

solid, 4d. per line, measured by a scale of solid Brevier if over ten lines; under ten lines, 3s. 4d.; under six lines, 2s. 6d.

Other Notices in editorial columns, the object of which is to promote the pecuniary or private interests of individuals or Companies, such as Reports of Banks, Insurance Companies, Notices to attend Lectures, Amusements, Meetings, Sermons, Acknowledgements of Donation, &c.—to be considered Advertisements, and charged on the same scale and in the same manner as “Business Notices.”

Notices of Births, 1s. 3d. each—to be paid in advance.

Notices of Marriage, 2s. 6d. each—to be paid in advance.

Notices of Deaths, 1s. 3d. each; if accompanied by invitation to funeral, 2s. 6d.—to be paid in advance.

YEARLY AGREEMENTS.

The Square to be twenty-two lines of solid Brevier.

The half-square to be twelve lines of do. do.

Price for square, for one year, £12 10s., and the privilege of altering limited to once a month.

Price for half-square, £8 10s. per annum, with same privilege.

Advertisers by the square, who exceed the limits of their agreements will be charged for the extra space they occupy on the scale of yearly rates.

No advertisement shall be considered to come under a yearly agreement, unless previously stipulated for as such.

N.B.—The square to be confined to the ordinary business of Commercial Houses, and for such houses it will not be held to include Auction Sales, Advertisements of Ships, Removals, Copartnership Notices, Private Advertisements of individual members of Firms, Houses or Property to Let or for Sale.

OBSERVATIONS.

As a general rule, no Advertisements are considered as coming under the yearly rate of charges, unless such is previously understood and agreed upon by the parties.