

PROSPECTUS OF THE WITNESS FOR 1878.

We Canadians have before us the task of melting into one nation peoples of widely diverse origin and training. How to be most brotherly among ourselves and most friendly with all others is the double problem of patriotism. These ends, rather than the easy popularity of sectionalism, have been the aims of the WITNESS.

Of the burning questions at present before the country the most important is probably the Ultramontane or absolutist movement in the Church of Rome throughout the world, and the concurrent growth in the Province of Quebec of an ecclesiastical domination, armed with curses and supported by mobs.

Another important matter of the day is the war against the liquor traffic, carried on in the moral field with astonishing intensity by what is called the Murphy or Rine movement, which will, it is said, centre in Montreal during the approaching winter, and in the political field by the Dunkin Law agitation, which is evidently destined to sweep the country rapidly.

A third question has been brought into temporary prominence by the hard times, namely, that of protection. We regret much to differ with some of our kindest friends on this subject, but we feel that the war will not be a long one, as the hard times, which have raised in Canada a protection cry, have with better reasons raised one against protection in the United States.

More serious than this is the growth on this continent of socialism, and efforts on the part of trades-unions, abetted by an undercurrent of lawless communism, to rule society by force. The ignorance which makes workmen in the States a prey to unreasoning foreign demagogues is not entirely lacking here, and line upon line, and precept upon precept, are needed in enforcing the plain laws of political economy, that people may learn that just as iron sinks and wood swims, so the man who makes himself worth more than he is getting must under natural circumstances rise, while he who persists in making a machine of himself, to be worked as little as possible, must go down in spite of all the organization and force that can possibly be applied.

In all these matters the WITNESS has majorities against it, but it has the interest of the people, and we may hope, the moral sense of the people, in its favor. That in all of them the principles it advocates will one day triumph we entertain no doubt, as in that faith alone could we continue to urge them.

As other year has not passed over the WITNESS without bringing its changes. The hard times it has felt severely, both in its circulation and in its advertisement department, and the year's business so far has been a losing one. Forced at last to leave the dilapidated and scattered premises it occupied on St. James street, the WITNESS has found much more commodious shelter in a building in Bonaventure street, affording twice the floor room of the old place, partly built and partly re-built for its use by Wm. Glendinning, Esq., and although outwardly modest in appearance, fitted up internally with the utmost convenience, and we may almost add, splendor, under the superintendence of J. J. Browne, Esq., architect. The moving rendered necessary the purchase of a new press, without which the publication would have been for some weeks sadly deranged, and a magnificent eight cylinder Hoe rotary machine was bought from the New York WITNESS, at a price which has severely taxed our powers to meet.

The present circulation of the WITNESS is: DAILY (average) 15,000 WEEKLY 24,000

The WITNESS has never made much money, and this year it has lost considerably. A large increase in the subscription lists, and a return of advertising patronage, will be needed to save us from retrenchments which would sensibly affect the attractiveness of the paper. The brighter times, which seem to be about to shine out like the sun after rain, should bring us this. The value of the WEEKLY WITNESS as an advertising medium has never been sufficiently understood.

THE NORTHERN MESSENGER

has been improved in appearance during the year and has held its own in circulation, being in this respect far ahead of every other Canadian publication. One press works incessantly on this periodical, turning out each fortnight 50,000 copies.

THE AUREOLE

is a weekly newspaper which has for many years been doing for the French people what the old WEEKLY WITNESS did long ago for the English of Canada. At the beginning of 1877 this paper was amalgamated with the WITNESS, making use of the reading of the celebrated French column of the DAILY. It is a very pretty little paper, with a circulation of 1,000 copies.

THE NEW DOMINION MONTHLY

has been an exception to the general rule of stagnation. From September, 1876, to September, 1877, it has increased from 3,375 to 4,000 copies.

This is due to the great improvements which have been wrought in the magazine itself, which in larger size and in higher literary and artistic character is ever adapting itself more and more to the needs of Canada. Its mission from the beginning has been to develop a Canadian literature, and we hope that its twenty-second volume may prove more than ever efficient to this end. The difficulty of competing in so small a field as Canada offers with magazines of world wide circulation is very great. We have hitherto attempted, at considerable annual loss, to reach a comfortable circulation by means of cheapness, both publishers and writers having been large contributors to the effort, with, as will be seen, only partial success. We think that we are now surrounded by a sufficient number of really patriotic readers to be able to appeal to them to assist in the enterprise by meeting an increase of price which will be very slight to each, but life to the magazine.

The prices of the WITNESS publications are as follows: DAILY WITNESS, (including postage) \$3.00 WEEKLY WITNESS, 1.10 When an old subscriber remits with a new one the price is, each, 1.00 NEW DOMINION MONTHLY, enlarged to 128 pages, (including postage) 2.00 NORTHERN MESSENGER, .30 THE NEW DOMINION MONTHLY, when clubbed with the WITNESS is 1.50

TO OUR FRIENDS.

It may be taken for granted that the vast majority of the subscribers to a newspaper intend to renew their subscriptions, and some there are who make it their business not to send their own subscription alone. There are few, however, who have not much experience of the way in which good intentions lose their opportunity by delay. The harvest time for newspapers is the new year, and the hardest time is that before the annual flood-tide sets in. In years like this it is not unnatural that newspapers should desire to hear from subscribers as soon as possible. It is also most advantageous to subscribers themselves to get their names properly entered before the rush comes, which makes it impossible to enter money up as fast as received, much less to answer letters of complaint, and therefore cause, at times, misunderstandings as to the receipt of remittances. We therefore pray all our readers to remit for 1878 as soon as possible, and "to take time by the forelock" in doing, that their kindness may prompt in securing the continuance and growth of the circulation of our publications among their neighbors. All new subscribers remitted for before the first day of November will have the Publications subscribed for for the two months following, in addition to the year 1878.

ADVERTISEMENTS.

TWENTY-FIVE FINE CARDS (SNOWFLAKE, DANMARK, &c.), no two alike, with name, 10 cents, post-paid. Three Packs for 25 cents. Canada Paper Money taken as pay. Send no Post-Office stamps. Address: NASSAU CARD COMPANY, Nassau, N.Y.

MR. JAS. I. FELLOWS, Chemist, St. John, N.B.: -DEAR SIR,-Having used your Compound Syrup for some time, in my practice, I have no hesitation in recommending it to my patients who are suffering from General Debility or any Disease of the Lungs, knowing that even in cases utterly hopeless it affords relief. I am, Sir, your sincere friend, H. G. ADY, M.D.-St. John, N.B., Jan., 1868.

WHO WANTS SKATES?

PLEASE READ THE WHOLE ADVERTISEMENT.



THE EUREKA SKATE.



THE CANADIAN CLUB SKATE.

ALL CAVASSERS to the WITNESS. NEW DOMINION MONTHLY and NORTHERN MESSENGER.

who send us in \$10 in NEW Subscriptions to these publications, marking the list "IN COMPETITION," will receive almost immediately a pair of Eureka Club Skates to fit them.

A pair of CANADIAN CLUB SKATES, to fit will be sent to all who forward us \$9 in new subscriptions to those papers.

MARK THE DIRECTIONS.

Be sure in sending in your subscriptions, to mark the list "in competition;" unless you do, no record for the skates will be taken of it.

Send in the names and subscriptions as you get them, and when the full amount is received, state the fact, and also give the length of your foot in inches from heel to toe.

Begin work at once. When you begin, work systematically, thoroughly and persistently, drawing out some specified plan of action, and then following it till successful.

Write to us before you begin work and get sample papers, &c.

WHAT KIND OF SKATES ARE THESE?

The Eureka Skate is held to be the best and really the only perfect self-fastening skate manufactured. It differs from other self-fastening skates in that it never leaves the skater and goes alone. It is always ready for any size of foot, requires no setting of clamps, and has no pieces to lose. It is impossible to jump it off your boot, and can be taken off or put on in a moment without any trouble.

LETTERS FROM CAVASSERS WHO RECEIVED THE EUREKA SKATES LAST YEAR.

"I am highly pleased with them. On the ice they have behaved beyond description." A. T. Waterford, O., April 2nd, 1877.

"I received the skates all right. They are a splendid pair, and fit nicely. Two other boys living here have got the Eureka Club skates beside myself. They are the best I have ever seen, and everyone who sees them says the same. I think I am well repaid for getting time to subscribe that I have got." A. B. Beaverton, O., March 20, 1877.

"I got my skates all right, and I think that they are a nice pair, and worth all the time I took in getting the papers. I would not take \$10 for them." K. B. K. Wolf Island, O., March 8, 1877.

"I received my skates on the 9th, and am very much pleased with them; they are better than I expected, and fit well." F. P. Canning, O., March 20, 1877.

"I received by mail this evening your Eureka Club skates. I am highly pleased with them, as also is every one that has been seen. My highest ambition has been obtained, and now I am going to work for another pair for my sister." J. N. W. C. Markham, O., March 26, 1877.

"I have just received the skates. They are a splendid pair, and fit nicely." D. A. Kiddonan, Man., Jan 18, 1877.

"I think they are a first-rate pair, and everyone who has seen them says the same." J. W. S. Cedar Grove, O., April 10, 1877.

TESTIMONIALS TO THE CANADIAN CLUB SKATES.

I have used Fenwick's Improved Patent Skate during three seasons, and have put them to some very severe tests: they have stood admirably and are in every respect a very good design. I prefer them to any other skate I have used." C. W. DOUGLAS, M.D., Surgeon Major, Army Med. Dept. Melville Island, Oct. 6th, 1876.

HALIFAX, Nov. 4, 1876.

I have used your improved "Canadian Club Skate" all last season, and find them to be very convenient, both to adjust and attach to the boot, comfortable to the foot, and thoroughly secure and reliable. Yours, R. A. WHITE.

HALIFAX, 19th Oct., 1876.

I have used your skates for a season, and have found them in every respect satisfactory. They not only look much better, but the steel is of a finer quality; they are more readily adjusted to the boot, and remain more firmly attached than any other I have hitherto used. Yours truly, F. C. HILL, JR., 32 South street.

Address all communications to JOHN DUGALL & SON, Montreal.

The NORTHERN MESSENGER is printed and published on the 1st and 15th of every month, at No. 35 and 37 Bonaventure street, Montreal, by JOHN DUGALL & SON, composed of John Dugall, of New York, and John Redpath Dugall and J. D. Dugall, of Montreal.