



## THE WIFE

BY JANE PHELPS, AUTHOR OF "MARGARET GARRETTS HU'SBAND," AND OTHIER NOTABLE STORIES.

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Children Cry for Fletcher's

## CASTORIA



 What is CAS TORIA




genuine CASTORIA always Cathertix: In Use For Over 30 Years
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## Getting BackThree Million

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dian publishers must recover from their customers, their readers and advertiser
In connection with the earlier increases the readto pay \$1 or more per year for their newspapers, while the subscription price of very many weekty
newspapers has ben inereased from 50 to 100 per
tcent. In many cases still further increases will be necessary.
But all the three million dollars increase in paper
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must come from the advertisers-this in the form of must come from the advertisers. Advis in the rorm of
increased advertising rates. retes in
Canada are, generally speaking, much Canasad are, generally speaking, mueh lower per
thousand in circulation than in the United States. thousand in circulation than in the United States.
Speaking on this point the editor of Marketing, a Canadian advertisers' newsspaper published in To.
ronto says in his last issue: "In meeting the Canaronto says in his last issue: "In meeting the Cana-
dian pubhishers' calls for higher rates, advertising
buyers should not fail to recognize that for years they have benefited by the publisher's undervaluation of
his space, and should be the more willing on that ac-
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