

to the official figures, and also of delivering direct to the home almost as many papers every day as there are buildings. It must also be borne in mind that some one or two thousand houses in the City of Winnipeg are occupied by foreigners who cannot be reached by any English speaking publication.

Of course this remarkable showing is only rendered possible by the fact that in a number of blocks and apartment houses more than one copy of the paper is taken.

These figures clearly establish what an actual canvass of the houses in the entire city showed a year and a half ago, and would show again to-day, that Winnipeg is thoroughly covered, north, south, east and west by the Free Press, and that the merchant or manufacturer who solicits the patronage of the people of Winnipeg can secure the best results by confining his appropriation entirely to the columns of the Free Press.

That this policy is thoroughly practicable is demonstrated by the fact that a number of the most successful merchants of Winnipeg persistently pursue it, while many others give the Free Press the bulk of their appropriation.

FACTS ABOUT THE FREE PRESS

Year.	Daily Edition.	Weekly Edition.	
		Average.	
1902	15,341		10,672
1903	18,824		13,640
1904	25,693		15,891
1905	20,048		15,654
1906 December	36,826		21,200

The Free Press was the first Canadian newspaper to adopt the flat rate, the only fair rate to the advertiser, and is to-day the only absolutely flat rate paper in the Dominion. No arbitrary binding contracts, no short rates if you pull out—in fact, you are invited to withdraw if your advertisement fails to pay.

The Free Press is the only newspaper in Western Canada that permits its advertisers or their representatives to examine its circulation records.

An examination of Rowell's American Newspaper Directory for 1906, 1901, 1902, 1903, 1904, 1905, 1906, reveals the fact that in the three provinces of Manitoba, Saskatchewan and Alberta, THE MANITOBA FREE PRESS, morning and evening editions, has a higher rating than is accorded to all the other daily papers combined, and the WEEKLY FREE PRESS AND PRAIRIE FARMER has a larger circulation than is accorded to any other weekly.