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Nothing Succeeds Like Success

No Other Newspaper as Successful as the Montreal Witness in Its Chosen Sphere—the World Over

Greatest success, not from the bookkeeper's point of view, but as measured by standards of highest citizenship and by eternal principles.


The 'Daily Witness' is the only metropolitan newspaper of its kind anywhere that for half a century has survived and overcome the extraordinary difficulties besetting such a newspaper. The Montreal 'Witness' is often cited by leading preachers, editors and statesmen of this and other countries as the best example of responsible journalism, and as being wholly devoted to the best interests of the people.

ACKNOWLEDGING THIS many of our readers have done splendid service during the past few weeks by way of introducing *their* favorite newspaper into the homes of their friends, so that the circulation and influence of the 'Witness' is reaching out in many new directions. During this past week *three times as many subscriptions have been received* as were received during the corresponding period of last year.

While this remarkable increase just began last week we have hopes that it will be continued. And to all our readers who are thus extending the circulation of the 'Witness' we tender heartiest thanks in our own name and in the name of the 'Witness' type of journalism.

SEE OUR CLUBBING OFFERS INSIDE

The best people naturally want the best newspaper. The more subscribers to the best newspaper the greater its influence—and the more likely will other publishers imitate it; thus raising the standard of newspapers generally.

 If you have not been taking either Daily or Weekly 'Witness' for the past year, you will be interested in the "Special WITNESS Offer" on page 3

JOHN DOUGALL & SON, PUBLISHERS, WITNESS BUILDING, MONTREAL, CAN.

January 23rd, 1911.