

is intended that the increase in the number of pages will be in proportion to the support received.

An effort will be made to have the editorial departments of value to all who take an interest in the history and general features of the provinces, their people and their literature. Not the least in interest and value will be the department of notes and queries.

The Magazine will not be primarily an illustrated publication, but good engravings will be given whenever they are necessary to the completeness of an article.

As the Magazine is intended to be a vehicle for information, facts rather than fancies will be sought. There will be no room for essays on abstract subjects, or for purely literary efforts outside of the special field of work. It is needless to say that a publication of this kind will not discuss religion or party politics, nor will it lend itself to the puffing of places or people.

A limited number of select advertisements will be inserted in pages supplementary to the reading matter. For certain lines the value of such a medium of advertising will be readily recognized. The Magazine will go to a reading, thinking and purchasing class in every province of Canada, and it will also circulate to some extent in the United States.

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