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CANADA'S SUCCESSFUL COMIC CARTOON PAPER.

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PROSPECTUS VOL. III.

The Publishers of “GRIP” have great pleasure in announcing the first number of the third (half-yearly) volume. “GRIP” was started on the 24th May, 1873, and has, during the twelve months of its existence, attained a popularity and success quite unexampled in the annals of Canadian Comic Journalism. That it has become a power in the land is attested by the universal voice of the press, and the not infrequent tributes to its influence uttered upon the floor of the House of Commons, or in other public places, by the most prominent men of all political parties. Its Cartoons have been distinguished for originality, power, and humour, and have made the name of “GRIP” a household word throughout the length and breadth of the land. The willingness of the people of Canada to support a publication of this class, if conducted honourably and ably, is beyond question. The large circulation which “GRIP” has had from its initial number up to the present, notwithstanding that but little effort has been made to obtain subscribers, is an evidence of this. The publishers purposely refrained from sending out canvassers up to the present time, as they desired to prove that “GRIP”—unlike its many predecessors—would be a *permanent* institution. The uniform interest manifested by the public in each succeeding number, and the undiminished applause with which the caricatures continue to be received, argue that, so far as the *people* are concerned, this permanency is assured; while the publishers have confidence that with the improvement they purpose making in the paper, and their increased facilities for its prompt and regular delivery to subscribers, there need be no abatement in “GRIP’s” popularity. The leading Cartoon will be carefully engraved by one of the best artists in the Dominion; and will be supplemented by several smaller caricatures in each number. The editorial management has been entrusted to a gentleman whose past performances in connection with a clever satirical journal of Canada are a guarantee of his fitness for the position. Contributors will be paid liberally for articles of merit, and writers of first-rate ability will hereafter be secured to furnish the literary department. “GRIP” will continue to occupy a position of complete independence in politics and all other matters; he will strive to sustain the reputation he has achieved as “the fearless corrector of public morals, and a wise director of public opinion, regardless of party.”

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