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(Monographs)**

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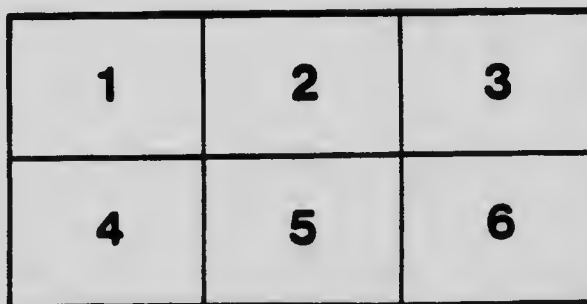
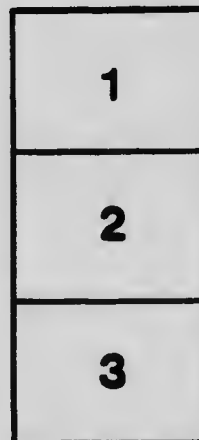
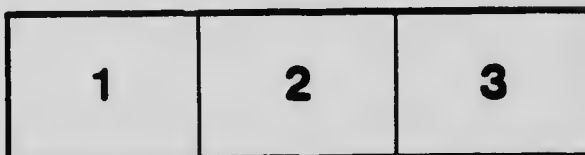
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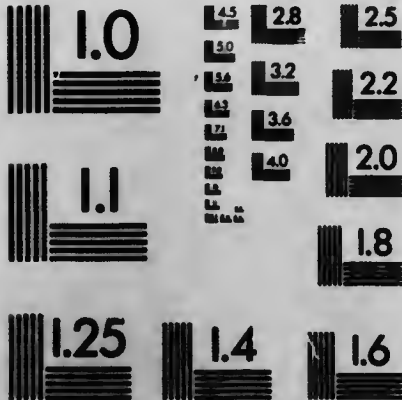
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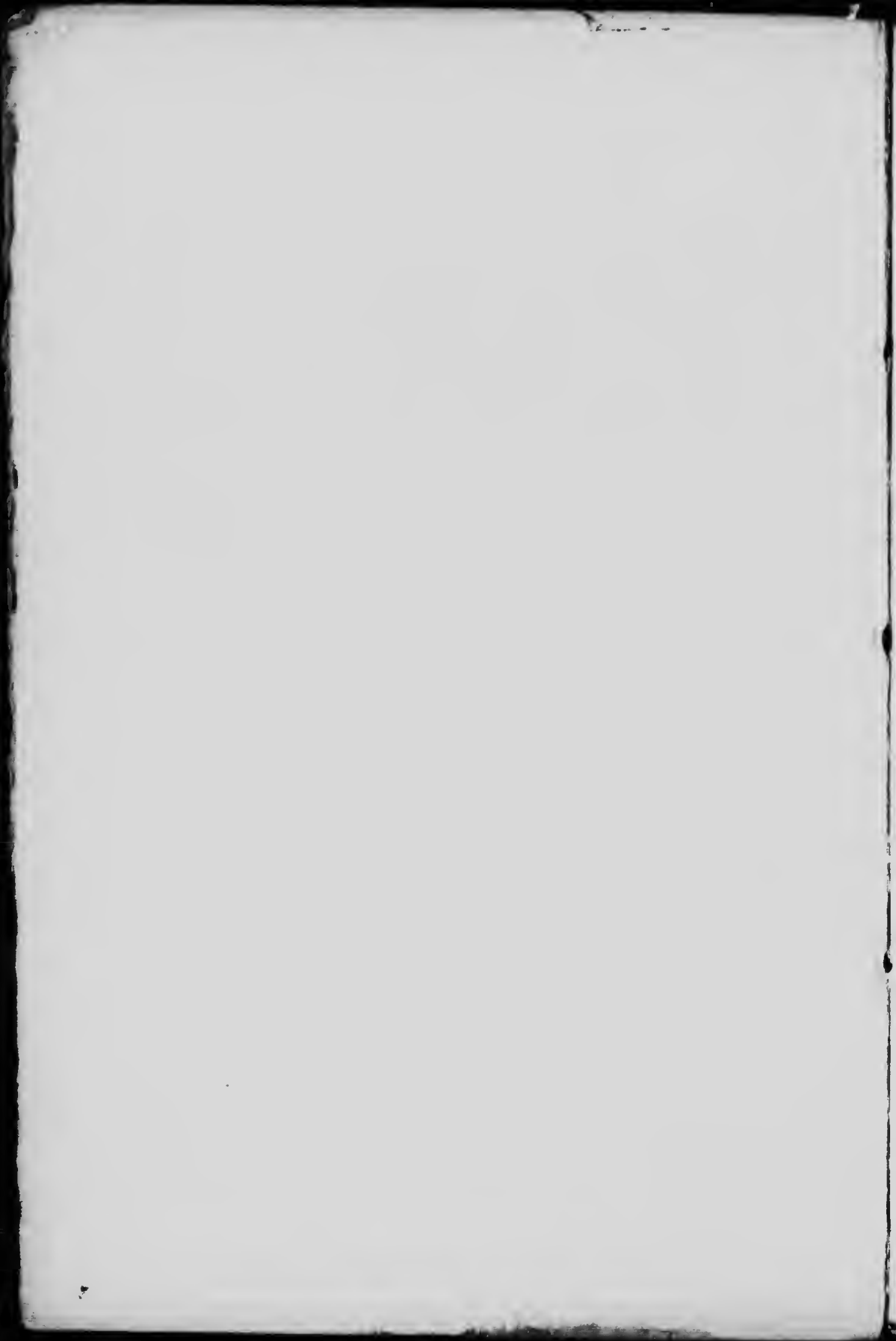
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**Progress
Under
New
Management**



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.

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**

Canada, and having reciprocal news relations with newspapers in the leading news centres of the States.

The News building was designed to be worthy the occupancy of a newspaper of its character, and the whole of the new three-story building, located in the heart of the business centre of the city, is devoted to adequate accommodation for its various departments.

**an ample
building**

The Press Runs in Public View

The press room on the ground floor, with its large plate glass windows, permits the public to observe at any time the operation of the Sextuple Hoe Press by which The News is printed.

The News has a battery of eleven linotypes in its composing room. In its ad. alley are the latest faces of display type. It has expert advertising compositors in order to print most effectively the announcement of its increasing advertising clientele.

**its typo-
graphical
department**

The News illustrates its leading news articles and its special features. It never hesitates to expand the size of the paper to accommodate demands upon its space.

It studies carefully the trend of public thought and aims to make its contents timely. As for instance, with the opening of the spring season it gives two whole pages of illustrating matter

**special
subjects
specially
handled**

on the subject of new fashions in dress, and is giving a larger amount of general matter necessary to a clear understanding of the war between Japan and Russia additional to complete cable reports of the war itself.

Its leading special features appear in its Saturday edition, which is approximately in size and make-up what the Sunday newspaper is in many American cities. There are no Sunday newspapers in Ontario.

**special
Saturday
edition**

Read by all Political Parties

As The News is an independent newspaper, giving information on which to base correct conclusions on all matters of importance, it is particularly careful to secure complete and reliable reports of every matter of public import, and thus its pages are read by the thinking people of all political parties.

Large circulation naturally belongs to the newspaper which is not restricted in its policy by political sentiment. Intelligent people are more interested in the news and in fairness of public utterance than they are in politics.

**Independent
newspapers
and large
circulation**

The News is first and foremost a newspaper, but it does not forget that the province of a newspaper is to educate the public by furnishing correct information upon public questions, so that the public can solve these questions in the

public interest. The News is gratified at the generous appreciation on the part of the thinking public by whom its policy of independence is endorsed.

its policy
endorsed

Why the News is Growing

The national sentiment of Canadian progress is growing stronger all the time, and thousands of Canadians are independent thinkers on public questions to-day who were not to be so classified a few years ago. The spirit of energy and education which go hand in hand in Canada is alive to the vital questions which confront the Canadian people, and The News finds an increasing support, which is expressed not only in the increasing advertising it carries and the increasing circulation it enjoys but in the recognition of the progress, character and value of the paper voiced in the following interviews, which are quoted from signed statements on file at this office: —

the Canadian
spirit

Independent Journalism in Canada

An institution that is doing a great deal for the industrial upbuilding of Canada is the Canadian Manufacturers' Association. It keeps closely in touch with national subjects, and has an intimate knowledge of the newspapers.

doing
much
for
Canada

The following is the statement of R. J. Young, its secretary:—

“There is a new national sentiment in Canada unknown to us until within the past five years. There is an increasing desire on the part of the Canadian people, not forgetting their very strong connection with the Mother Country, to render themselves as independent as possible of all other powers. Our people are taking a very deep and keen interest in subjects of public importance, and demanding accurate facts and figures that will educate them in dealing with the great questions confronting our country in building its new prosperity.

**the new
trend of
thought in
Canada**

Fourteen Hundred Manufacturers

“The News is giving us that service. Its independence of policy, its thoroughness in giving the truth regarding all subjects before the public, its enterprise, its patriotism, all commend it to our thinking people. This Association, with its 1,400 members, appreciates a newspaper that is broad enough and high-minded enough to discuss our great issues on an economic instead of a political basis, discuss them by men of editorial eminence and influence, whose views shape public opinion in the direction of most real benefit to our nation. We need a newspaper of public spirit instead of political preference. The News is that sort of a paper.

1,400 members

“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.

They are a very live lot of men on that paper. They are about the first to get hold of news of any of the Toronto papers.

"I buy it myself for its market reports, and I find them very accurate.

"There is a growing national sentiment in Canada. Why, even the Englishmen don't know us yet. When they came to our convention in Montreal they expressed amazement at the vastness of our country and its resources, and its cities and industrial, agricultural and mining future.

amazed at
Canada

"If the world knew Canada as it is, Canada would have 10,000,000 instead of 6,000,000 population by the end of the next decade."

Canada Permanent Mortgage Corporation

The Canada Permanent Mortgage Corporation is an institution with over twenty millions of assets, doing business with every large constituency. The following is the statement of its secretary, Mr. George H. Smith :

"I should judge The News would constantly increase in circulation on account of the marked improvement in the paper, in its news features, editorial, make-up and appearance.

it will
increase

"I see more of The News read in the street cars and hear more frequently of its being read than ever before.

"It has most certainly been greatly improved by its new management. It's the kind of journalism I like, and the cleanliness of its contents and the tendency of its aims I most heartily approve."

"greatly improved"

Endorsement of a Churchman and Merchant

"The News is a very clean, well edited paper," says Mr. F. U. Winter, of Gourley, Winter & Leeming, leading piano dealers. "It reaches people who are naturally piano purchasers. Its editorials are fine.

"From the point of view of a churchman, I am glad to see The News eliminate objectionable advertising.

eliminates objectionable advertising

"We believe it to be a most valuable advertising medium."

McDonald & Willson, Prominent Merchants

McDonald & Willson, another leading firm, adding its testimony to the general verdict, says, in the words of Mr. McDonald :

"We think very highly of The News. It has a character and standing that gives it distinct value.

"Its tone is good. Its the kind of newspaper that has great influence with its readers. It sets a high standard of journalism."

"Its tone is good"

“It Certainly Is.”

“Is The News progressing?” was asked of the Culverhouse Optical Company.

“It certainly is,” replied Mr. E. Culverhouse, the President of the Company.

“Increasing in circulation?”

“I am convinced it is. I take it home every night.”

**takes it
home every
night**

Toronto's Literary Headquarters

The leading bookstore of Toronto is Tyrrell's. Mr. Tyrrell is a keen student of literature and journalism. His store is the literary rendezvous of the most intelligent reading public. Very large numbers of Toronto people frequent his store to secure the latest and most popular books and discuss literary and journalistic subjects. In that way Mr. Tyrrell secures a consensus of public opinion regarding matters of book and newspaper interest, and is an authority on such matters.

**an authority
on literature
and
journalism**

When asked regarding The News he said: “I have the greatest admiration for The News—for its editorials—for the views it expresses. I am perhaps over-optimistic in thinking that a great many young men in Canada are feeling in an independent mood in regard to both political parties, and a paper like The

News will go a great way in stimulating them and in giving expression and encouragement the sound patriotism which prefers country before party.

"It stimulates independent thinking"

"Canada is developing a national greatness that requires expression in an independent journalism that gives the important facts and figures regarding every important subject.

A Leading Real Estate Dealer

"We use The News every night with little ads. at the top of the first page," was said at the office of H. H. Williams, a leading real estate dealer. "The News is a progressive paper, reaching people with means to purchase real estate or anything else they wish."

its readers are able to buy real estate

The Board of Trade

Secretary Morley, of the Toronto Board of Trade, is in a position to judge of the character and standing of a newspaper and its influence with the principal people of Toronto.

"I am sure the principal members of the Board of Trade would be very glad to express their high opinion of The News," he said, "for The News is devoted to promoting the best interests of this city. It is ably conducted in every department, especially in the departments that appeal to men in the business and financial world."

"ably conducted"

Two Newspapers Cover the Field

"We advertise in The News knowing it reaches the purchasers of jewelry," says Mr. W. G. Kent, of Ambrose Kent & Sons, well known jewelers. "We use only one other paper, thinking the two papers cover the field."

The "Wanamakers" of Toronto

The Simpson store is the Wanamakers of Toronto. It also suggests Marshall Field's at Chicago, Morgan's at Montreal.

It occupies a large new building with spacious floors, high ceilings, good light. Its goods are well displayed in well arranged departments. The employees are well trained, well conducted, alert and obliging, matters of vital import in modern merchandising.

**a large and
admirable
store**

System prevails, customers are quickly served—change is made promptly—adequate elevators carry the crowd from floor to floor—everything moves smoothly on a large scale.

Approximately a page of Simpson advertising—well designed, illustrated and worded—on a par with Chicago's best work—appears every evening in The News, implying a high opinion of the paper's influence on the purchasing classes, confirmed on interview with

**good
advertising**

Manager Wood, a young man of the modern type of successful merchants, broadly and accurately informed on all things pertaining to each field of trade interest, a student of progress in stores, manufactures, journalism.

**a successful
young
merchant**

Asked regarding the Toronto News he said : "The News is the finest paper in the Dominion from the point of view of the most intellectual and influential journalism. It expresses views upon all public questions that are not dictated by political bias.

"This naturally attracts wide readership among thinking people and creates an influence wholly for the best interests of the Dominion, the Province and the city of Toronto.

**best for
Canada**

The News is an Educator

"The News is distinctively educational, and the country is in a distinctively educational mood. We are all studying the things which pertain to the real welfare and the progress of the Dominion.

"The News gives information of the greatest value on matters of national importance, so that the public can gradually come to definite conclusions on such subjects, and thus be in a better position intelligently to support or condemn the policy of its public men."

**furnishes
important
facts**

Well Edited and Modernly Equipped

“It is well edited. It has every facility for procuring and publishing the news fully, accurately and promptly. I do not believe its equipment is surpassed by any newspaper in any city of equal size.

“We use The News extensively in our advertising and believe it appeals to a large buying constituency.

“Its growth has been wonderful under its new management.

wonderful
growth

“We have plenty of room in Canada for a newspaper of the most progressive character, for Canada is a country of remarkable resources, of most natural wealth. Its vast wheat fields and enormous mineral wealth are just beginning to be appreciated. One must travel over a very extensive area to get a clear idea of Canada.

“He must go to Winnipeg, the most rapidly growing city on the continent; he must visit our mining centres and familiarize himself with what Canada holds in reserve for the world's enrichment.

Canada's
natural
wealth

An Illustration of Canada's Mineral Wealth

“Here, for instance, is a sample of marble we are just about to put on the market—a marble that has no equal anywhere. Mining experts, expert chemists have subjected it to the severest tests

of fire and water and it will not scale or crumble or crack. A monument of it erected now would be standing centuries hence—when the Chinese rule the world," he added with a smile. "Buildings constructed of it would survive a Baltimore fire unscathed. And we have an almost inexhaustible supply of it.

would survive
a Baltimore
fire

"Marble is but one of our many national products that hold great wealth for Canada. The mineral, agricultural and industrial attractions of Canada are destined to recruit our population by millions of the most intelligent and desirable people in the world when Canadian enterprise shall have made Canadian greatness known to the world.

"The News is a paper that is fully imbued with the spirit of Canada's greatness and future and devoted to promoting Canada's prosperity and progress."

Another Leading Merchant

John Catto & Sons is one of Toronto's four great stores. It appeals to the higher class of trade, to people of intelligence and means, and consequently its proprietors are in a position to understand and appreciate a newspaper like The News, which reaches families whose trade is worth most to discriminating merchants.

John
Catto
& Sons

Messrs. Catto is like Woodward & Lothrop, of Washington, D. C., the leading store in the most intelligent

city of the United States, who stated recently in the *Washington Star* that they measured a newspaper's value by its character and standing, and by its influence upon people who possessed the means to buy advertised goods, which reached the men by reason of its editorial excellence and general news completeness and reliability; reached the women by its special features devoted to women, and reached all the members of the family by reason of its wide range of topics so as to interest all without descending to yellow journalism or publishing anything, either as news or advertising that would bar it from the esteem of the respectable people, who constitute the only constituency worth cultivating, either by a merchant or a newspaper.

like a great
Washington
firm

The Clear Purpose of The News

"One can easily see the clear purpose in the present admirable management of *The News*," said Mr. Catto. "Citizens of ample means and public spirit are behind *The News*. They have secured the best editorial talent, the best news editors and reporters, the best business and advertising men, the best possible mechanical facilities to produce an independent newspaper that will influentially present the subjects of most interest and importance to the public, especially to those who are patriotically interested in our city and our country. One can't help

the best in
each
department

liking a paper with such purposes and I greatly enjoy reading The News. There is undoubtedly a strong sentiment in the community favorable to its policy and its success.

"I advertise daily in it, because of the real value it has in carrying our announcements into families that possess the means to buy advertised goods that sell upon their merits and not exclusively upon their price.

real value

"This is not a bargain store though we use legitimate bargain opportunities to keep our shelves cleared for new goods as fast as the seasons bring them, and to give our customers the benefit of every possible price reduction compatible with dependable merchandising."

Major Murray Regarding The News

A very large, prosperous, progressive store, one of the great retail mercantile establishments of Canada is that of W. A. Murray Company, whose proprietors are closely identified with the most important affairs of their city.

Major J. A. Murray, for a quarter of a century an officer in the Queen's Own Rifles, a most genial and representative Canadian, a gentleman of wide thought and keen observation in matters pertaining to merchandising and journalism, answered the interviewer's questions regarding The Toronto News, by saying:

Major Murray
of "The
Queen's Own
Rifles"

“Our faith in its value as an advertising medium is expressed in the constant use we make of its columns in appealing to a peculiarly well-to-do constituency naturally attracted by a newspaper conducted along the lines of the best journalism.

“In a city as large and prosperous as this there are many thousands of families who desire and are able to pay for the best, a proposition proven in the success of our store, which has been built to its large proportions by treating our customers as if we were buying for them instead of selling to them.

“A child can be sent to buy of us with entire certainty of securing the best wisdom we can give in filling orders and the same attention its parents would receive, and if any article purchased is returned the money is ready for the customer without a question.”

“a child can
safely buy
of us”

Mr. Murray showed the interviewer expensive improvements being made to accommodate the increasing trade Murray methods and good advertising are creating.

The T. Eaton Company— a Vast Establishment.

It is only after one has visited the great stores of New York, Chicago, Boston and Philadelphia that he can measure the vastness of the T. Eaton store.

It is about as large as any store in the United States, not excepting Siegel, Cooper Company.

It covers an enormous area, having grown and spread out and annexed joining buildings until its business requires the putting up of a building that will be ten stories high.

a vast
establishment

The building it now has reaches out for more space with tunnels which go down under the buildings in adjoining blocks and connects with outlying Eaton annexes.

It is an inspiring example of Canadian enterprise, and Mr. J. S. Lowry, the city advertiser of the firm, says that the bigness of Eaton's is due to the fact that "We have a big country here, five millions of people. We try to give the best value we can. We have a buying office in Paris and London, and we supply the latest and best styles on the smallest margin of profit and treat our customers the very best way we know how. Our motto is 'big business and small profits,' and so we are taking in new buildings all the time."

a big
country

"What newspapers do you use?"

" Evening Newspapers Almost Exclusively "

Mr. Lowry talked from the midst of a group of men preparing copy for Eaton advertising. They are like the staff of a daily newspaper. There are

like a
newspaper

about as many men at work under his editorship as are required to get up the local news of an average daily. Everything is systematized and the heads of departments were bringing in their copy with the anxiety for space characteristic of reporters, whether they be spacemen on newspapers or salesmen in stores. Mr. Lowry was looking over their stories and allotting them space in the papers in about the same way the city editor handles the material brought in by his local staff.

Mr. Lowry
city advertiser

Verdict of a Leading Jeweler

Anyone visiting Toronto would be attracted by the enterprising advertising of Ryrie Brothers and interested in the large store of many departments with which it commends a large and constantly increasing trade, both local and throughout the Dominion.

"Our large business is due to cultivating systematically the possibilities of a prosperous and growing country," said Mr. J. Ryrie, senior member of the firm. "We are convinced that in cultivating the trade of this city and vicinity the evening newspapers are best and of these we use but two. The fact is the man who goes to work at 7 a.m. does not have time to read a morning newspaper. Business men look them through for the headlines and some especially important news, but not for advertising. Most of those who take morning papers take evening papers, too.

evening
papers best

“ We get circulation statements from all newspapers we do business with. We like to have newspapers grant facilities for investigating their circulation.

likes
circulation
candor

Perfect Confidence in News Circulation Figures

“ I have perfect confidence in the statements made at the office of The News. No newspaper could be more honorably conducted. Its present management is imbued with the most honorable purposes.

honorably
conducted

“ They have taken The News in order to give Toronto an independent newspaper of the purest and most disinterested character, that will be a strong influence in shaping public policies in the best interests of the city.

“ They are sparing no expense to give us the best newspaper possible to produce in every department. The talent they employ is the best we have, and the principles on which the paper is conducted are worthy the endorsement of every fair-minded citizen.

“ In the business department, for instance, the methods employed by the best business and banking houses in the country are applied, and anyone having relations with The News is sure of courteous, honorable treatment. It is the kind of a newspaper one likes to see succeed.”

good business
methods

A Good Paper

"The News is a good paper—a pushing paper, that is securing a strong position with people of means and intelligence," was said by the firm of W. & D. Dineen, dealers in high class furs and hats (Heath's of London, Dunlop's of New York).

high
class furs

One of Toronto's Great Establishments

Brown's great furniture store is just moving into palatial and more extensive quarters to accommodate a business that owes its great growth to enterprise, that reaches out for trade to all parts and advertises extensively.

"Too busy with moving to say a word except that The News is certainly a well managed, progressive, attractive newspaper. I like its make-up and its enterprise," said Mr. J. F. Brown. "Please see Mr. Higginbottom about its value as an advertising medium."

well managed

"Its editorial page is conducted splendidly. It's a paper with the means to make itself just as much of a newspaper as it wishes to and its ambitions are all in the right direction. We get good results from our advertising in it, both city and country," said Mr. R. W. Higginbottom, who gives special attention to the publicity department at Brown's.

right
ambitions

"There is a good field here for success with an independent newspaper. There is too much politics in our newspapers. Politics interest people only a part of the time. The public wants news ---wants a newspaper like the Montreal *Star*, for instance, which has the largest circulation in Canada, because it's a fine independent newspaper."

a good field
for an
independent
newspaper

John Kay, Son & Co., the "Sloane of Canada"

This firm is the leading carpet house of Canada—the Sloane of the Dominion. It carries a surprisingly large and elegant line of rugs and carpetings, in a building now six stories, to which two stories will be added this spring to accommodate growth. It imports its own orientals, by direct shipment from Scrinagar, the "Venice of Asia," where it buys of the largest local producers, giving Canada a selection equal to anything on the continent.

"the Venice
of Asia"

"The character of a newspaper largely effects its value for us," said Mr. Kay. "The Toronto News is the kind of a paper that reaches our trade and brings results. It has wonderfully improved. Its editorials are the best in Canada. Nobody can help but say it is a fine newspaper, growing because it deserves to grow. It is honest always about circulation. It is the only evening newspaper I take."

the best
editorials in
Canada

“A Newspaper of Influence”

The following is a statement made by Mr. Hammond, of Osler & Hammond, a leading financial house of Toronto:—

“The News is having a fine moral effect. I look on The News as a first-class evening journal—well put together good market reports; telegrams and cables right up-to-date.

**a fine moral
effect**

“I am particularly glad to see it sweep its columns clean, driving out the objectionable class of advertisements that are now accepted by the majority of our papers and making them in many cases undesirable to the home.

**a clean
newspaper**

“The News is a good paper. It carries influence. It is increasing its constituency constantly among people who are really worth cultivating.”

Mason & Risch Piano Company

The Mason & Risch Piano Company has built up a large business, manufacturing and selling high-grade pianos.

“Our business has more than doubled in the past few years; in fact in the past five years it has trebled. This is owing to better times and to the extra efforts we have put forth, it being necessary with higher cost of doing business to do a vastly increased busi-

**business
doubled in
two years**

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."

Why the Adams Company use Evening Newspapers

"We use the evening newspapers in our advertising, because their rates are lower and they cover the field," was the statement made by the managing owner of the Adams Furniture Company, which is a very large concern like the Paine Furniture Company of Boston, Flint or Horner or Cowperthwait of New York, or W. B. Moses & Sons of Washington, D.C.

like Flint or
Moses

"Do you think that the tendency is to growth upon the part of the evening papers?"

"Yes. In the evening people have time to read. The women all read evening papers. It is only the business men who read morning papers."

read in the
evening

"Do they? For instance, do you find time to read more than the most salient features?"

People have Time to Read in the Evening

"No, I do not. I certainly have no time to look at the ads in the morning papers, while I do read the ads in the evening papers. I think it is obvious that people haven't time to read newspapers very much in the morning."

"The News has ample capital, and under its new management has become

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

floors of a wide range of furniture selection, the most of it made in Canada with quality and price to compete with anything the States produce.

In the great stores of Canada is found this demonstration of what Canadian progress is doing towards national prosperity and industrial independence with the stores themselves are monuments to successful merchandising and excellent advertising. The Adams store is one of four great stores in Toronto that advertise almost exclusively in evening newspapers.

**Canadian
progress**

What the Great Gillam said about Advertising Managers

It was a good illustration of what Manly M. Gillam, the great Wana-maker advertiser and now the advertising counsel of the New York Herald and of various big New York corporations, once said regarding the advertising manager, whom he characterized as the managing editor of the store, with his staff of assistant editors and reporters in every department to bring in store news to be edited and made up into the store newspaper which in turn becomes a part of the public newspaper.

**opinion of the
famous
Gillam**



