1846 — SIXTY YEARS — 1906

The "WITNESS" Celebrates Its Diamond Jubilee.

The "Witness" has been preparing, by large expenditures for new machinery and equipment, to celebrate its Diamond Jubilee, and important additions will be made to its staff as soon as the right men can be found.

As it is, the "Witness" is in a better position than ever to serve its day and generation, as it has conscientiously endeavored to do in the days that are past—for more than one generation.

Although the "Witness" is a newspaper, at first sight much like any other newspaper, it stands at all times ready to fight the people's battles. Its subscribers know that they can count on it at least in any time of political or social struggle or emergency. They know that it will not betray their trust or sell itself to serve party or vested interests however great the inducements offered. And not only in times of crisis, but also in many every-day kind of ways, they know that the "Witness" will, at any sacrifice, respect and protect their interests—that it will faithfully give the news in its due proportion rather than distort it and so pander to any morbid craving for sensation, and that it will daily refuse (to the extent of between thirty and fifty thousand dollars annually) advertising calculated to defraud or do hurt to body or soul.

There is, of course, a tremendous—a fundamental difference between a paper published in the interest of its subscribers and one published mainly in the interests of its publishers' bank account, and while only journalists can fully appreciate the extent of that difference, it speaks well for the people of Canada that so many have been discerning in this matter and have shown their appreciation of the "Witness" by subscribing for it and by extending its circulation among their friends.

We Don't Want Diamonds

by way of celebrating our Diamond Jubilee. We want an increasing number of subscribers to show their preference for the "Witness" type of journalism. A large proportion of "Witness" subscribers "agree to differ" with it on many matters of importance—preferring a paper that has principles and sticks to them to one that simply "plays to its constituency."

Special Diamond Jubilee Club Offers.

Three Subscriptions to the "Weekly Witness," worth $3.00, for **$1.80**—but two of them must be new subscribers
Four " " " " " 4.00, " **2.00**— " three " " " "
Daily Witness and Northern Messenger, **3.10**
Daily Witness and World Wide, - **4.00**
Weekly Witness and Northern Messenger, **1.20**
Weekly Witness and World Wide, - **2.00**

The regular annual subscription rates of these publications are as follows:

Daily Witness, $3.00. Weekly Witness, $1.00. World Wide, $1.50. Northern Messenger, 40c.

These rates will be subject to our usual postal regulations, as follows:—POSTAGE INCLUDED for Canada (Montreal and suburbs excepted), Newfoundland, Great Britain, Transvaal, Barbadoes, Bermuda, British Honduras, Ceylon, Gambia, Sarawak, Bahama Islands, Zanzibar, Hongkong, Cyprus, New Zealand, also to the United States, Hawaiian Islands and Philippine Islands, Gibraltar, Malta, Jamaica, Trinidad. POSTAGE EXTRA to all countries not named in the foregoing list, as follows: 'Daily Witness,' $3.50 extra; 'Weekly Witness,' $1 extra; 'Northern Messenger,' 50 cents extra; 'World Wide,' subscription price (including postage to foreign countries) only $1.50.

The Montreal Witness

A truly Great Newspaper.

The 'Witness' (Daily and Weekly) gives all the news that is worthy the attention of the average reader. It keeps its readers well informed on all subjects of interest. The cable, the telegraph, and the telephone, together with an ever increasing staff of competent editors and reporters, all unite to make its news columns second to none.

The 'Witness' editorial pages are acknowledged by its readers on all sides to be both fair and forcible.

Reliable commercial news and quotations of the money, stock and produce markets are feature ethat make it of great value in the world of commerce, finance and agriculture.

The 'Witness' special departments, such as 'The Home,' 'Literary Review,' 'Letters from Readers,' 'Boys Page,' 'Children's Corner,' 'Queries,' 'Agricultural,' 'Horticultural,' 'Veterinary,' 'Poultry,' 'Pets,' 'Medical,' 'Legal,' 'Numismatic,' 'Chess,' etc., etc., are ably conducted by specialists at a large expense, offering a most valuable privileges to 'Witness' readers.

The 'Witness' is certainly unique among the great metropolitan newspapers of the world.

The 'Daily Witness' is $3.00 and the 'Weekly Witness' is $1.00 a year.

"The Northern Messenger" Stories.

Stories, illustrations and anecdotes are perhaps the main features of attraction in the 'Northern Messenger.' But the stories are so carefully chosen that they exercise a sweet influence in the lives of old and young. Then there are special departments devoted to Temperance, the Sunday-school, the Little People and the Home. The 'Northern Messenger' is probably read every week by well on to a quarter of a million people, and for that reason the price is extremely low. Samples free on application.

12-16 pages weekly 40c a year.

JOHN DOUGALL & SON, Publishers, "Witness" Building, Montreal, Canada.