

PROSPECTUS

OF THE

NEW DOMINION MONTHLY

For 1870.

Notwithstanding the addition of a picture and music to each number of the *New Dominion Monthly*, and the pre-payment of postage—none of which expenses were contemplated when the subscription was placed so low as one dollar per annum—and notwithstanding the rich and varied contents of each number, we find that its circulation does not increase, and that we are actually publishing it at a loss. The difficulty, in the country, of finding bills to remit, and the proverbial dilatoriness which makes many put off the small matter of remitting a dollar, that would be readily paid at once if any one called for it, probably account for the falling off which takes place in the renewal of subscriptions; and the absence of pecuniary motives to get up clubs or canvass for this magazine, which is a necessary consequence of its low price, greatly limits the accession of new subscribers.

Taking these matters into consideration, and seeing that some change must be made to enable us to carry on the magazine, and, if possible, pay contributors, we have come to the conclusion that its price, beginning with 1870, must be advanced fifty per cent,—not so much to give the publishers a better price as to present greater inducements for canvassers, clubs, booksellers, and news-agents, to increase its circulation. Concurrent with this advance in price, however, we propose to add some attractions to a magazine which, even without them, would, notwithstanding the advanced rate, be still the cheapest and, we think, the most attractive to Canadian readers of all the magazines published.

The additional departments will be a fashion plate, with a summary of the fashions for the month, and a literary department, giving notices and reviews of new books. We shall, also, beginning with the new year, commence a serial story.

The attractions of the *New Dominion Monthly* will then be:—

1. A Serial Story.
2. Original Articles, including Poetry, chiefly illustrative of Canadian and Acadian scenery, history, life and customs.
3. Selected Articles and Poetry, from the best periodicals in the world.
4. Tales and Selections for "Young Folks."
5. Domestic Economy, including Recipes, &c.
6. Fashions.
7. A Piece of Music.
8. Editorial Articles, Correspondence, Literary Notices, &c.
9. Two full-page illustrations.

The terms will be 15 cents per single copy, or \$8 per 100.

The annual subscription will be \$1.50, or \$5, (P.O. order or bankable funds) for a club of five subscribers.

N.B.—An old subscriber, obtaining one new one, will be entitled to one dollar commission; that is on his remitting \$2, the two copies, worth \$3, will be sent. This provision alone should double our subscription list annually, and it is for that purpose it is made. The old subscriber may, of course, send more than one new one at the same rate.

Subscriptions are payable strictly in advance, and the magazine stops when the period subscribed for expires.

In all cases the postage or express charges on the magazine will be paid by the publishers.

TERMS FOR ADVERTISING.—Advertisements on fly-leaves of the magazine, \$10 per page, or \$6 per half-page; or for short advertisements of an eighth page, or equal to one square, \$2 each insertion.

All orders, remittances and communications to be addressed, post paid, to

JOHN DOUGALL & SON,
MONTREAL.

November, 1869.