

MONTREAL WITNESS PROSPECTUS FOR 1875.

In making kindly reference to the troubles through which Mr. Beecher has been passing, Mr. Bowen, the proprietor and editor of the *New York Independent*, defends himself from the imputation of entertaining jealousy against either of the parties concerned in the painful quarrel by stating the fact that in the year Mr. Beecher ceased his connection with the *Independent*, the income of that paper increased by the sum of \$49,000, and in the year after Mr. Tilton had left it, the income again increased by the sum of \$25,000. Mr. Bowen does not ascribe this success to the departure of these gentlemen; on the contrary, he says that a newspaper is an institution which, when it has once established itself thoroughly, must with ordinarily careful management continue to progress independent of personal changes in its staff. Such has been remarkably the history of the *MONTREAL WITNESS* during the past three years, during which time the *DAILY WITNESS* has increased its circulation from 11,633 to 12,900, and the *WEEKLY* from 7,000 to 17,000, while the total income of the business has increased during these years from \$73,688 to \$97,985. The expenditure has, however, kept pace with the income.

The *WEEKLY WITNESS* was commenced twenty-eight years ago at less than half its present size at the rate of \$2.50 per annum; almost as much as is now charged for the *DAILY*. Its progress was sufficient to induce its establishment in a semi-weekly form in the year 1856, and as a daily in the year 1860. Most citizens will remember the small sheet that first bore the name of the *DAILY WITNESS*, which appeared at the time of the progress of the Prince of Wales through Canada. A paper of the character of the *WITNESS*, starting as a daily in such an insignificant form, was by most people looked upon as a good joke. Many of our earlier readers doubtless amused themselves by purchasing the news in connection with the pious and moral selections which appeared on the reverse of the sheet. As, however, a lively business had sprung up in the city during the Crimean War and the Indian Mutiny, then not long ended, in what were called extras—small fly sheets sold at one penny,—a whole newspaper at a half-penny stood a good chance of replacing them in public favor. The *DAILY WITNESS* thus had a fair beginning, and in spite of many prognostications against the probability of its success and the many misgivings of its proprietors, who looked upon it rather in the light of an experiment, and who at first held themselves free to discontinue it after a specified time, its circulation has steadily gone forward year after year, and although it has had many rivals in the field of evening journalism it has never suffered from this to any appreciable extent. As it increased in circulation, advertising business naturally followed and demanded increased space, so that we are enabled now to issue at a little over the original price of one half-penny, a daily sheet of first-class proportions, and containing more reading than any other in the city, with an average patronage at the highest rates which are asked in Montreal, and with a circulation which makes the extraordinary claim of being

equal to that of all the other daily papers in the city put together.

The *WITNESS* ascribes its success, under Him to whom it owes and acknowledges its first allegiance, to the entire independence maintained throughout its history of any governing influences or interests save the good of the people of Canada. According to the best judgment of its conductors, it has sought without the bias of any political party or other restrictive constituency to further this end of its existence, without giving a thought to either hopes or fears of an interested sort. In following this course it has most naturally had to face assault after assault on the part of those who felt hurt by its announcements, or who had deeper reason than they express to feel unfriendly towards it. Such attacks have, however, been far fewer, and have proved, so far, much weaker to injure it than might readily have been imagined under the circumstances, while on the other hand its conductors have been overwhelmed by many manifestations of appreciation and kindly feeling, which have been by their means evoked, and they look to the future with higher hopes than they have ever before indulged. They have learned to count upon the kindness of the readers of the *WITNESS*, old and young, to an unlimited extent, the past increase being very largely due to their exertions. Of such friends we have, we hope, an ever increasing number, and to such we appeal, not omitting the young people, and even little children, to whose efforts we are largely indebted, and every one of whom can help us. If our readers believe that the *WITNESS* will do good among their neighbors, or that it will be for them a good investment of the trifle which it costs, we ask them, for the sake of all concerned, to commend it thus far to those whom they know, and if this is done during the coming three months as diligently as has been done at times in the past, we may hope to enter the year 1875 with a further and very large increase to our subscription list.

Our *DAILY* readers will have observed during this year a considerable increase in the number of special telegrams received by the *WITNESS*, bringing us European and American news, independent of that supplied by the Associated Press, and the news of other towns and cities in this Dominion. Many items of interest have also been added to the commercial information supplied, and country readers of all editions will be pleased with the farmers' markets telegraphed daily or weekly from the leading market towns of Ontario. Illustrations have been more numerous than in former years, and we hope to add to this kind of embellishment, as the facilities which the city affords for the production of pictures increase. We have but one improvement to announce for the coming year. It was our promise that if our friends would send us sufficient advertising patronage to fill the increased space we would again (for the fourth time within a few years) increase the size of the *WEEKLY WITNESS*, this time by adding a column to the breadth of every page. The advertising business already secured by that addition is not yet sufficient to occupy all the additional space already added on account

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