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# PROSPECTUS

OF THE

# CHURCH HERALD,

## FOR 1870.

THE "CHURCH HERALD," a Weekly Family Newspaper,  
devoted to Religious and General Intelligence, Science, Art,  
and Choice Literature,

Commenced Publication on May 6th, 1869, under the auspices of

THE CHURCH PRINTING AND PUBLISHING COMPANY, LIMITED.

DIRECTORS—LEWIS MOFFATT, Esq., President. T. H. SPENCER, Esq. J. S. McMURRAY, Esq. A. H. MEYERS, Jun.,  
Esq. REV. E. R. STIMSON, M. A., Treasurer and Manager. GEORGE M. RAE, Esq., Solicitor.  
Its Capital Stock GUARANTEED IN FULL, and its Organization Complete,

WITH A CIRCULATION OF 3,000 COPIES,  
And had increased on its Second Issue to 3,500.

Since that time large accessions have been made weekly to its List of Subscribers, by a thorough and systematic canvass of the populated districts of Ontario—aided by its friends and promoters—so that it now CIRCULATES LARGELY IN ALMOST EVERY CITY, TOWN, TOWNSHIP AND VILLAGE IN THE PROVINCE, while it is a welcome visitor to many homes in the Eastern Provinces, the United States, and Great Britain.

The Board of Directors, encouraged by the great success that has attended their efforts, have enlarged it to Twelve Pages, and the additional space placed at their disposal will enable them to add new Departments, and many additional Features of Interest during the year 1870—thus filling a want long felt at the Fireside, by supplying Canadian Homes with a COMPLETE, HIGH-TONED, YET LIVELY FAMILY NEWSPAPER.

The Editorial Department will contain articles from the pens of our ablest writers, on the leading Ecclesiastical and general questions of the day.

The Religious Department will contain a Weekly Account of Church Progress at Home and Abroad, and of Ecclesiastical Events occurring in the Dominion and throughout the United States; Missionary Intelligence, &c., &c.

The Literary Department will contain Original Essays—historical, biographical and descriptive—Sketches of Travel and Adventure; Entertaining Tales, (written expressly for its columns); Choice Poetry and Pungent Extracts; A Department for Our Young People; and Gems of Thought from the standard writers of the present and the past.

The other Departments will embrace a carefully prepared Synopsis of General and European News; Matters of Great Practical Utility to the Farmer, Mechanic and Artizan, on the Progress of Science, the Arts and Mechanics; A Full and Reliable Weekly Market Report; Extracts from the Agricultural and Horticultural Publications of the day on the FARM, the GARDEN, the STOCK, the DAIRY, and whatever pertains to Rural Economy and Thrift.

In fine, no expense or effort will be spared to make THE CHURCH HERALD the CHEAPEST and BEST FAMILY JOURNAL IN THE DOMINION—one that will receive a hearty reception from every Churchman, and be eminently worthy the support of the Canadian Reading Public. The canvass of the Province will continue until its Subscription List comes up to the number originally proposed by its founders.

CIRCULATION OF 10,000 COPIES.

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A limited space will be devoted to Advertising. Business men desirous of making their Manufactures or Wares known in the Cities and Towns, as well as the rural districts of the Province, will find THE HERALD one of the best mediums through which to make their announcements. The Family Paper is kept on the Parlor Table during the week, and its contents perused by friends and visitors, while less interesting journals are thrown aside or destroyed. The Rates of Advertising are also very low, when compared with the most puerile and puny of the dailies. For these reasons, and the fact that the HERALD has become a great favorite in Canadian homes, it has great claims on Advertisers, and especially those dealing in household supplies.

It is published on Thursdays, in time for the Mails for England by the Canadian Line. Communications should be addressed—

REV. E. R. STIMSON, M.A.,

Treasurer and Manager Church P. & P. Company.

OFFICE—96 Yonge Street, Toronto.

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