

KINGSTON, Oct. 12, 1908.

Monetary Times,
Gentlemen:

Enclosed you will find my cheque for subscription. I have been taking your paper for about 40 years or over and would not be without it for double the price. It has helped me wonderfully in my business.

Yours truly,
Joseph Carrington.

WATEROUS ENGINE WORKS CO.

Brantford, Ont., Oct. 5, 1908.

Monetary Times,
Toronto, Ont.

Dear Sirs:

We are enclosing herewith our cheque, payable at par in Toronto, for ten dollars. This is in payment of five years' subscription to The Monetary Times at the present rate.

Yours truly,
Walter T. Mair, Treasurer.

1867—8 PAGES—\$2.00
1908—40 PAGES—\$2.00

After November 1st all renewal and new subscriptions to the Monetary Times will be at the rate of \$3.00 a year, with postage added to foreign countries

Present subscribers can however renew their subscriptions for any number of years at the \$2.00 rate, provided it is attended to before the date mentioned. That is, by sending in by November 1st two four, six, eight, or ten dollars, your subscription will be extended for one, two, three, four, five, or in fact any number of years you are disposed to pay for in advance.

Forty-two years ago the Monetary Times consisted of eight pages. The annual subscription then was two dollars. To-day the size of the paper is forty pages, and for several months of the year, forty-eight pages. The subscription for nearly half a century has remained two dollars per annum. The subscriber thus has obtained during this long period, a paper increased in size 500 per cent., with a large and more varied selection of reading matter without increase in the subscription price. Not only that but by the removal of all leads which was done in 1906 we increased the reading matter 25 per cent.

On the other hand the cost of production has increased enormously. The price of paper has been raised, and wages are now much higher than in the sixties. In addition, The Monetary Times now has its branch offices, its special correspondents in the principal cities of the world, besides which it is maintaining larger head office, editorial, and business staffs. Despite all this, the aim has been to provide the best paper possible, not for the sum of two dollars, but the best paper that time, thought, labour and the art of news gathering can provide.

That our efforts are being appreciated is evidenced by the increased circulation we are enjoying—a greater advertising patronage and a recognition on the part of the financial and commercial men of the country, as well as in the United States and Europe, of the influence exerted by the paper.

UNION BANK OF CANADA

Mount Brydges, Ont., Oct. 12, 1908.

The Monetary Times,
Dear Sirs:

I enclose herewith draft to pay in advance our subscription to the Monetary Times. The Times is always a welcome paper here and we could not do without it. Kindly send receipt.

Yours truly,
R. J. Aston, Mgr.

LONDON LIFE INSURANCE CO.

London, Ont., Oct. 10, 1908.

Monetary Times Publishing Co.,
62 Church St., Toronto.

Gentlemen:

Enclosed please find check for \$10 to pay five years' subscription to your paper. Let us have your official receipt and oblige,

Yours truly,
W. R. Waugh, Accountant.