

RATE CARD  
**DURHAM CHRONICLE**

(Member Canadian Weekly Newspapers Assn.)  
Established 1867. J. F. Irwin, Proprietor.  
Subscription Price \$2.00 in advance; U. S. \$2.50  
Guaranteed Circulation, 1,400

*This Card in Effect January 1, 1925*

Weekly; issued Thursday; forms close tight Wednesday noon; set in 8 point; 6 columns to page, 19 $\frac{3}{4}$  inches long, 13 ems wide; 8 to 12 pages. Can use mats.

**DISPLAY CONTRACTS—PLATE MATTER**  
To be used within one year from date of contract. Short rate charged on all contracts not carried out.

1 inch and over.....	35 cts. per inch
10 inches and over.....	30 cts. per inch
25 inches and over.....	25 cts. per inch
50 inches and over.....	20 cts. per inch
100 inches and over.....	16 cts. per inch
200 inches and over.....	14 cts. per inch

*Composition.*—Display matter requiring to be set 10 cents per inch additional on plate rates. The above rates are for regular run of paper. Preferred Position, 2 cents an inch extra. Top of column guaranteed, 3 cents an inch extra.

*Special Advertising.*—Annual statements of banks and other financial corporations, whether having ordinary contracts or not, 25 cents per inch. Political and election advertising, 35 cents per inch.

*Return of Plates.*—No plates will be returned to advertiser unless instructions to this effect are received within two months after completion of contract; advertiser to be charged with whole cost of boxes, packing and shipping of same, with storage for time held after expiration of contract.