

ADVERTISEMENTS.

MONTREAL WITNESS PROSPECTUS FOR 1874.

The circulation of the DAILY averages at present about 12,000, or 1,300 a day more than last year,—a circulation claimed to be more than equal to that of all the other English dailies in the city put together.

The circulation of the TRI-WEEKLY, formerly Semi-Weekly, has continued steady at 3,600, and that of the WEEKLY has increased from 9,500 to 11,000.

It is evident from these figures that the WEEKLY WITNESS meets with the greatest favor, and to it we would this year call special attention. From our subscribers we have always got more assistance in extending our circulation than from all other means. We therefore request all of them who approve of the general course of the WITNESS to call to it the attention of those in whose families they think it would exert a healthful influence. Those who do not preserve the WITNESS for future reference might serve its interests more than they think by simply forwarding a copy now and again to some friend at a distance, or by "placing it where it will do most good" among their neighbors. Our subscribers will learn with satisfaction that it is intended to enlarge the WEEKLY WITNESS at the New Year to an extent sufficient to cover the existing and prospective increase in space occupied by advertising. This will be the second enlargement within two years. Should the advertising business grow still further, a still further increase in size is contemplated. These changes are rendered possible by the increase in circulation and advertising. Every reader has thus a direct interest in developing the business of the paper. Among our best friends are the storekeepers and postmasters, who have, through good will towards the paper and a desire for the good of their neighbors, gone to both trouble and expense in forwarding the subscriptions of their customers.

The TRI-WEEKLY edition is obtainable by ministers actually in charge of congregations, and by teachers actually teaching in schools, at half-price. This, however, invariably means cash. The TRI-WEEKLY edition is held to be two dollars worth when given as a commission for subscriptions obtained. Ministers and teachers are looked upon as friends of the paper who will do their best to promote its interests.

The DAILY WITNESS is unquestionably the leading paper in the Province, and has only one rival in the Dominion for circulation and influence.

Of the character of the WITNESS we need only say it is well known. It aims at maintaining a complete independence of all political, denominational, and social influences, and to use its whole power on the side of Righteousness, Temperance and Evangelical Religion. The need for a disinterested advocacy of truth and righteousness in public life, and temperance and economy in social life, never appeared so great as it does to-day, when prosperity and luxury

have bred corruption and dissipation to an alarming extent before unknown. That this duty may be faithfully and competently fulfilled, we ask for the support and prayers of Christians throughout the land.

RATES OF SUBSCRIPTION.

DAILY WITNESS.....	\$3.00 per an.
TRI-WEEKLY.....	2.00 "
WEEKLY.....	1.00 "

The DAILY WITNESS is also obtainable from newsmen in almost all towns and villages at 6c. per week, thus saving postage. The WEEKLY may be had through dealers as cheap as through the Post-Office.

RATES OF ADVERTISING.

Advertising in each edition is charged at 10 cents per line first insertion, and 5 cents for each continuance. Special rates for annual contracts according to position in the paper.

These rates, both of subscription and advertising, are, probably, as low as can be found anywhere in proportion to value.

Prospectus of the Canadian Messenger for 1874.

This paper, for the money it costs, has more reading in it, and that of the highest class, than any of our other publications. It contains no news, but is a perfect treasure-house of instructive and attractive reading, as gathered from the abundant resources which contemporary literature affords. It is a pioneer, finding its way to the utmost limits of civilization, and to every remote post-office in the Dominion, from Michipicoton to Mainadieu. Circulation 14,000. It should double its circulation through Sabbath-schools.

Canadian Messenger, 38 cents per an in advance; postage prepaid by publishers. (6 of seven to one address for \$2; 100 to address \$25. Advertising 10 cents per line each insertion.

CLUBS.

In all our publications where one person remits for one year in advance for eight persons, he will be entitled to one copy additional for himself. Or any person remitting \$8 for our publications will be entitled to one dollar's worth additional. Any subscriber to the WITNESS or MESSENGER may have the NEW DOMINION MONTHLY to his own address, or to that of a new subscriber thereto, for \$1—if he remits it direct to this office along with his other subscriptions. The reading in the MONTHLY is entirely different from that in the other publications.

The terms for all our publications are CASH IN ADVANCE, and the paper stops when the time paid for expires, unless subscription is previously renewed.

All remittances to be addressed, in registered letters, to JOHN DOUGALL & SON, MONTREAL.