

THE WEEKLY MAIL will be sent to any Post Office in Canada or the United States, or to any address in England, Ireland, or Scotland, postage prepaid for \$1.50 Per Annum, or THE DAILY MAIL for \$6 Per Annum.

THE CANADIAN FARM ANNUAL

is presented to every yearly subscriber to THE WEEKLY MAIL.

ADDRESS "THE MAIL," TORONTO, CANADA.

THE WEEKLY MAIL FOR 1879.

It is nearly seven years since THE MAIL was established, and during that time it has gradually acquired circulation and influence, which renders it second to no other newspaper in the Dominion. The Publisher takes pleasure in announcing that THE WEEKLY MAIL has met with a very large measure of success in the year just closed, and that notwithstanding the general depression in business, and the consequent falling off in the circulation of almost every other paper in Canada, THE MAIL both DAILY and WEEKLY has made a very great advance.

The improvements begun in THE WEEKLY MAIL during 1878 will be continued during this year.

Special Editors have been engaged for the various Departments, and no expense will be spared to make the whole paper

INTERESTING AND RELIABLE.

THE MAIL will remain true to the principles it has always advocated, and it is intended to make it, by the aid of such additional strength as ample capital can afford, even a more potent champion of the Conservative cause. All the old Departments of

**TELEGRAPHIC NEWS,
POLITICAL INTELLIGENCE,
AND EDITORIALS,
WILL BE CONTINUED WITH UNABATED VIGOUR.**

During 1879 the following Departments will receive special attention :-

AGRICULTURE in its various branches. Special prominence being given to correspondence from Farmers on Agricultural Subjects. Illustrations will be used wherever they will make the subject clearer or in any way increase the practical value of the letter press.

OUR MARKET REPORTS will be a specialty; we will use every means to secure complete reliability. The Market Reports of THE MAIL are noted as the most reliable in Canada.

OUR LITERARY DEPARTMENT will be a leading feature. Stories both short and continued from the pens of the best authors, and in many cases illustrated.

THE LADIES' DEPARTMENT, under charge of Ladies of experience, will, we have no doubt, prove an interesting and valuable feature. Fashions, Household, Culinary Matters, the Care of Children, &c., will be included in this department.

HEALTH IN THE HOUSEHOLD, under charge of an able medical man, will add to the value of *The Weekly Mail*.

THE WEEKLY MAIL

is published every Thursday morning, and reaches every Post Office in Ontario and Quebec before Saturday night. Circulating as it does among the very best Farmers and Merchants in country places, it cannot be excelled as a medium for various classes of advertising. The rate of ordinary Advertising is 15 cents per line of solid Nonpariel. Notices among Reading Matter, 30 cents per line.

Advertisements occupying less than 10 line space are charged as 10 line Advertisements.

Contracts are made for definite spaces of time (payable quarterly in advance) at the following

CONTRACT RATES PER LINE :- If inserted every week, 1 year, \$5.50 6 months, \$3.00 3 months, \$1.75
" " " every second week, " 3.00 " 1.75

Contracts for Notices in Reading Matter, double the above rates.

Condensed Advertisements on Last Page.-Twenty words or less, 50 cents each insertion; each additional word, 2 cents.

Contracts will be made for condensed Advertisements at the following rates for twenty words:-Inserted every issue, 1 year, \$20; 6 months, \$12.

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