

# THE WITNESS,

And What Our Friends are Saying About It.

Among the great Metropolitan Newspapers of the world the 'Witness' stands unique in that it was the first to demonstrate the possibility of success in Metropolitan Journalism 'along 'Witness' lines.' The London, England, 'Daily News' is the latest addition to the ranks of total journalism. But totalism after all is only a negative virtue. Cleanliness in many other ways is even more important, and more important than all is a determination to be right and to do the right regardless.

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 a 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 forceful.

Reliable commercial news and quotations of the money, stock and produce markets are features that 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 privilege to 'Witness' readers.

In 1846 the 'Witness' was started by the late John Dougall, and its aim was to supply the Dominion of Canada with the best possible newspaper. One which would always keep in mind high ideals and be 'for God and Home and Native Land.' The 'Witness' has grown since then. Modern machinery and present possibilities have made great improvements inevitable. But it has never outgrown the principles that are, so to say, engraved on its corner stone.

Few papers have had a continuous existence for so long a period. Fewer still have held to the same principles and have been controlled by the same family for anything like so long a time. The result is that the 'Witness' enjoys a loyal constituency that cannot be tempted to leave it in favor of any other publication.

A newspaper published on the 'Witness' lines needs the support of those who are willing to pay its subscription price for the reason that it voluntarily foregoes in the interest of its subscribers much revenue from pernicious advertisements, etc., that other publications accept regardless of their readers.

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

## The Daily Witness

contains almost everything that appears in the Weekly, and has, of course, the advantage of bringing you the news every day.

## The Weekly Witness

contains the best that appears in the 'Daily Witness,' besides giving somewhat more attention to agriculture and farmers' interests generally.

# The Northern Messenger.

A Weekly Illustrated Twelve Page Paper, Interesting Alike to Young and Old—Canada's Most Popular Sabbath-School Paper.

The 'Northern Messenger' contains nearly three times as much reading matter as any other paper of the same price, and we believe you will agree with us in thinking that the matter is of the most inspiring and interesting description.

Another of its advantages is that it is a Canadian paper, while most of its contemporaries are printed in the United States, and on the Fourth of July and Decoration Day, as well as other occasions, are filled with national matter less grateful to the patriotism of our youth than to that of those to whom it is addressed. The 'Northern Messenger,' in cultivating patriotism, proposes to do so on British and Canadian models.

## QUOTED FROM SOME CONTEMPORARIES:

'The mainspring of the 'Witness' prosperity, has been public confidence in its motives and character.'—'Journal,' Ottawa.

'The 'Witness' stands four square to all the winds that blow.'—'Onward,' Toronto.

'A regular reader of the 'Witness' will be well informed.'—'Sunday Magazine,' London, England.

'The 'Witness' is a moral crusader, a champion of reform.'—'Onward.'

'The 'Witness' is perhaps the most influential journal in Canada.'—'Winnipeg Tribune.'

'The 'Witness' has impressed its country with high ideals of journalism.'—'Our Day.'

'The Montreal 'Witness' is by far the best educator.'—'Prairie Witness,' Indian Head, N.W.T.

'The Montreal 'Daily Witness' is the only Metropolitan paper in America that dares to be a consistent outspoken enemy of the drink traffic.'—'The New Voice,' N.Y.

## SUBSCRIBERS' LETTERS:

I read a number of papers on both sides of politics, and although I am an old Scotch Tory, the good old 'Witness' is my favorite paper, and if I was limited to only one paper I would without a moment's hesitation retain the 'Witness.'

Brantford Ont.

ROBERT BURNS.

Dear Sirs,—Enclosed find one dollar—a year's subscription to the 'Weekly Witness,' beginning with New Year, 1904. The 'Witness' has always been the paper of my home, and now that I am away from home I find it indispensable.

I remain, yours truly,

G. E. RICHARDS,

Presbyterian Missionary.

Enclosed please find an order for my renewal subscription. It seems to me the 'Witness' gets better in comparison with other papers, so thoroughly honest and fair to all, and on all questions.

Yours truly,

W. A. A. CLARIS.

Enclosed please find one dollar to renew my subscription to the 'Weekly Witness.' I cannot afford to do without the 'Witness' on account of the reliability of your editorials.

Respectfully,

THOS. M. HENRY.

Enclosed please find postal note for one dollar, for which please send me the 'Weekly Witness.' The good old 'Witness' deserves the support of every Canadian who likes a good, clean, independent, patriotic newspaper whose reputation has been built upon honesty.

H. J. WOODSIDE.

We cannot do without the 'Witness.' If it should cease to be published, Canada would change its character for the worse inside of ten years.

(Rev.) J. U. TANNER.

Enclosed find one dollar, for renewal of your very newsy and invaluable paper, the 'Weekly Witness.' We have taken it for years, and would rather have it than any other paper.

LOUIS RENNIE.