

"We need to consider things in Canada from one standpoint only—the national point of view. It is natural for us to appreciate a newspaper that renders that national service."

A Prominent Banker's Statement

The Imperial Bank, one of the leading banks of Toronto, is quoted here-with through Mr. O. F. Rice, its manager of the Toronto office, for the reason that the Imperial Bank is entirely unbiased in its attitude, not being associated in any way with any of the gentlemen interested in The News.

**the Imperial
Bank**

"We find the News a very ably edited and interesting newspaper," said Mr. Rice. "You would be surprised to see the number of people who are reading it under its new management, on account of its completeness and its care in presenting entirely reliable news. The News has been wonderfully improved by its new management."

"It has a long list of friends and it is finding its way into families which it did not reach before.

many friends

Read More and More by People Going Home

"I note every night the people reading it going home in the street cars.