

New National Magazine for Canada.

# THE CANADIAN MONTHLY!

AND NATIONAL REVIEW.

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FOR SALE EVERYWHERE IN THE DOMINION.

## "THE CANADIAN MONTHLY AND NATIONAL REVIEW."

THE PUBLISHERS are highly gratified at the hearty reception which has been accorded to the first two numbers of their new literary venture. In all quarters of the Dominion *The Canadian Monthly* has met with a hearty greeting and an encouraging sale; while the notices of the press have, uniformly, been appreciative and flattering. They trust, with the aid of the varied talent enlisted in and promised to the magazine, and with the able assistance of those prominently interested in its editorial management, to maintain the high reputation it has already earned; and to issue, month by month, a magazine that will creditably and fittingly represent Canadian thought and culture, and be a welcome visitor in every intelligent household throughout the Dominion.

Relying, in the prosecution of their enterprise, on the hearty support of the people of the Dominion, it will be the aim of the publishers to procure for the *Monthly* the best talent of the country, and thus enable it to become worthily representative of the nation.

It is the design of the promoters to secure well written articles on National subjects, representing the progress and development of the material interests of the country—one or more of which will appear in each issue.

The preparation of these articles will be entrusted to the writers most versed in the subjects to be treated of; and, it is hoped, that they will be such as will form a distinctive claim on public attention. Articles carefully written and thoroughly judicial in tone, will occasionally appear on Political subjects, while papers on Historical, Commercial, and Social topics, and subjects in General Literature will be currently presented. Arrangements

have been made with the Publishers of the more prominent English Reviews and Magazines, for *advance sheets* of important articles contributed to their respective periodicals, which will appear simultaneously in the pages of the *Canadian Monthly*.

The Department of Book Reviews will receive special attention; and interestingly written critiques of the important works in current literature, will be given, as space may permit, in each issue.

## CLUB RATES! CLUB RATES!

The Publishers would direct attention, below, to their club rates for *The Monthly*, and would be glad to enlist the interest of country post-masters, teachers, students, or other persons having occasional leisure, in securing clubs for the Magazine.

The single subscription is \$3 per annum; clubs of 10 supplied at \$2 50 each, free of postage, with an extra copy to the sender.

It is hoped that many will take sufficient interest in this national publication as to aid the Publishers in its circulation.

## TO ADVERTISERS.

The success of *The Canadian Monthly* having been well secured; and as its large circulation among the professional, commercial, and educated classes in the various cities and towns of the Dominion, makes it an advantageous medium of advertising, the Publishers would direct the attention of the advertising classes to their tariff of rates, which will be found on another page.

ADAM, STEVENSON & CO.,  
PUBLISHERS.

## PROSPECTUS.

A FEELING has long prevailed that the intellectual life of the Canadian nation ought to have some organ in the form of a good periodical. Attempts have been made to give it such an organ, but hitherto they have not been successful.

In some measure they may have been premature, but it is believed that their failure has been mainly due to the want of a sufficiently strong and well-organized staff of writers, and of a fund sufficient to guarantee to contributors the fair remuneration, without which, as multiplied experience proves, a periodical cannot be successfully carried on. These requisites have now been effectually secured.

The literary aid and materials requisite for the support of a first-class magazine will be sought, without restriction, from all quarters—Canadian, British and Foreign. But it is intended that the magazine shall have a specially Canadian character, such as, it is hoped, will enlist Canadian patriotism in its support.

Politics will be treated with the aim of infusing as much as possible of the historical and philosophical spirit into the popular discussion of political questions.

Religious questions, if they form the subject of any papers, will be treated with a similar aim.

Mr. GOLDWIN SMITH has consented both to contribute regularly, and to assist in conducting the magazine.

TORONTO: ADAM, STEVENSON AND CO., PUBLISHERS.