

PROSPECTUS

OF THE

"NEW DOMINION MONTHLY."

SECOND YEAR.

The first year of this enterprise has closed with a result that may well surprise and gratify all the friends of literature in the Dominion of Canada. A degree of success which, in ordinary cases, only follows years of effort, has been attained in this case, in the short space of twelve months, as will be seen from the following statement:—

The subscription list, in the first year, has risen to 910 in the city, and 4,756 sent by mail to all parts of the Dominion, and the sales to booksellers and periodical agents, and at our office, vary from about 1,500 to 2,000 each issue. The circulation is thus in all from 7,100 to 7,500 of each number; and we have printed since April last 8,000 copies per month, so as to make sure of meeting all demands.

The DOMINION MONTHLY has been even more successful in another most important respect, namely, in obtaining the co-operation of a noble company of literary contributors, scattered over the whole Dominion of Canada. The number, variety, and excellence of the original articles contributed to the DOMINION MONTHLY has caused general surprise and admiration, and yet such an amount of literary ability might have been expected in provinces peopled so largely by settlers of cultivated minds, and in which education has occupied so much attention.

The publishers have also reason to be thankful for a fair amount of advertising patronage.

But, notwithstanding this success, it is found by experience that at the very low price of the DOMINION MONTHLY, it scarcely meets its expenses, which have proved con-

siderably greater than was estimated, and a large extension of circulation is therefore needed to enable the publishers to remunerate contributors, even on a very moderate scale.

All our present subscribers are therefore requested to remit promptly at the expiration of their year, and to endeavor each to induce one or more new subscribers to remit with them.

The only way in which a magazine can be published so cheap, is to carry out invariably the rule of **CASH IN ADVANCE**; and the NEW DOMINION MONTHLY will stop promptly in all cases where the subscription is not renewed. It is much to be desired that all should remember this rule, and remit in time, so that there may be no interruption in their receipt of the MONTHLY.

The terms will be slightly different from what they were last year, on account of the new postal law, requiring publishers to prepay periodicals by stamps after the 1st of January next. For, as it would be awkward to charge \$1. 12, we shall keep the yearly subscription at the \$1, and prepay the postage after the First of January next ourselves; but we will, on this account, be unable to give gratis copies with clubs, or commissions to canvassing agents.

We need not add that no pains will be spared to make the magazine worthy of public support in every respect, and that improvements in illustrations, &c., will keep pace with the extension of circulation.

The Vol. from April to September, inclusive, will be sent, bound and post-paid, to