

Introduction

The Toronto News has been published under new management for something more than a year, and has demonstrated its new character and value as a newspaper and advertising medium. This booklet is published for the purpose of setting before those with whom it may do business the facts regarding The News as they appear to those in a position to judge best—the leading advertisers, business men and members of Toronto, whose views regarding The News are quoted in the following pages.

**the best
judge**

It will be seen that by universal verdict the News has made marked progress in both circulation, public esteem and advertising value, and secured a position that makes it indispensable to any advertiser who wishes to cultivate the rich field in and about Toronto.

**the universal
verdict**

The News feels every advertiser is entitled to an authenticated circulation statement, subject to verification by any process of investigation any advertiser may desire.

**advertisers
entitled
to facts**

Exact Circulation

Open to Investigation

The Toronto News states its circulation in exact figures, and its books are open to verify the correctness of its statements.