

Announcement.

The Lounge

— FOR —

50 cents a year.
5 cents a copy.

1897

Will Outrival
Competition.

THE LOUNGER, the great five cent Canadian Magazine, has already won a welcome place in the hearts of thousands of Canadian readers, whose homes are brightened by its monthly appearance. In starting out its editors set a high standard of excellence, with a small cost to the reader, and that they have succeeded in carrying out their pledges to the public the entire press of Canada freely acknowledges. The *Montreal Daily Herald*, in noticing the October number, said:—

"THE LOUNGER Magazine, published at Ottawa, is a most laudable and very successful effort to furnish the people of the Dominion with a high class periodical at just half the price charged for similar publications. The editors have set out with a high standard in view, both as regards literary matter and illustrations, and so far, they have succeeded in living up to their intentions."

In 1897 new features will be added and improvements made in every line. Already a large number of interesting articles have been contracted for, any one of which is, to the person of cultured taste, worth more than the whole year's subscription. These articles are very comprehensive, and their range so wide, that something will be found to suit the tastes of every reader, while the whole will be illustrated in the finest style that art can produce.

Among those who will contribute in 1897 are: