

THE ECHO.

The publication of the Echo was commenced in Toronto, in the year 1850, under the direction of a Committee of Clergymen and Laymen, who became responsible for the expenses incurred in carrying on the paper. In 1857 it was made over to the present Proprietor, who removed his office to Montreal in 1861.

In 1857 the circulation exceeded 1700, but a considerable portion consisted of copies sent by members of the Committee to friends in England and the United States, for which nothing was paid. A large number of the actual subscribers was also in arrears, at that date, whose names were gradually removed from the list.

The circulation of the Echo, at the present time, is as follows:—

	Clergy.	Laity.	
Diocese of Quebec	18	47	65
Do. Montreal	26	261	287
Do. Ontario	16	156	172
Do. Toronto	28	319	347
Do. Huron	47	272	319
		—	1190

These, at \$2 each, give the sum of.....	\$2,380
Receipts from advertisements about.....	350
	— \$2,730
The expense of printing, mailing, &c., the Echo $\text{\$}$ ann., is about....	2,200
	—
Leaving as profit, supposing <i>all subscriptions are paid</i> ,	\$ 530

From this must be deducted the sum paid to the clergyman who has been supplying the Editorials since last June.

The above statements show that the profits realized from the Echo is quite insufficient to warrant the continuance of its publication, even if all the subscribers pay punctually, and there were no arrears. At this date there are over \$4,000 due to the Proprietor by parties who have taken the paper, of which, probably, not more than \$400 will be recovered.

Under these circumstances, an appeal is now made to the Clergy and Laity of the Church of England and Ireland in Canada on behalf of the Echo. The Proprietor believes that it has already done good service to the Evangelical cause, and, in common with many others, he is of opinion that a crisis is at hand in Canada, when such an organ may be of incalculable advantage in exposing, and thereby keeping in check the Ritualistic innovations, which are fast creeping into the different Dioceses of British North America.

From regard to the cause, which the Echo was designed to promote, the present Proprietor would be willing to continue its publication, although at a loss to himself, if he could afford to do so. As this is not the case, he now appeals to the Evangelical Clergy and influential Laity, throughout the Canadian Dioceses, to make an effort to increase the circulation of the Echo, it being his fixed purpose to discontinue its publication at the end of the present year, unless such an addition to the list of subscribers is secured, as will be sufficient to compensate him for his time and trouble.

THOMAS SELLAR,
Proprietor.

MONTREAL, 28th November, 1866.

THE ECHO.

The publication of the Echo was commenced in Toronto in the year 1856, under the sanction of a Committee of Clarkson and Layman, who became responsible for the expenses incurred in carrying on the paper. In 1857 it was made over to the present Proprietor, who removed his office to Montreal in 1858. In 1857 the circulation exceeded 7,000, but a considerable portion consisted of copies sent for numbers of the Committee to friends in England and the United States, for which nothing was paid. A list of names of the annual subscribers was also in answer at that date whose names were generally removed from the list. The circulation of the Echo at the present time is as follows:—

	Copy	Half	Total
Proprietor of Quebec	18	47	65
Dr. Montreal	30	381	381
Dr. Ottawa	18	170	170
Dr. Toronto	38	370	387
Dr. Havana	17	374	391
Total			1100

There are 82 copies of the Echo at the rate of \$2 each, giving the sum of \$164. The expenses of printing, postage, &c., for the Echo for the year 1857, amount to \$1,200. The expenses of printing, postage, &c., for the Echo for the year 1858, amount to \$1,200. The expenses of printing, postage, &c., for the Echo for the year 1859, amount to \$1,200. The expenses of printing, postage, &c., for the Echo for the year 1860, amount to \$1,200.

The above statement shows that the profits realized from the Echo is quite insufficient to warrant the continuance of its publication, even if all the subscribers pay punctually, and there were no arrears. At this date there are over \$2,000 due to the Proprietor by parties who have taken the paper of which probably not more than \$100 will be recovered.

Under these circumstances an appeal is now made to the Clergy and Laity of the Diocese of Montreal and Iceland in Canada on behalf of the Echo. The Proprietor believes that it has already done good service to the Evangelical cause, and in common with many others he is of opinion that a crisis is at hand in Canada when such an organ may be of tactical advantage in exposing and thereby helping in check the Romanist innovations, which are fast creeping into the distant Dioceses of British North America.

From regard to the cause, with the Echo was designed to promote the present Proprietor would be willing to continue its publication, though at a loss to himself if he could assist to do so. As this is not the case, he now appeals to the Clergy and Laity throughout the Canadian Diocese, to make an effort to increase the circulation of the Echo, in doing his best to do so. He has no other object in view but to do so, as will be done at the end of the present year, if these such an addition to the list of subscribers is secured, as will be sufficient to compensate him for his time and trouble.

THOMAS BELLEAU,
Proprietor.

MONTREAL, 25th November, 1858.

NEW SUBSCRIBERS FOR THE "ECHO" FOR THE YEAR 1867.

[Faint, illegible handwritten text, possibly a list of names or addresses, written in pencil or light ink.]



1966 Echo

NEW SUBSCRIBERS FOR THE "ECHO" FOR THE YEAR 1867.

At this
probably
of England
long good
at hand
keeping in
in America
it would be
this is not
in Diocese
its public-
as will be
MILAN
Proprietor

J. H. Wells Esq
Brimby am



1867