

24. More snow ; very cold weather west and north-west ; Buffalo reports 3 feet of snow and still snowing ; snow storms reported from all parts of Canada..... 16° 2 8° 6
25. Christmas. Fair with light snows ; more like a Christmas "of the olden time.".....

One of the stormiest Decembers on record since the year 1871, the prelude, probably, in Mr. Vennor's opinion, to a winter of heavy snow-falls and sharp weather. This year approaches the year 1871 more than any other, and exceeds it considerably.

The totals of snow-falls for December 1870 to 1878 inclusive, are as follows :

December, 1874.....	Snow fell on 15 days....	21.4 inches.
" 1875.....	" 18 "	24.2 "
" 1876.....	" 19 "	23.6 "
" 1877.....	" 12 "	4.3 "
" 1878.....	" 19* "	29.9* "

* To the 26th inclusive, only, after which considerable snow fell.

ADVERTISERS

Please look at the following Circulations :

DAILY WITNESS.....	13 870
WEEKLY "	27 400
NORTHERN MESSENGER.....	51 000
L'AUREOLE.....	1 000
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	93 270

Each paper, it may be fairly estimated, is read by at least five persons, making the total number of those by whom the WITNESS publications are read 466,350. The population of the Dominion at last census was 3,483,671, thus the WITNESS publications are read by nearly one in every seven of the total population of Canada. Deducting 1,100,000 from the total population to represent the French speaking element, the proportion of readers of the WITNESS publications, not including L'Aurore, would be one in every five of the population. This is a phase of the advertising question which commends itself to the attention of business men.

JOHN DOUGALL & SON,
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