

PROSPECTUSES

FOR 1873.

PROSPECTUS OF THE MONTREAL WITNESS FOR 1873.

The progress of the WITNESS during the year now closing has been good. The DAILY, showing 500 less in circulation than last year, owing to the close of the war, circulates, nevertheless, 10,500 copies, being many more than all the other English dailies in Montreal put together. It proves its strong position by the daily publication of figures—a thing done by no other paper. The diminution is more apparent than real. During the war excitement two or three copies of the paper would find their way into one house where only one does now. The paper has probably a larger constituency than ever. The former Semi-Weekly has become a Tri-Weekly, and has increased in circulation from 3,000 to 3,600. The Weekly, also enlarged on the first of January by about 50 per cent., has advanced from 7,000 circulation to 9,000, being a total circulation of all editions of the WITNESS of about 23,000.

So noteworthy an increase as we have made in the amount of reading furnished, at a time when other papers have instead been increasing their prices, must, however, it is thought, produce a much greater increase of subscribers than has yet taken place. Now is the time for these improvements to tell. Those who have enjoyed for a year back the unexpected increase in value received will surely aid now in securing that extension of circulation which alone can indemnify us for the increased cost. Owing to our cheap rates we have never been able to afford margins to canvassers. Our dependence, under God, is on the good-will and active aid of those readers who are attached to the principles which the WITNESS advocates. We ask for more than ordinary effort this year that

the paper may be enabled to meet without actual loss a very rapid rise not only in the price of printing paper but in all other expenses.

THE RATES OF SUBSCRIPTION

(payable in advance) are as hitherto:—

Daily Witness,	\$3.00 per an.
Tri-Weekly,	2.00
Weekly,	1.00

The DAILY WITNESS is also obtainable from newsmen in almost all towns and villages at 6c per week, thus saving postage. The WEEKLY may be had through dealers as cheap as through the Post-Office. The TRI-WEEKLY is half price (\$1) to ministers.

ADVERTISING

in each edition is charged at 10 cents per line first insertion, and 5 cents for each continuance. Special rates for annual contracts, according to position in the paper.

These rates, both of subscription and advertising, are, probably, as low as can be found anywhere in proportion to value.

The WITNESS is independent in politics and evangelical in religion, it is the working-man's paper, the merchant's paper, the farmer's paper, the minister's paper, the ladies' paper, the children's paper, the temperance man's paper, the Christian's paper. Wherever it goes there is a marked effect for good produced on families and on society. Will not, therefore, all Christians and philanthropists aid its circulation?

JOHN DOUGALL & SON,

Proprietors.

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