSIVE

	1927 (52 Weeks)	1928 (52 Weeks)	1929 (52 Weeks)	1930 (52 Weeks)	1931 (53 Weeks)	1932 (48 Weeks)	1933 (62 Weeks)
The Evening Telegram.....	1,722,125	1,878,300	2,200,890	2,401,660	2,744,680	2,069,981	2,500,527
The Mail and Empire.....			538,000	408,000	388,000	333,000	303,000

The lineages of the Toronto Daily Star and the Globe are not available, but are approximately the same as that of the Telegram and the Mail and Empire respectively

ADVERTISING RATES (per line)

The Evening Telegram

31st January, 1918.....	8½c
1st February, 1919.....	9c
30th June, 1920.....	10c
1st July, 1920.....	13c
15th November, 1928.....	14c

The Toronto Daily Star

January, 1919.....	9c
September, 1919.....	10c
20th July, 1920.....	13c
September, 1928.....	14c

The Mail and Empire

31st December, 1920.....	8c
21st July, 1921.....	10c
31st August, 1921.....	12c
30th September 1928....	10c
31st January, 1929.....	9c
1st February, 1927.....	10c
March, 1930.....	12c

The Globe

1926.....	10c
1927.....	10c
Spring 1929.....	8c
Fall 1929.....	7½-8-9-10c