

ADVERTISEMENTS.

(Continued from second page of Cover.)

charges will be followed. Thus an advertiser has, for the same money, advertising for as many weeks in the country editions as he has days in the daily editions. The above startling changes in the terms of the country editions we are enabled to make by increased printing facilities, and in the hope of securing a circulation that will attract advertising patronage. Advertisers, may, we think, confidently count on a rapid improvement in the value or time contracts through the working of these changes. No advertisements will be accepted which are not in accord with the known principles of the WITNESS.

ADVANTAGES.

We here announce cheaper papers than can be got anywhere else, and cheaper advertising, we think, in proportion to circulation, than is offered in Canada. Whether the papers are good, as well as cheap, the public are the best judges. All the departments of reading matter will be kept up as heretofore. We are giving increased attention to the commercial department.

It is our intention in future to have at least one serial story running in each edition of the WITNESS, and generally more in the daily, and we hope also to present to all readers one or two wood engravings per week.

CONSTITUENCY.

The WITNESS is the working man's paper; the merchant's paper; the farmer's paper; the clergyman's paper; the ladies' paper; the children's paper; the teetotaler's paper; the Christian's paper.

JOHN DOUGALL & SON,  
Proprietors.

CANADIAN MESSENGER PROSPECTUS  
FOR 1872.

This paper has more reading in it, and that of the highest class, for the money it costs, than any of our other publications. It contains little news, but is a perfect treasure-house of instructive and religious reading as gathered from the abundant resources which contemporary literature affords. It is a pioneer finding its way to the utmost limits of civilization, and to every remote post-office in the Dominion, from Michipicoton to Mainadieu. Circulation 14,000. *Canadian Messenger* 38 cents per annum in advance, postage prepaid by publishers. Advertising 10 cents per line each insertion. Club of seven to one address for \$2; 100 to one address, \$25.

JOHN DOUGALL & SON,  
Proprietors

NEW DOMINION MONTHLY PROSPECTUS  
FOR 1872.

This magazine is the oldest and has the largest circulation of any literary magazine in Canada. It aims at being a Canadian Magazine, both in the character of its matter and in opening the way to Canadian writers. In the latter field it has up to the present been a failure, so far as remunerating its contributors and its publishers is concerned; but, as its circulation is fair, we are in hopes that a good advertising patronage may yet put it on a paying basis. We do not think our Canadian homes can find elsewhere a publication at once so wholesome, so interesting, and so Canadian, and we ask all Canadians to sustain it. Its circulation is 3,500. *New Dominion Monthly* \$1.50 per annum in advance. Old subscribers sending the name of a new subscriber with their own, will get the two for \$2. Advertising in *New Dominion Monthly*, per page, \$8.00.

JOHN DOUGALL & SON,  
Proprietors.

THE NEW YORK WEEKLY WITNESS.

Being the weekly edition of the New YORK DAILY WITNESS, contains eight pages of six columns each, or 48 columns, filled with interesting and important matter, and is, in proportion to its contents, the cheapest weekly in the United States, as the daily is the cheapest daily.

The contents are:—  
TWO SERIAL STORIES, one of them illustrated.

COPIOUS EXTRACTS from the religious and secular press.

EDITORIALS on current subjects of interest. News, Selections, Poetry, and a Review of the Produce and Cattle Markets, with latest quotations of Gold and Stocks.

Subscribers in the Dominion of Canada may either remit \$1.20 greenbacks to the undersigned—the 20c. being to prepay the postage to the lines—or one dollar Canadian currency to John Dougall & Son, Montreal, for which I will send it for one year, American postage paid. Subscribers will have to pay the Canada postage—20c a year—at their own P.O.

The N. Y. DAILY WITNESS will be sent three months, postage paid to lines, for one dollar.

JOHN DOUGALL,  
PROPRIETOR & PUBLISHER,  
162 Nassau Street,  
New York.

NEW YORK, Jan'y, 1872.