

MONTREAL WITNESS PROSPECTUS

FOR 1872.

*During twenty-five years existence the circulation of the WITNESS has increased from 800 to about 20,000; or, counting by sheets issued, instead of 800 a week, we have in round numbers:—

Daily, 11,000 x 6	66,000
Tri-Weekly, 3,000 x 2	6,000
Weekly	7,000

79,000

The same rates of increase for the next quarter of a century would give us an entry into 500,000 families for 7,900,000 sheets. These figures are no more incredible than the present ones would have been twenty-five years ago, and we shall do our best, with the assistance of constantly improving appliances and facilities for reaching the public, and counting largely on the rapid growth of our Dominion and of its chief city, to realize them.

PLATFORM.

We stand just where we have always stood, and look for success to that aid which has hitherto helped us.

THE DAILY WITNESS, is issued at Noon, 2, 4 and 6 o'clock, P. M., and sold in every town and village for ONE CENT. We shall by 1st January, 1872, have completed our arrangements for city delivery, and will, by means of delivery carts and sleighs, be able to supply dealers in almost every corner of the city. We have a steam press running on bulletins alone, so that each dealer may receive one daily. *Daily Witness*, \$3 per annum, payable in advance.

TRI-WEEKLY WITNESS.—Subscribers to the SEMI-WEEKLY WITNESS will after 1st January be supplied with a TRI-WEEKLY of the shape and size of the present DAILY WITNESS, which will be found to contain about as much matter as the present SEMI-WEEKLY, thus making an addition of fifty per cent. to the reading matter without any addition of price. *Tri-Weekly Witness* \$2 per annum in advance.

MONTREAL (WEEKLY) WITNESS.—This paper will continue of the same shape as hitherto, but will be larger by the breadth of a column each way on every page, thus making an addition of fifty per cent. to the reading matter. *Weekly Witness*, \$1.00 in advance.

CLUBS.

We have never been able to offer any inducement which has borne fruit equal to the assistance of those whose sincere

friendship for the enterprise has prompted them to exertion on our behalf.

In all editions where one person remits for one year in advance for eight persons, he will be entitled to one copy additional for himself. Or any person remitting \$8 for our publications will be entitled to one dollar's worth additional.

ADVERTISING.

Advertising in the DAILY WITNESS costs 10 cents per line for *new advertisements*, or for such as are inserted as new; 5 cents per line for *old advertisements*—that is all insertions after the first, when not inserted as new. The following are exceptional:—Employees or Board Wanted, one cent per word. Employment or Boarders Wanted, and Articles Lost and Found, 20 words for 10 cents and half a cent for each additional word.

THE TRI-WEEKLY and WEEKLY WITNESS will be counted together, and all the issues of one week will be counted one insertion. Thus,

Weekly	=	7,000
Tri-Weekly, 3,000 x 3	=	9,000

16,000

The service rendered will thus be greater in quantity, and for many kinds of business better in quality, than that of the Daily; yet, for the present, the same scale of charges will be followed. Thus an advertiser has, for the same money, advertising for as many weeks in the country editions as he has days in the daily editions. The above startling changes in the terms of the country editions we are enabled to make by increased printing facilities, and in the hope of securing a circulation that will attract advertising patronage. Advertisers may, we think, confidently count on a rapid improvement in the value or time contracts through the working of these changes. No advertisements will be accepted which are not in accord with the known principles of the WITNESS.

ADVANTAGES.

We here announce cheaper papers than can be got anywhere else, and cheaper advertising, we think, in proportion to circulation, than is offered in Canada. Whether the papers are good, as well as cheap, the public are the best judges. All the departments of reading matter will be kept up as heretofore. We are giving increased attention to the commercial department.

(Continued on third page of Cover.)