

A **SPLendid MEDIUM FOR ADVERTISERS.**

THE NEW RELIGIOUS WEEKLY.

The Christian Union,

An Unsectarian, Independent Journal, devoted to Religion, Morals, Reform, Foreign and Domestic News of the Church and the World, Literature, Science, Art, Agriculture, Trade, Finance, etc.

And contains Household Stories, Choice Poems, Walks with the Children, etc., embracing contributions from well-known and eminent writers.

HENRY WARD BEECHER,

WHOSE POWERFUL EDITORIALS, LITERARY REVIEWS, AND LECTURE-ROOM TALKS,

SO RICHLY FREIGHTED WITH CHRISTIAN EXPERIENCE,

Appear regularly in its columns, has undertaken the formation and guidance of the paper.

With Mr. Beecher

AS its Editor-in-Chief, AIDED BY SOME OF THE BEST AND MOST NOTABLE TALENT OF THE LAND,

The paper cannot but carry good, Christian food, for heart and soul, to its many increasing readers. That will be its constant endeavor. Aiming to be a truly Christian Journal, and a complete **Family Newspaper**, and having for its purpose the presentation of

ESSENTIAL BIBLE TRUTH, THE CHRISTIAN UNION

Will advocate, in the spirit of love and liberty, the fellowship and co-operation of Christ's people of every name. It will endeavor to treat all Christian denominations with fairness and love, stating its own opinions with frankness but in kindness, and providing an arena for courteous debate, not fettered in by sectarian boundaries. Without undervaluing doctrinal truth, it will chiefly strive to foster and enforce **Christianity as a Life**, rather than a theological system. It is a paper

FOR CHRISTIANS OF ALL DENOMINATIONS!

Its Form: SIXTEEN PAGES, LARGE QUARTO, so convenient, both for use and preservation, as to be a great and special merit in its favor, apart from its superior literary attractions.

Its Circulation: SPREADING WITH WONDERFUL RAPIDITY, showing that the paper SUPPLIES A REAL NEED of the Christian public.

Its Price : - - - Only \$2 50 - - - Per Year.

RATES OF ADVERTISING:

Inside pages, 20 cts. per line, of agate space.		Over four times, 20 per cent. discount.
Outside page, 30 cts. per line, of agate space.		Three months, 25 per cent. discount.
Two to four times, 10 per cent. discount.		Cuts, double rates for space occupied.

SAMPLE COPIES SENT FREE TO ANY ADDRESS.

J. B. FORD & CO., Publishers, 30 Park Row, New York.

When Mr. Beecher became editor of the CHRISTIAN UNION, the public grasped at it with avidity. The consequence has been that the circulation of the CHRISTIAN UNION jumped at once from 11,000 to 23,000, and is still increasing.—*New York Herald.*

The CHRISTIAN UNION comes before the people full of life and promise, and more fortunate than most new enterprises, palpably conquers success at the start. It bears both the angury and the fruits of success on its face; every page of it shows skill and power—of power not expended in a first effort, but with reserves behind. On his broad shoulders Henry Ward Beecher could alone carry forward the bulk of this new enterprise; but ample subordinate support is given him, so that the CHRISTIAN UNION bids fair to become a model religious family paper.—*New York Times.*

On the whole, we recommend the CHRISTIAN UNION as the best religious newspaper published in the United States.—*New York Sun.*