

PROSPECTUS

OF

"THE NEW DOMINION MONTHLY."

CANADA has long felt the want of a Monthly Periodical of a high literary character, and several attempts have been made to supply it. These attempts, however, have all proved abortive hitherto, for want of sufficient patronage; and it is partly on account of the wider field, resulting from the Confederation of the British American Provinces, that success may be hoped for the present enterprise.

The wealth, and still more the mental culture, of Canada are also constantly advancing with giant strides; and, consequently, an enterprise which was unsuccessful a few years ago, may succeed well now. Another difficulty in the way of a Canadian Magazine has been, the idea that it should be composed exclusively of original matter; in consequence of which, and the small number of writers in Canada accustomed to compose articles for the periodical press, previous magazines had a somewhat heavy character. The Editors of the NEW DOMINION MONTHLY are resolved not to err in this way; and, unless original matter is both good and interesting, they will prefer to cull from the most spirited and successful periodicals of Britain and the United States. They, however, hope that, by degrees, the proportion of original matter, of a really suitable kind, will increase in each number; and so soon as the circulation of the MONTHLY will afford it, they mean to pay a fair rate of remuneration for native talent.

Another cause of failure has been, the high price, rendered necessary by paying for original matter, and consequently small circulation; but the NEW DOMINION MONTHLY aims at a very large circulation at a very low price. In fact, it is meant to give more value for the money than can be found elsewhere, and to leave the enterprise with confidence to the patronage of a discerning public.

TERMS.

The NEW DOMINION MONTHLY will be published at the beginning of each month, or shortly before, commencing with October, 1867, at one dollar per annum, strictly in advance, with a gratis copy for a club of eight.

The postage is one cent per number, payable by the receiver; or, in case of large parcels, one cent for every four ounces, or fraction thereof. Subscribers residing in the Maritime Provinces or United States should remit for Canadian postage in advance.

To Canvassing Agents a handsome commission will be allowed; and to News-men and Booksellers taking a quantity, a large discount will be made from the selling price of TEN CENTS per copy. Canvassers are desired to communicate with the Publishers for terms, &c.

Advertisements, illustrated or otherwise, will be inserted on the cover, or on leaves stitched in with the Magazine, at the following rates:—

Outside page of cover.....	\$12.00
Inside.....	10.00
Other pages, half-page.....	4.00
" whole page.....	6.66
" two pages.....	10.00
Circulars printed on both sides, or two pages, when furnished by advertiser..	6.66
Do. do. one page....	5.00
Advertisements measuring seven lines or under, running across the page, equal to 14 lines single column.....	1.00
Each additional line 12½c., with a discount to large advertisers.	

All communications and remittances to be addressed (post-paid) to

JOHN DOUGALL & SON,

PUBLISHERS

"NEW DOMINION MONTHLY,"

MONTREAL.

Publishers' Notice.---"The New Dominion Monthly."

It is often said, "there are too many magazines," but that cannot be said of the Dominion of Canada, which has only this one of a general literary character; and, as it is very cheap, and is intended to contain the cream of British and American magazines, it is hoped that it will be liberally sustained.

It will take about 6,000 subscribers, and a reasonable advertising patronage, to render the NEW DOMINION MONTHLY self-supporting; and, when it reaches that point, there will be every disposition to pay for the highest class of Canadian literary talent. Meantime, we can only

invite contributions, which, if sufficiently interesting, will be thankfully inserted, and acknowledged as aids to the establishment of this Canadian magazine.

These explanations will set the character and claims of the NEW DOMINION MONTHLY clearly before the public of Canada; and it is hoped that a prompt and liberal support, in the way of subscriptions, will be received from all parts of the Dominion of Canada.

JOHN DOUGALL & SON

September, 1867.