

(Continued from page 2.)

of it, but as we have reason to hope for a more rapid growth of that business in the future 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.

Owing to the success of the three months' system with the WEEKLY WITNESS, we have resolved to extend it to the DAILY and TRI-WEEKLY, during periods of the year when it is possible for us to receive the large number of subscription receipts to be passed through our books. During two months from the date of this Prospectus we shall be willing to receive new subscriptions to the WEEKLY WITNESS for three months at 15 cents, new subscriptions to the TRI-WEEKLY at 40 cents, and if two are sent together, 75 cents; and new subscriptions to the DAILY at 60 cents. To new subscribers remitting for a year in advance we shall also give any of these editions for the remainder of this year, in addition to the whole of next year. These very favorable terms are of course offered as premiums to new subscribers, and will be of no benefit to the persons who secure them to us. We find that much more is done out of good-will than for the sake of the trifling advantages which can be gained as commissions on such cheap newspapers. In the formation of clubs, however, we offer the same advantages as before. To any person sending us at full rates \$8.00 in one remittance, we will give \$9.00 worth of our publications, or to any person remitting cash for eight subscribers to any one publication, nine copies of that publication will be forwarded. The rates of subscription, payable invariably in advance, to the various editions of the WITNESS will be as heretofore.

DAILY WITNESS.....\$3.00 per annum
 MONTREAL [TRI-WEEKLY]
 WITNESS.....\$2.00 " "
 WEEKLY do.....\$1.00 " "
 All Subscriptions payable in advance.

JOHN DOUGALL & SON,
 Publishers.

THE NEW DOMINION MONTHLY.

This magazine, which has attained an age greater, we believe, than any other Cana-

dian 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, and 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, 38 cents 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.