

MONTREAL WITNESS PROSPECTUS

FOR 1879.

Parents should encourage their children to canvass for the WITNESS Publications;

Besides being remunerative to them, it helps to develop their business talents.

THE WITNESS PUBLICATIONS.

It is a year ago since we opened our campaign for 1878, and now we begin that of 1879. At that time it appeared as if the times were getting a little better, and the expected war gave high expectation to those who had much produce in store. But the facts did not justify the expectation, and the year was to many a hard and dull one. This being the case, we are very glad that, on the whole, the WITNESS publications did not diminish in circulation, but that more homes were livened and made happy than ever before, and that during the hardest times the WITNESS, NEW DOMINION MONTHLY or NORTHERN MESSENGER were as healthy and vigorous as ever.

The circulation table for the past year stands as follows:—

	Sept. 1877.	Sept. 1878.
DAILY WITNESS (average).....	15,000	14,580
WEEKLY.....	23,500	26,300
DOMINION MONTHLY.....	4,000	3,200
MESSENGER.....	47,500	46,400
L'AUREORE.....	800	850
Total.....	90,800	91,330

This shows a very fair increase in the circulation of the WEEKLY WITNESS, which is reduced by slight decreases in the DAILY WITNESS, NEW DOMINION MONTHLY and L'AUREORE. This gives a good beginning to work from this year, and one which we have no doubt our friends will take advantage of.

We are endeavoring to make the DAILY WITNESS more valuable than ever, and hope that this year its circulation will advance to a point much beyond that ever before reached.

Circumstances have for a time, to some extent, paralyzed the efforts which we constantly to be made, if circulation is to be maintained and increased; but the revival of the life of the community is showing itself in more unfettered enterprise and progress, on the part of the press, in which the DAILY WITNESS takes the lead.

THE WEEKLY WITNESS

has increased nearly three thousand in circulation during the past twelve months. We expect that this ratio will be improved. For three years past we have been endeavoring to reach a circulation of thirty thousand. This year it seems as if there was no doubt of it. Three thousand seven hundred new subscribers are all that is required to accomplish this object.

NEW DOMINION MONTHLY

shows a considerable decrease. This may be owing to its increase in size and price, something very easily discovered by everybody, while the accompanying increase in proportionate value is not so readily seen. That the magazine at the present time is greatly valued by its readers we have every reason to believe, and that this feeling will lead to its largely increased circulation we are confident.

NORTHERN MESSENGER.

The figures of the NORTHERN MESSENGER are very remarkable. They show a slight decrease in circulation, while the table of monetary receipts shows an increase. This may be understood by the following consideration: The MESSENGER is sent at decreased rates to Sunday-schools and clubs. Owing to the hard times these have dropped off considerably, while at the same time the number of single subscribers has increased. Thus, while we have less subscribers, we have received more money for the smaller number. This does not imply an increased profit, however, as the expense and trouble of sending the small parcels or singles is much greater than that of the larger ones. The MESSENGER during the last twelve months has steadily improved in appearance, and at the present moment we can safely say that there is no paper at the same price that can compare with it in value or interest.

The prices for one or more copies are as follows:—

1 copy.....	\$ 30 per an.
10 copies to one address.....	2.50 "
25 copies to one address.....	6.00 "
50 copies to one address.....	11.50 "
100 copies to one address.....	22.00 "

L'AUREORE

has shown some increase, and we cordially recommend it to those of our readers who desire a good paper in the French language. It is the only Protestant newspaper in French on this continent.

GENERAL OFFERS.

To give our workers every opportunity to gain one or more of the prizes mentioned elsewhere, we make the following offer: We will send our publications from the date of the subscription to the end of the year, 1878, free to all new subscribers. Thus, every person paying \$1.10 for a year's subscription to the WEEKLY WITNESS will receive the paper from now to January 1st, 1880. for that amount