

141693

**HALIFAX, N. S.
HERALD, MAIL**

19. **INSURANCE:** (See Paragraph 28 for explanations of offers.)

- Type 1: (a) Number of new subscriptions on which publisher has given free insurance policies None
- (b) Number of renewal subscriptions on which publisher has given free insurance policies None
- Type 2: (a) Number of new subscriptions in connection with which insurance policies have been purchased by subscriber None
- (b) Number of renewal subscriptions in connection with which insurance policies have been purchased by subscriber None
- Type 3: Number of insurance policies sold without requiring subscription contract (number of policies issued; not number of subscriptions) None

20, 21 & 22. (See Note Par. 28)

23. **ARREARS** as at September 30, 1938:

	City Zone		Retail Trading Zone		All Other	
	Carriers	Dealers	Dealers	Mail	Dealers	Mail
Arrears under 3 months ..	None	None	None	None	None	None

24, 25, 26 & 27. (See Note Par. 28)

28. **EXPLANATORY:**

NOTE—Gaps in paragraph numbers in the form are due to two causes: (1) desirability of retaining familiar paragraph designations regardless of the dropping of obsolete paragraphs as revisions have been made during the course of years; (2) co-ordinating of similar paragraphs in the various types of Publisher's Statement forms.

Paragraphs 8 & 9:

It is the publisher's policy not to accept any advertising copy for the Morning only or Evening only, but all contracts are made on the basis of combined daily circulation and advertising runs through the Morning and Evening issues accordingly.

Paragraph 8:

Included in "Dealers and Carriers" circulation in the city zone there is an average of 159 copies per issue Morning and 162 Evening for which publisher has signed agreements on file in which the employees had the option of obtaining increase in their salaries to the amount of the subscription price or having this increase deducted to cover subscription to the paper.

12. (a) Territory included in City Zone in Paragraph 8:

All that within the corporate limits of Halifax and Dartmouth, plus the townships of Cole Harbour, Eastern Passage, Ferguson's Grove, Northwest Arm, Preston Road, Spryfield and Bedford Basin.

12. (b) Description of area & eight largest towns in Retail Trading Zone in Par. 8:

Retail trading zone is all the province of Nova Scotia except that included in city zone above.

Sydney	Glace Bay	Amherst	Yarmouth
Truro	New Glasgow	Sydney Mines	New Waterford