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The advertising rates in THE QUEEN are **40 cents per agate line each insertion**. This is the regular rate for display advertising in this publication. **Twenty-five per cent. discount** will be allowed on yearly contracts or contracts for one thousand lines or over, to be used at the option of advertiser within one year.

No deviation will be made from this rate.

No special position will be given in any advertisement.

Only advertisements of a reliable character will be admitted to the columns of THE QUEEN.

The Publishers of THE QUEEN will pay \$1,000 in cash to any Charitable Institution in Toronto on production of proof that any publication in Canada has a larger paid circulation.

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