

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. Friends it has, very numerous and very kind, and we must add very disinterested, for all know well that it sacrifices nothing to friendship, and with some of the kindest of them, to whom it is deeply indebted, it has had to differ long and painfully. To be equally free from bondage to any section of the people, whether social, political or religious, has been its honest intention. No organization, school, or interest has been able to claim it as its organ. It is broadly the organ of Evangelical Christianity, and of applied Christian morality, and seeks to advocate without bitterness, but with the utmost constancy and firmness, those views of political, religious and commercial freedom which it believes to be for the good of Canada, however they may affect parties, denominations, or classes. It has had occasionally to face disfavor, and at times the open enmity of powerful organizations from the great hierarchy downwards. But as no kind of partizanship, time-serving or trimming can win the favor of all, nothing is lost in the long run by an out-spoken appeal from every form of sectional interest to the common conscience, which cannot forever refuse its judgment in favor of right.

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. Against this evil only the schoolmaster can wage effective war, for the Bible and the press are vain among people who do not read. To stimulate every process for the education of the masses, and to secure at length the education of all, is our aim, and in this we hope we have with us a growing proportion of the people. The part of every good citizen is to seek the highest and broadest education of his own children, that their refinement, liberality and success may throw neighboring ignorance into darker shadow. To this end nothing is more important than the careful choice of a newspaper for the home, and the promotion of the circulation of such well selected literature in all possible directions.

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. An improved local option measure, it is trusted in high quarters, will soon be provided, and the Dominion Alliance, into which all the Provincial prohibitory leagues have been consolidated, has promised its hearty adoption of such a measure. We propose to get out at Christmas a map with those regions marked in which a prohibitory law is at present in force, if we can by any means obtain the necessary information, which has not, it appears, been hitherto exhaustively collected by any one. We request our readers in all places where such a law is in force to favor us at once with its history in their own locality, as well as their own opinions of its advantages and defects, and suggestions as to its improvement. By a compilation of these we shall be able to make a fair statement of the condition of things throughout the Dominion. This map will be a splendid campaign sheet, and will be sold cheap by the hundred.

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. There out and out protection has long been the rule, and it has been found to have in good years stimulated production much beyond the permanent home demand, while it hinders the healthy development of an export trade.

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.

Another 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. This press has been superseded in New York by one already set up in the building to which the New York WITNESS had moved. It secures the great desideratum of an evening paper, extreme speed, throwing off the DAILY WITNESS at the rate of sixteen thousand an hour, a rate which no other form of press can at all equal. With it came a change in the form of the DAILY WITNESS, which brings it more into keeping with modern taste, being that in general use everywhere out of Canada. It affords also a facility for a larger size on Saturdays and other occasions of particular pressure. Another change brought about by the necessities of moving, and which seems to have met with universal favor, was the substitution of the DAILY for the TRI WEEKLY edition, which latter edition was fast becoming like a fifth wheel on a coach. The former subscribers to that edition will, we hope, renew for the DAILY. Those who have not sufficiently frequent mails to make this desirable will probably fall back on the WEEKLY.

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. Our proposal is to add one-third to the number of pages and one-third to the price. There would be, according to this plan, a somewhat larger margin—we hope sufficiently so to make ends meet—while it would provide that increase of accommodation, the need of which is very much felt in a magazine with so many departments and with so much valuable matter pressing for insertion. The lack of room is most felt when we desire to find place for articles on subjects of vital interest to Canada which appear in the leading magazines of the world. The insertion of such was always meant to be a feature of the magazine, but they have of late been crowded out by the difficulty of finding room for anything covering more than a few pages. The price will, from the new year, be \$2 per annum for a magazine of 128 pages.

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 canvassers 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 foot, and can be taken off or put on in a moment without any trouble.

LETTERS FROM CANVASSERS 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. H. R.—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.

"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." R. A. WHITE. Halifax, Nov. 4, 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, P. C. HILL, Jr., 32 South street. Halifax, 19th Oct., 1876.

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Address all communications to JOHN DUGALL & SON, Montreal.

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