TO THE PUBLIC.

THE proprietors of *The Weekly Mail* beg to announce that on and after the first of January the annual subscription price will be raised to $2.00.

When the publication of *The Weekly Mail* was commenced, the price was fixed at one dollar, with a view of introducing its paper to as wide a circle of readers, and in as brief a period of time, as possible. The objects sought were attained, for the incredible success of *The Weekly Mail*, followed with great rapidity, until now the number of its readers is counted at fifty thousand. At the same time the proprietors assumed the Burden of gratuitously supplying the subscribers to the *Weekly Telegraph*, which was about ceasing to exist, with *The Mail* which should be at the time a substitute for and an improvement upon the paper to which they had paid their subscription. The obligation thus assumed has been fully discharged, and every subscriber to the *Weekly Telegraph* has received *The Weekly Mail* up to the close of the year for which he had paid.

A very large, handsome, and carefully prepared journal, such as *The Weekly Mail* is, cannot be produced without incurring a heavy expenditure both in money and labour; in point of fact, the material used absorbs nearly the whole of the subscription price. The proprietors have prepared, however, to publish *The Weekly Mail* without pecuniary profit until that time when, by the aid of their subscribers to the *Telegraph* had been fully and faithfully performed. They feel that this has been done, and that the time has come when they should seek to place the paper upon a paying basis. The annual subscription will therefore be raised as above stated, one of the few exceptions to which will be a marked improvement in the paper, which even at present has been proved to be the most popular weekly circulated in this country.

It is hoped and believed that the friends and patrons of the paper will recognize the propriety of our present course, and will redouble their exertions directed to the circulation and strengthen the influence of *The Weekly Mail*.

TO AGENTS.

The terms to Agents and Clubs will be raised *pro rata*, in conformity with the change in price as above announced.

We are informed that a person representing himself as a travelling agent of this paper is soliciting subscriptions for the *Weekly Mail*, throughout the township of West Gwillimbury and Tecumseth. We have no travelling agent now. Numerous friends are interesting themselves in organizing local clubs, and otherwise facilitating the circulation of the *Weekly Mail*. Such aid, of course, either duly known to be lawfully there by our canvassing or accredited by this office.

The Weekly Mail.

TORONTO, FRIDAY, MARCH 27, 1874.

NOTICE.

Subscribers are requested that the colored address-label of each paper sent to them, shall show the date to which their yearly number of the paper up to which their subscription has been paid, carrying them on a date one week or two weeks after her can readily be ascertained by reference to the volume and number printed on the title page.

LIBERAL-CONSERVATIVE ASSOCIATIONS.

We have received several letters from friends throughout the country who are office-bearers in nearly formed Liberal-Conservative Associations, or who are about forming Associations, asking for information as to the way in which they should proceed, and for copies of the Constitution of the Toronto Association. We take this means of informing our friends that no rules have been framed for the guidance of which will be a marked improvement in the paper, which even at present has been proved to be the most popular weekly circulated in this country.

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THE WEEKLY MAIL.

The attention of our readers is directed to an advertisement on another page, from which will be seen the inducements held out to persons having time or influence to form Clubs for the circulation of *The Weekly Mail*, a paper specially suited for readers at a distance from Toronto, whether residing in the country parts of Canada, in Great Britain, the United States, or other foreign countries. For cheapness, in comparison with the wealth of information to be gleaned from it, *The Weekly Mail* is in advance of all competitors for popular favour, while the unparalleled success which has followed it since its first publication, is a proof of the appreciation of its usefulness of its columns to the tastes of the reading public. No doubt, some of the accompaniments of rapidity with which *The Weekly Mail* obtained its present circulation was filled members of the Great Liberal-Conservative Party, having at heart the furtherance of the cause of Right and Reform, at once hopeful a favourable reception in the country, and the support of members of Parliament, as well as intending candidates for Parliamentary honours, have contributed to the fact that the time has come when they should seek to place the paper upon a paying basis. The annual subscription will therefore be raised as above stated, one of the few exceptions to which will be a marked improvement in the paper, which even at present has been proved to be the most popular weekly circulated in this country.

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