

PROSPECTUS FOR 1871

OF

PUBLICATIONS ISSUED FROM WITNESS OFFICE.

MONTREAL TEMPERANCE TRACT SERIES.—Semi-monthly, 4 pages, double columns, post-paid by publishers, 20 cents per annum; 20 to one address, \$1.50 per annum; parcels of 300 assorted \$1.00. These are suitable for distribution by Temperance Societies, Sabbath-schools and individuals.

CANADIAN MESSENGER.—Semi-monthly, containing eight 4-column pages, devoted to temperance, science, agriculture, education and choice stories for the young. (The prize tale, "Both Sides of the Street," will appear serially; beginning with this 1st November.) Terms, 37½c. per annum; clubs, to one address, 3 copies, \$1; 7, \$2; 50, \$13; 100, \$25—all post-paid by publishers. In this last club each member will get in the year 24 MESSENGERS, containing 192 pages or 768 columns of choice reading matter, for 25 cents. We commend this to the attention of Sabbath-schools as very much better value than most of our school books or papers.

THE NEW DOMINION MONTHLY—An elegant magazine of 64 pages, filled with choice literature, original and selected, and one or more pictorial illustrations, fashion plates, &c., monthly, besides a piece of music. Terms, \$1.50 per annum, or a club of five (addressed separately) for \$5, post-paid by publishers. The only literary monthly in the Dominion, and more interesting as well as much cheaper than most of imported magazines.

THE WEEKLY WITNESS.—A religious, literary and commercial newspaper of 8 pages, with occasional supplements, \$1 per annum; club of 9, addressed separately, for \$8. This paper, considering the amount and quality of the matter, is probably the cheapest on this continent, except the DAILY WITNESS.

THE MONTREAL WITNESS.—Semi-weekly, containing all the matter of the WEEKLY and as much more, and bringing news and markets twice a week instead of once, \$2 per annum.

THE DAILY WITNESS.—Containing all the matter that afterwards appears in the semi-weekly, and a great deal more, together with daily telegrams, market reports and advertisements, \$3 per annum. This paper has usually 13 to 14 columns of fresh, choice, interesting and instructive reading matter, or about 4,000 columns per annum for \$3, not to mention as many

more columns of advertisements, most of them fresh, and many of them very important.

A remittance for the various editions of the WITNESS of \$8 at one time, will entitle the party remitting to the WEEKLY WITNESS for one year, if he claims it in his letter.

The postage on the various editions of the WITNESS is payable at the office of delivery quarterly, in advance.

COMBINATIONS.

THE DOMINION MONTHLY with WEEKLY WITNESS to one address, \$2, with SEMI-WEEKLY, \$3, with DAILY, \$4. The matter in DOMINION MONTHLY is entirely different from that in WITNESS.

Subscribers to WEEKLY WITNESS and DOMINION MONTHLY may have the CANADIAN MESSENGER added for 25 cents more. These three publications are each composed of entirely different matter from the others, and for \$2.25 per annum, will furnish a large supply of varied, interesting and instructive family reading.

It will be seen that the only premiums we offer are in the shape of cheap publications, and we cannot help thinking this is a better way than charging fifty per cent. more, and offering premiums and commissions out of the extra charge.

Bespeaking the favor of the public for our publications, which are as good and cheap as we can make them, we ask all friends of our enterprise to aid us in extending our subscription lists at this season.

Besides the above periodicals, the following work has been published at the WITNESS Office:—

THE FAMILY DOCTOR, or MRS. BARRY AND HER BOURBON—A Cheap Reprint of this thrilling Temperance Tale, in handsome Pamphlet Form. Now ready. Price 25c.

ADVERTISING.

As each edition of the WITNESS has a large circulation, extending over Ontario and Quebec, it offers an excellent advertising medium, and advertisements, not inconsistent with its character, will be inserted in any edition for one cent per word for first insertion, and a half cent each subsequent insertion; or in all three, i. e., DAILY, SEMI-WEEKLY and WEEKLY (having an aggregate circulation of over 20,000 copies) for double these rates. No advertisement will be reckoned as less than 50 words, and where any "displaying" is required, the space will be charged for as if filled. The rate in the NEW DOMINION MONTHLY, which is also an excellent advertising medium, will be the same as in the WITNESS, all payable in advance. The above does not refer to special classes of advertisements or large contracts in the city.

JOHN DOUGALL & SON,
MONTREAL, Nov. 1st, 1870.