

ADVERTISEMENTS.

PROSPECTUS FOR 1876

OF THE

**WITNESS.**

The friends of healthy literature have, by persevering diligence, placed the MONTREAL WITNESS in the very first rank of newspapers. The rapid growth of trashy reading, and of what is positively vile, is stimulating good people to more earnest efforts than ever to fill every household with sound mental food. A clergyman has lately secured for the WITNESS hundreds of subscribers, and declares his intention to make this one of his first duties in his present and every future field of labor, as he holds that by no other means could he do so much for the future of a neighborhood as by placing good reading in every family.

Successive attacks upon the WITNESS during each of the past three years, culminating in what has been called "The Ban" of the Roman Catholic Bishop of Montreal, although not otherwise desirable circumstances, have done a great deal to concentrate and intensify the zeal of the friends of Temperance and religious liberty in favor of the WITNESS. Indeed, the fact that the last assault has been followed up for six months with the most untiring efforts to break down the paper on the part of the most powerful moral opposition that could be organized on earth, and has resulted in cutting us off from some, at least, of those Roman Catholic readers whose good-will we formerly enjoyed and highly prized, gives us, perhaps, some claim on the kind offices of those who value free speech and freedom of religious belief. The actual diminution of the circulation of the DAILY WITNESS is, of course, comparatively small, amounting to about 500 out of 13,000, or less than four per cent., and does not affect us peculiarly, as we can still claim a circulation equal in volume to that of all the rest of the daily city press, probably the majority of our old Roman Catholic readers being such still.

The progress of the paper may be gathered approximately from the following figures:

	Cir. Daily.	and Tri-Weekly	Cir. Weekly
	1st Sept.	1st Sept.	1st Sept.
1871.....	10,700	3,000	8,000
1872.....	10,700	3,600	9,000
1873.....	11,600	3,600	10,750
1874.....	12,900	3,800	17,000
1875.....	12,400	3,200	19,700

We have good reasons to be especially desirous to reach the whole country this winter, and have the WITNESS presented earnestly to the notice of every family. To this end we have determined to depart from the usual course of allowing our publications to commend themselves on their merits alone, and to inaugurate on a large scale a competitive effort on the part of all our subscribers to increase the subscription list. This competition will last during the month of October, and will be open to all. The list of prizes will be found below. If this comes to any who are not familiar with the WITNESS, we may say that for twenty-nine years it has labored for the promotion of evangelical truth, and for the suppression of the liquor traffic. Our effort is to produce a CHRISTIAN TEMPERANCE NEWSPAPER, unattached to any political party or religious denomination, seeking only to witness fearlessly for the truth and against evil doing under all circumstances, and to keep its readers abreast with the news and the knowledge of the day. It devotes much space to Social, Agricultural and Sanitary matters, and is especially the paper for the home circle. It is freely embellished with engravings.

The WEEKLY WITNESS has been enlarged twice, and nearly doubled within four years, and is the very most that can be given for the price—\$1.10 per an.

The MONTREAL WITNESS (Tri-Weekly) gives the news three times a week, and all the reading of the DAILY WITNESS for \$2.00 per an.

The DAILY WITNESS is in every respect a first class daily, containing much more reading matter than the papers which cost twice as much, for \$3.00 per an.

All, of course, are post-paid by Publishers. Subscribers remitting new subscriptions besides their own are entitled to the following discounts on such subscriptions:

DAILY WITNESS.....	50c.
TRI-WEEKLY.....	35c.
WEEKLY.....	25c.

PROSPECTUS FOR 1876

OF THE

**CANADIAN MESSENGER.**

THE PIONEER PAPER.

The MESSENGER is designed to supply the homes of the Sunday School scholars of America with family reading of the most useful and interesting sort at the lowest possible cost. It consists of eight pages of four columns each, and contains a Temperance department, a Scientific department, a Sanitary department, and an Agricultural department. Two pages are given to family reading, two to a tale in large type for children, and one to the Sunday-school lessons of the International Series, and a Children's Column. The paper is magnificently illustrated. There has been a very rapid increase in its circulation during the past year, namely, from 15,000 to 25,000, and the ratio of increase rises so rapidly that the proprietors have sanguine hopes of doubling the latter figure before the end of next year. There has been, as a result of this prosperity, some improvement in the style of the paper, and it will, of course, be possible to introduce more and more improvements as circulation grows. Most of the growth of the MESSENGER has been by the voluntary recommendation of it by friends who have formed their own opinion of its worth, and by the introduction of it into Sunday-schools. Young correspondents say that their Sunday Schools are more interesting and better attended since it has been introduced.

The following are the prices of the MESSENGER:

1 copy.....	\$ 0 30
10 copies.....	2 50
25 copies.....	6 00
50 copies.....	11 50
100 copies.....	22 00
1,000 copies.....	200 00

Surplus copies for distribution as tracts, twelve dozen for \$1.

PROSPECTUS FOR 1876

OF THE

**NEW DOMINION MONTHLY.**

In general style and appearance the DOMINION has, during the last few months, very considerably improved, and it is intended to improve on the present as much as the present is an improvement on the past, and the Magazine of next year will be read with an ease and pleasure greater than hitherto. When we say that these improvements are not to be marked by any change of price, we refer to the full price of \$1.50 per annum. Hitherto the DOMINION has been clubbed with the WEEKLY WITNESS at \$1.00, which it will be simply impossible to continue now that one-fifth has been added to its bulk, along with better paper and printing. The DOMINION is henceforth to be clubbed with the WITNESS at \$1.25, and is better worth its cost than ever before. Twenty-five cents, instead of fifty, will be the discount allow-

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