

## SOME PLAIN WORDS.

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### To Advertisers



With the certainty of being written down an ass, and two or three kinds of a fool, I propose to give here an honest statement of circulation.

It will be something of a novelty.

The circulation of OUR MONTHLY for May is 10,000 copies only; next month it will be the same, perhaps more. I do not know how many tons the paper weighs, but I do know that the sheets when spread out would not cover half a continent—wouldn't even reach from here to Montreal! The ink is not the best made, and to give the superficial area of the cuts in inches would be no statement of their quality.

*Not one single copy will be sent to any dealer "ON SALE OR RETURN,"* consequently there will be no unsold copies to weep over. Every copy printed will therefore have one reader, some copies might have more, and this way of doing it is an improvement upon the scheme so dear to the heart of the circulation liar, of an alleged circulation of so many thousands, two-thirds of which is returned unsold, or never sees daylight.

With a reasonable amount of advertising and a fair subscription list, OUR MONTHLY can be made equal to any magazine published on earth, it can be made more interesting and useful to Canadians and Canada than anything of the kind published in Canada at this time of writing.

Those advertisers who are disposed to patronize OUR MONTHLY should therefore consider the foregoing facts.

### To Contributors



OUR MONTHLY wants the best stories, sketches, essays, poetry, and so on, which can be written in this country, and will pay the best prices for the best work. The subject matter must in all cases be Canadian, and the writer must be a Canadian by birth or adoption, and resident in Canada. Story writers need not bother to send here any pretty tale dealing with the *indiscretions of the sexes*; such diversions are not particularly interesting except to the principals; writers of sketches should strive to make their work as natural and humorous as possible, and essayists need not go below the foundations of the subjects they discuss.

As soon as you have dashed off something good set it down in a cool place for a week; at the end of that time if it reads as good as when you first wrote it, mail it to OUR MONTHLY and chance it; if you want it back you must pay the freight, enclose stamps; if it is the MS. we have been expecting, you shall have the market value of it by return.