

PROSPECTUS
THE CANADIAN POST FOR 1874.

Fifteenth Year.

THE CANADIAN POST enters upon the fifteenth year of its publication and the second under its present proprietary with a largely increased and steadily growing circulation, and with a patronage that demonstrates its popularity as an advertising medium. For the hearty and encouraging support accorded by the public and by many friends during the past year the editor and proprietor desires to return his sincere thanks; and to assure them that no effort will be spared to give satisfaction to patrons of every department of the newspaper business.

Believing that the affairs of the County should have pre-eminence THE POST will, as heretofore, spare no pains to secure full and accurate reports of all matters of local interest. A large staff of correspondents contribute to THE POST and there is no place of importance in the County that is not represented in this way. This service will be extended and improved as occasion may require. The full reports of Town and County Councils have given satisfaction to tax-payers; who are in this way fully informed as to the sayings and doings of their representatives. This specialty will be maintained with even greater efficiency and fullness.

Trustworthy and experienced correspondents at Ottawa and Toronto will during Parliamentary sessions place before the readers of THE POST a record of more important transactions with descriptions of notable scenes and incidents. When questions of importance are discussed the parliamentary utterances of our representatives will be specially reported. The daily papers find it impossible to give more than a summary of the speeches of many members; and it is desirable that the remarks of our own men-

bers should be placed before their constituents in a complete and authentic form. This service will be rendered by THE POST; though when representatives have no opinions and prefer the part of "dumb, driven cattle," there can be no reports.

It is hardly necessary to say that THE POST will give to the Reform administrations at Toronto and Ottawa, the same earnest support that was freely accorded in Opposition. There is special cause for gratification at the overthrow of the corrupt government at Ottawa; and in developing and carrying out an honest and vigorous policy based upon the liberal principles advocated in Opposition the new Ministry will receive the support of every journal that, like THE POST, has confidence in their integrity and statesmanship.

To the farmer, market news is of great importance. Special attention has been paid to this department, in order to place before farmers full and accurate reports of local, provincial and foreign markets. On this ground alone can THE POST with confidence ask renewed support from the farming community.

Commencing the New Year with a circulation of Thirteen Hundred—an increase of one-third during the past year—a ratio that promises to be maintained during the coming year—THE POST offers by far the best medium for advertising in the county, and in fact in this section of the Province. It is the aim of the proprietor to make it one of the neatest, most interesting and most widely circulated local journals in the Province; to make it a credit to Lindsay and to Victoria County; and the present measure of success is a guarantee that further effort will not go unrewarded.

TERMS.

- THE POST one year \$1 50
- THE POST and 'Globe' 2 75
- THE POST and 'C. Farmer' 2 60
- THE POST and 'B.A. Presby'n' 3 00

CHAS. D. BARR,

Editor and Proprietor.