

THE PEOPLE AND THE 'WITNESS' CAMPAIGN

(From the Montreal 'Witness')

SOME days ago we announced with great joy that our subscribers had nearly increased our circulation by half. But that announcement, instead of inspiring to greater activity, seems to have had the opposite effect, as the "tide," which was then running high, now seems to be on the ebb.

As a matter of fact, the circulation of the *Witness* has not yet quite been increased by half, though very nearly. And though half a loaf is not a whole one, it is sufficient to keep one going for some time. But we really must have the half loaf before rejecting good offers and deciding to continue the fight.

It would only take comparatively few more subscribers to pass the half-way mark—and if it is passed now we will say NO to all the propositions before us—counting on receiving the necessary additional new subscriptions before now and the end of the year, when people usually select their papers for the new year.

It is to be presumed that all who have been working for the *Witness* have done their best, so if the half-way mark is to be reached at once it must be through the efforts of those who have not sent any new subscriptions yet. This is more particularly the opportunity of those who can only send one, but can send that one now.

It is wonderful how many *Witness* friends have been working day and night to secure for it an adequate support, and we have not attempted to thank them all individually, nor can we in words express our appreciation of their untiring and devoted co-operation. Publishers everywhere are amazed at what has been already done. It was never done like that before. But still if the *Witness* is to go on—not merely exist—if it is to be accounted a power in the land, it needs an ever increasing co-operation to offset its ever increasing enemies.

These are days in which the giant of materialism defies the Christian forces, and in which people are too busy to discern between unscrupulous and scrupulous journalism—or discerning the difference, either prefer the unscrupulous, which we cannot believe, or feel that they cannot dictate to the Press what it should be.

To any one who thinks like that we will say that he can dictate and must and does dictate to his publisher. His subscription is like a vote. He votes for a better journalism if he subscribes for the best newspaper he knows. He votes for a worse journalism if he subscribes to a newspaper of lower type.

The best is likely to have the hardest time, at least until more of the Christian people begin to discern between that which is better and that which is worse—and then choose that which is better, that with their added co-operation it may become better still.

The better newspaper in a metropolitan city is bound to have ranged against it the greatest enemies, and consequently needs a counter co-operation on the part of the better people.

Now, as many of the friends of the *Witness* have done all they could, it remains to those who have as yet not been able to ask for a single new subscription to send in the one new subscription which we have asked for, and upon which the fate of the *Witness* really depends—just one from you—yours may be the one that turns the corner.

Improvements made possible by increased revenue will follow hard upon the increase of circulation, and whatever influence the *Witness* has for good in the homes of the Canadian people will also be multiplied.

In a hostile camp a general is no good without an army behind him. The *Witness* is in a hostile camp and needs a larger army of subscribers, if it is to be able to hold its ground as the champion of the people of Canada.

Regular Rates : Daily, - \$3.00 a year
Weekly, - \$1.00 a year

SPECIAL RATES TO NEW SUBSCRIBERS

For One Year on Trial

'DAILY WITNESS,' - - \$1.00
'WEEKLY WITNESS,' - - .65

Note.—People within reach of a daily mail naturally prefer the *Daily Witness*. Others may prefer the *Weekly*. These rates are not good within thirty miles of the city of Montreal, nor beyond the Dominion of Canada.

JOHN DOUGALL & SON, Publishers - - MONTREAL, CANADA