

THE 'DAILY' AND 'WEEKLY WITNESS,'

'Witness' Building, Montreal.

'NORTHERN MESSENGER.'

'WITNESS' BUILDING,
MONTREAL
December 1, 1899.

Dear Friend,—

We would like to draw your attention to the reasons which have combined to give the 'Northern Messenger' the largest circulation of any paper in Canada designed for Sunday reading.

It is cheap, almost beyond comparison. This feature gives it a particularly strong hold on the Sunday-schools. The average collection of the scholars is probably not more than 50c. a scholar per year. Now, if this is all given back to them in the shape of papers, there is nothing left over for the running expenses of the school. Nor on the other hand, is there anything left over with which the school can interest itself in missions. And a school without a little to give, either to the home or foreign missions lacks the binding influence of a common cause. Can your school, then, afford to pay 40c. or 50c. for its paper. If not the 'Messenger' is your paper, as it can be supplied, in quantities at the remarkably low price of twenty cents a copy per annum.

The quantity of matter every week is another telling feature. Its twelve pages of matter every week, well illustrated, cover a diversity of interests. The Sunday-school lesson, temperance catechism, and the home, have each a section apart from the general Sunday-reading of which the paper is composed.

Will you not make an effort to get the paper introduced into your Sunday-school, if it does not already distribute it. Remember, that Ralph Connor's great story, 'Black Rock,' is to be one of its many attractions during the coming year; and that we are trying to get 10,000 new subscribers. The first chapter of 'Black Rock' will appear early in the year.

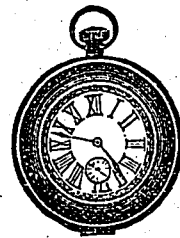
Very sincerely yours,

JOHN DOUGALL & SON.

ADVERTISEMENTS.

FREE! FREE!

In order to introduce our Assorted STEEL I E N S, we are giving away Rings, Bracelets, Chains, Desks, Watches, and many other useful premiums. Send no money. Nothing but your name and address. Upon receipt of same we shall send you goods. When sold remit us amount due, and Premium you select from our Mammoth Catalogue will be forwarded you. Address
STANDARD WATCH & NOVELTY CO.,
P. O. Box 62a., St. John, N. B.



NORTHERN MESSENGER

(A Twelve Page Illustrated Weekly).

One yearly subscription, 30c.
Three or more copies, separately addressed, 25c. each.
Ten or more to an individual address, 20c. each.
Ten or more separately addressed, 25c. per copy.

When addressed to Montreal City, Great Britain and Postal Union countries, 52c postage must be added for each copy; United States and Canada free of postage. Special arrangements will be made for delivering packages of 10 or more in Montreal. Subscribers residing in the United States can remit by Post Office Money Order on Rouse's Point, N.Y. or Express Money Order payable in Montreal.

Sample package supplied free on application.

JOHN DOUGALL & SON,
Publishers, Montreal.

THE 'NORTHERN MESSENGER' is printed and published every week at the 'Witness' Building, at the corner of Craig and St. Peter streets, in the city of Montreal, by John Redpath Dougall, of Montreal.

All business communications should be addressed 'John Dougall & Son, and all letters to the editor should be addressed Editor of the 'Northern Messenger.'

TO 'MESSENGER' READERS:

Dear Friends,—Judging from an estimate of church attendance throughout Canada, we believe you will agree with us that the Daily and Weekly 'Witness' should have a much larger circulation than it has. Is it not so in your particular neighborhood?

To those whose post-offices are too distant to receive the Daily on day of publication, we will make the Special Club Offer. Two copies of the Daily 'Witness,' and two copies of the 'Northern Messenger,' for one year, to two separate addresses. All for \$4.40. This does not bear your full share of the cost of production; but we realize that it may be worth more to those who get the Daily 'Witness' on the day of publication. We expect the reduction will greatly increase the circulation of the Daily 'Witness,' and consequently the earning power of its advertising columns.

Of course, you know that it takes money to run a newspaper, and that the Christian newspaper is unable to avail itself of many sources of large revenue open to a worldly press.

It may be whispered in this connection that the 'Witness' refuses, on moral grounds, and in the interest of its readers between thirty thousand and fifty thousand dollars annually, for advertising which it might have, not to speak of the very substantial support it could enjoy were it willing to sell its political independence to one or other party, and so betray the confidence of its readers. That some papers, enjoying what we regard as illegitimate gains, may be able to cut the subscription price lower than we can, is to be expected. On the other hand, an intelligent public will appreciate sufficiently, clean, responsible, independent, journalism, to give it their support, and, lacking the support from injurious advertising and political tooting, it simply MUST depend upon an appreciative clientele.

After the publishers have done all in their power, there is still something more to be done, and that is to be done by the subscribers themselves, and the reading public generally. You know, as we cannot, those in your locality who are likely to be interested in the 'Witness,' and who do not already take it. Won't you send us the names of such on a post-card? It will help us greatly. And they will be pleased at our sending them the Daily 'Witness' free of charge for a short time.

Or we will send the Daily 'Witness' to any one who has not been taking the 'Witness,' from the time his subscription is received to July 1, 1900, for \$1.00, ON TRIAL. We want to greatly increase our circulation this year. Won't you help us and yourselves by sending \$4.40 for a club of two Dailies and two 'Northern Messengers,' to separate addresses, for one year? It is expected that one of the parties to each club will be a new subscriber. The other may be the one sending in the club.

Yours faithfully,

JOHN DOUGALL & SON.

THE 'DAILY WITNESS.'

'The War Situation.'

These are eventful, history-making days. A daily is, therefore, a necessity with most people. And most people take one or other of the great city dailies. Some take two dailies. The 'Witness' is selected by many because they believe they find in it 'the facts of the case.' Certain it is, that the sensational press, in manufacturing news to keep up the interest, or in coloring highly uninteresting news, do more to create false impressions than true ones. The daily article on 'The War Situation,' which appears in the 'Witness,' will be found the best consecutive daily history of the war that is published. The 'Witness' has been much complimented on this feature. Those who read the 'Witness' will be well informed, and surely truth is more interesting than fiction, when the life and death of our brothers and of nations are in the balance. A 'Witness' motto is—News—at the earliest possible moment, as accurate as possible, not the product of imagination, but fact, and both comprehensive and complete. Those who really are anxious for the news will find it in the 'Witness.' Those who read the 'Witness' regularly will certainly be well informed. The subscription rate is \$3.00 per annum, or it may be obtained in connection with the above club offer.

THE 'NORTHERN MESSENGER.'

'Black Rock.'

The 'Northern Messenger,' is a twelve-page illustrated weekly, and is a fine budget for Sunday reading. It is specially interesting just now, as that famous Canadian story, 'Black Rock,' in which are depicted the stirring experiences of a young minister among the miners and lumbermen of a Rocky Mountain camp, will be begun with the New Year. To get this book in paper cover would cost fifty cents, and 'Messenger' subscribers will get the story serially, besides all the other good things which make the 'Messenger' so popular, for the small sum of 30c. a year. Or it may be had in connection with the club offer made above.

Either of these Club Offers would make a fine Xmas or New Year's present to a friend, ensuring, at a trifling expense, daily and weekly reminders throughout the year.

SPECIAL WITNESS and MESSENGER CLUBS.

One copy Daily Witness and Northern Messenger,	\$3.10
Two copies " " " " " "	5.20
Two " " " " " " " "	4.40
to subscribers too distant to get the Daily on day of publication, only	
One copy Weekly Witness & Northern Messenger,	1.20
Two copies " " " " " "	2.00
Three " " " " " " " "	2.75

The above offers include both publications to January 1st, 1901.

Address. JOHN DOUGALL & SON,
Publishers, Montreal.