

any one who will remit for Five Subscribers for one year.

New subscribers may still be furnished with the MONTHLY from April last, if they wish; and, in that case, their year will begin with that date.

TERMS FOR ADVERTISING.

With the encouragement of the past year before us, we purpose commencing the second year with an impression of

Ten Thousand Copies

per month, and we request advertisers to send their orders not later than the 10th of September for the October number.

This magazine affords perhaps the best medium in the Dominion of Canada for advertising Prospectuses and Reports of Public Companies and Joint Stock enterprises, as well as for Manufacturers' advertisements with pictures of their works or trade-marks. Such advertisements may, if preferred, be sent printed (on thin paper),

to be stitched in with the magazine. Farms and Villas for sale, prospectuses and calendars of Schools and Colleges, and many other kinds of advertisements, which a little thought would suggest, will find the NEW DOMINION MONTHLY a most suitable medium, as it circulates widely among the most respectable classes throughout the Dominion.

TERMS.—Advertisements on fly-leaves of the magazine, \$10 per page, or \$6 per half page; or for short advertisements of an eighth-page, or equal to one square, \$2 each insertion.

A discount of 12½ per cent. will be allowed on advertisements inserted for 3 months; 20 per cent. on those inserted for 6 months; and 33¼ per cent. for twelve months.

Advertisements sent in ready printed, will be stitched into the magazine for a charge of \$1 per 1,000 for one leaf of two pages; or \$1.50 per 1,000 for four pages, if unobjectionable in point of character, and printed on paper that is not too heavy.

All orders, remittances, and communications to be addressed, post-paid, to

JOHN DOUGALL & SON,

Publishers "New Dominion Monthly,"

MONTREAL.

36 VICTORIA SQUARE, MONTREAL, August 10, 1888.

Proprietors NEW DOMINION MONTHLY.

Gentlemen,—Having advertised for some months past in your new Monthly, I have very great pleasure in informing you that, as an advertising medium, I have found it a most profitable investment. Correspondents who have become familiar with my manufactures through the advertisements in the NEW DOMINION have written me orders from all parts of the country—Ontario, Quebec, and the Maritime Provinces; and my business has proportionately increased in consequence.

I have advertised extensively for the last fourteen years in various publications, but never before obtained the same value for my money.

Very truly yours, T. GROSS.

MONTREAL, Feb. 22nd, 1888.

Messrs. John Dougall & Son, Publishers of NEW DOMINION MONTHLY.

Gentlemen,—We have pleasure in informing you that we have received more responses to our advertisement in the NEW DOMINION MONTHLY than from any other advertising medium we have ever resorted to.

We are pleased to hand you this for publication, if you desire. Yours very respectfully,
C. W. WILLIAMS & CO., Sewing Machine Manufacturers.

The Second Volume of the "NEW DOMINION MONTHLY," comprising six numbers—from April to September, inclusive,—will be bound in cloth and forwarded, post-paid, for a Dollar, remitted to

JOHN DOUGALL & SON,

PUBLISHERS.