

The character of the paper, the energy that has been concentrated upon its circulation department, and the wide opportunity that exists in Toronto and throughout the Province of Ontario for an independent, up-to-date evening newspaper, combine to give the News a constantly increasing circulation. This increase has been an average of more than 1,000 copies per month, averaging in the past two months an increase of nearly 1,000 copies per week, and The News has to-day a circulation of 30,000, proven by the books in which are recorded details of its distribution, its cash receipts and its accounts with newsdealers and agents.

**why the
circulation
grows**

**30,000
proven by
the books**

The News as a Newspaper

The News is equipped with every modern facility for publishing acceptably a newspaper such as the reading public in large centres demand. It has a large staff of carefully selected reporters and editors, who are stimulated to their best efforts by being associated with a newspaper that is making the most of one of the best opportunities in the journalistic field.

**a good plant—
a good staff**

The News spares no expense to secure all important news in its most reliable and interesting form, supplementing the services of the Associated Press with its own special correspondents at every important news point in

**a good
news service**