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Editor's Talk

LAST week there was such a rush of new subscribers that it was found impossible to supply every one with a copy of that issue. Several hundred names had to be held over. This week we hope to get a copy to every new name recently added. Since September 1st, new subscriptions have arrived much faster than in any previous period and although we planned generously our estimate was quite inadequate. We hope that the public will bear gently with us as we are making every effort to have all new names placed promptly on our lists.

Some idea of the increase in circulation may be gathered from the fact that the number of new subscribers seldom falls below fifty a day and on Wednesday of last week totalled seventy-two. Fifty new subscribers every working day means 15,000 a year which is a respectable rate of increase for a Canadian publication.

Next week, the second of Mr. C. W. Jefferys' double page drawings of "The Homesteader" will appear. These are probably the finest specimens of graphic art ever issued in Canada. Mr. Jefferys stands at the head of his profession in this country.

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