

THE ROBERT SIMPSON CO., LIMITED

(Toronto Store)

COMPARATIVE STATEMENT OF NEWSPAPER ADVERTISING EXPENSE FOR ELEVEN YEARS 1923 TO 1933 INCLUSIVE

	1923 (52 Weeks)	1924 (53 Weeks)	1925 (52 Weeks)	1926 (52 Weeks)	1927 (52 Weeks)	1928 (52 Weeks)	1929 (52 Weeks)	1930 (52 Weeks)	1931 (53 Weeks)	1932 (48 Weeks)	1933 (52 Weeks)	Total for Eleven Years
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
The Toronto Daily Star.....	172,852	229,382	228,313	222,518	220,922	245,812	299,474	304,974	339,528	272,814	341,748	2,878,337
The Toronto Star Weekly.....						3,277	481	286	705	147	386	5,282
The Evening Telegram.....	187,735	228,585	226,872	222,241	220,474	242,916	304,751	329,851	371,963	277,968	334,874	2,948,330
The Mail and Empire.....	21,933	19,555	24,372	24,794	25,936	35,964	50,599	46,638	45,148	31,620	34,624	361,183
The Globe.....	26,147	24,644	27,441	25,225	26,019	35,322	43,307	38,618	38,208	26,733	27,896	339,560
Saturday Night.....						2,920	3,706	3,481	3,065	401	827	14,400
Miscellaneous.....	3,630	4,671	6,823	7,136	10,669	9,733	13,405	11,910	13,382	4,326	9,457	95,142
Total.....	412,397	506,837	513,821	501,914	504,020	575,944	715,723	735,758	811,999	614,009	749,812	6,642,234