

A Unique Demonstration

The readers of the Montreal *Witness*
uniting to double its circulation
in a month.

THE most remarkable campaign ever conducted on behalf of a daily newspaper in Canada or perhaps anywhere is now at its height.

For several weeks readers of the *Witness* in Montreal, in Prince Edward Island, in British Columbia, and in a string of cities, towns, and villages lying between, have been working to increase the subscription lists of the paper by one hundred per cent. The Editor of the *Witness* found himself in the position of being obliged either to discontinue publication or sell out, because of the unbusinesslike and impossible opposition of an organ which has been developed in the *Witness*' field by politicians, and which has been heavily subsidized. The Editor of the *Witness* for years has been putting into the *Witness* as much as \$25,000 or \$30,000 per year—money obtained from other and profitable enterprises and investments. But seeing that the unfair competition was likely to continue, and as the end of his available resources was in sight, he frankly took his readers into his confidence, telling them that the issue was in their hands.

If they valued the sturdy, absolute independence of the *Witness*—independence that dated back, in an unbroken line, to the date of its foundation—they were asked to save the paper to themselves by each getting one new subscriber.

The result was that a campaign, unique in the annals of journalism, was inaugurated. Ministers, not one or two here or there, but from almost every pulpit in Montreal, and apparently from a majority of pulpits throughout the country, urged their congregations not to let the *Witness* die, telling the people of the enormous sacrifice that one man had been making for it by rejecting revenues from sources prejudicial to the interests of his readers. Athletic Associations, Young Men's Societies, Temperance bodies, and Women's Clubs have set to work with a will to preserve the *Witness* under its present management. In Montreal a committee of judges, ministers, professional and business men issued "A Call to Arms" on behalf of the *Witness*, and, throughout the country, merchants have left their stores to go out and canvas personally.

The results are pouring into the *Witness* office as this issue of the CANADIAN PICTORIAL goes to press. It is too early to give figures, but one day's mail brought almost a thousand new subscriptions. That figure is expected to be eclipsed during the next few days. For the campaign to be adequately successful must be immediately spontaneous.

You yourself will want a great national newspaper that is the talk of Canada to-day, and will be the talk of the entire journalistic world as a result of this unique demonstration.

The *Daily Witness* on trial to new subscribers twelve months, only \$1.00.

The *Weekly Witness* on trial to new subscribers twelve months, only .65.

JOHN DOUGALL & SON, Publishers, Montreal, Canada.

P.S.—These rates are not good in Montreal or within thirty miles of it. The entire money back if, after a month's trial, the new subscriber does not like the *Witness*.

(See opposite page.)