

a very much improved newspaper. It is making distinct progress."

"What do you estimate Toronto's population?"

"Our population according to the last census is about 220,000 in the city, with at least 50,000 within the trade radius of the city, and allowing something for the growth of the city since the last census you have close to 300,000 population covered by evening newspapers."

300,000  
population

## Toronto's Prosperity and Good Mercantile Methods

Mr. Adams dwelt upon the prosperity of Toronto, the excellent results obtained from enterprising business methods, continuous advertising and a policy that tells the truth to the purchaser and gives money back if wanted—the policy that is being proven successful in all the great mercantile and journalistic establishments throughout America.

There is also about the Adams establishment the magnetism of a genial personality, especially in the pleasant relations with customers and in the encouragement of the home-owning idea, on which rests the basic happiness and success of every community and also expressed in his bright cheerful store, the courteous conduct of employees and in the inviting display on successive

an inviting  
atmosphere