

WINNIPEG AS THE STRATEGIC POINT IN AN ADVERTISING CAMPAIGN IN WESTERN CANADA

The Free Press covers Winnipeg more thoroughly perhaps than any other city in America is covered by one paper.

The Free Press maintains its own delivery in the City of Winnipeg. Its circulation campaigns are conducted with a maximum of effectiveness, as the records of distribution show exactly where circulation may be secured, and when such opportunities present themselves they are taken advantage of regardless of cost.

As a result no other medium or combination of mediums, no plan of house to house distribution can cover Winnipeg as thoroughly as the Free Press.

In fact, many Winnipeg merchants use the Free Press city list in mailing their booklets and circular matter, considering it more complete and up-to-date than the city directory itself.

The following figures incontrovertibly establish the effectiveness of the Free Press circulation methods in the City of Winnipeg:

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| Population of the City of Winnipeg Government census taken in June last (the actual population, according to the official figures of the city assessor is 101,057).... | 90,216 |
| Number of buildings in Winnipeg, including factories, warehouses, stores, offices, etc. (estimate, city assessor) | 16,100 |
| Number of water takers (figures from City Water Works Department) | 13,800 |
| Number of Free Presses sold in City of Winnipeg—Daily average for December, 1906..... | 19,023 |
| Divided as follows: | |
| Delivered direct to the homes by the Free Press Carrier boys (number of boys employed exclusively by the Free Press, 180). Copies per day.... | 16,134 |
| Sales by newsboys on the street. Copies per day..... | 1,105 |
| Sales by bookstores, news stands, hotels, etc. Copies per day | 1,007 |
| Counter sales and files. Copies per day | 777 |

It is evident, therefore, that the Free Press performs the remarkable feat of selling every day in the City of Winnipeg more copies of the paper than there are actually buildings according