

ADVERTISEMENTS.

(Continued from second page of Cover.)

and as we have constantly on hand reading matter of interest which we are sorry that our weekly readers should lose, we are determined to begin the New Year with seven columns a page instead of six. The WEEKLY WITNESS will then be nearly double the size it was three years ago. Our friends will probably wonder at this constant increase in the amount given for the same money, but they will learn from it how much is gained to all concerned by the growth of our business. There is no reason to suppose that the WEEKLY has begun to reach the limits of its sphere. Although many of the three months' subscribers will undoubtedly drop off, its general course should be onward till its circulation is five or ten times what it is now. If the DAILY is to continue increasing as hitherto it must make inroads upon the country parts to a much larger extent than ever, and many who have become acquainted with us through the WEEKLY may find, as time advances, that such a paper does not fulfil the requirements of this age of daily mails and daily telegrams. The DAILY WITNESS seems also to have a mission among the French-speaking people of this Province, as the avidity with which its French column is made use of proves.

THE NEW DOMINION MONTHLY.

This magazine, which has attained an age greater, we believe, than any other Canadian magazine has ever been able to boast, maintains the even tenor of its way, having now a well established body of readers, and also of writers. Having commenced with the view of giving an opportunity to the literary aspirations of our own people, and to supply the lack of those who feel that Canada should have a literature of its own, it has, without profit to us, in a measure fulfilled that end for many years. It has seen other magazines live and die. It has sought to adapt itself to the varied wants of the families which it enters, not forgetting the social and musical circle, nor the requirements of housekeepers, who have to inform themselves ever anew as to what people should eat, and what people should wear. There has been added, during the past year, a Review of the Times, which expresses itself sharply and vigorously with regard to everything that passes, though, we hope, not in a way to injure the popularity of the Magazine among those who differ, as every one must more or less do, with the opinions so expressed. The NEW DOMINION MONTHLY now affords a small remuneration to its writers, which will be increased whenever its prosperity may warrant. Meantime we commit the Magazine to the favor of all Canadians, who will, we do not fear to say, be acting patriotically, either in supplying its pages, or recommending it to those who do not now receive it. Its circulation is 3,400.

NEW DOMINION MONTHLY, \$1.50; to Subscribers to the WITNESS, \$1; and to all Subscribers sending in a new subscriber \$1 for the new subscriber and \$1 for themselves.

All payable in advance.

JOHN DOUGALL & SON
Publishers.

THE CANADIAN MESSENGER

This little fortnightly periodical, published at thirty-eight cents per annum, or at twenty-five cents if taken in sufficiently large numbers, acts as a pioneer to our other papers. With the exception of the Sunday-school lessons and similar matter, it contains nothing in common with the WEEKLY WITNESS. It has its agricultural, its scientific, its educational, and its temperance department, and is got up with a special view to the interests and needs of outlying families and country Sunday-schools. Considerable improvements in the style of the paper and some increase in the number of illustrations may be expected during the coming year. Its circulation has increased during the past year, from 13,500 to 15,000, and might be enlarged if friends will take hold of it actively. As it touches on no open questions, political or religious, it may be freely encouraged in schools, churches and societies which might regard it as unwise to take notice of a paper having any distinctive editorial character. It is now known we believe at almost every Post-Office, yet there is surely room for a vast increase in the number of its readers.

CANADIAN MESSENGER, single copies, 38cents per year; Clubs of 7 to one address \$2; Clubs of 100 to one address \$25; all payable in advance.

JOHN DOUGALL & SON
Publishers.

Montreal, Sept. 15, 1874.

NEW YORK WITNESS.

THE CHANGE IN POSTAL ARRANGEMENTS between the United States and Canada enables me to offer the NEW YORK WITNESS to subscribers on both sides of the line at the same rates, namely, \$1.20 for WEEKLY, and \$3.00 for DAILY, postpaid through. These rates are in American currency. The WEEKLY will be found the most suitable of NEW YORK WEEKLIES.

JOHN DOUGALL,
NEW YORK DAILY and WEEKLY WITNESS,
No. 2 SPRUCE STREET,
TRACT HOUSE, NEW YORK.

WANTED.

THREE FIRST VOLUMES OF "NEW DOMINION MONTHLY," bound or unbound. Address, stating terms, to H. ALFORD, QUEBEC.

WANTED.

A few Copies of the "NEW DOMINION MONTHLY" for September, 1874.
JOHN DOUGALL & SON,
Montreal.