

ness in order to get returns," said Mr. Mason. "Such an increase shows the rapid development of the country. The fact is proven to-day on going in where a few years ago the banjo or the mouth organ were the musical limit.

rapid
development
of Canada

"We push our business through advertising. We use The News steadily. It reaches the piano-purchasing public, and is increasing in circulation, owing to its great improvement under its new management. It has a splendid staff. It is conducted along high-class lines, and attracts the people of intelligence and purchasing power.

"It is certainly a very, very nice paper. It is a pleasure to read it."

A Typical Opinion of the News

The following interview with Mr. W. T. Pember, a well-known merchant and advertiser, is typical:—"The News has improved greatly under its new management." Says Mr. Pember:—"It has improved a hundred per cent. I know in my estimation it has. Others think so, too.

"Improved
100 per cent"

"It reaches a very valuable constituency. It has a very large field outside, to which is being pushed with enterprise.

"I like the lay-out of the paper. It meets my ideal of a newspaper. I am not a newspaper man, but business men have their ideas of newspapers.

"It is a paper not only of interest to business men, but is read in the homes of people of intelligence and means, the purchasing classes."