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LIKE PRESS—LIKE PEOPLE  
 AND  
 LIKE PEOPLE—LIKE PRESS

A good sermon might be written  
 on each of the above epigrams

Tell me what newspaper you read  
 and I will read your character  
 Tell me what your character is and I will  
 tell you what newspaper you support


No newspaper is perfect, for no man is perfect,  
 But the better the newspaper, the better its readers,  
 And the more good subscribers, the more good newspapers.  
 For if character and quality were profitable in a newspaper  
 the standard of journalism would be very quickly raised.

Every earnest man or woman who considers these things carefully will do all  
 they can for the best paper they know, not only for its own sake,  
 but for the cause of better journalism everywhere.

**S**OME people and some papers are ahead of their times. They are in that  
 measure the prophets of their generations, and prophets are not in business for  
 profits, and are generally disliked by the wholly worldly-minded, both because of  
 their attitude towards the worldliness of the times, and because of their views regard-  
 ing the future. But the future will vindicate them, and for the present they rejoice in  
 a consciousness of adherence to duty.

**REMEMBER** Those who do not support what is best are against  
 it, and working to its hurt. There is the highest  
 authority for that.

If you do not know a better newspaper than the Montreal  
 'Witness,' then take the 'Witness' and get your friends to take it.  
 If you do know a better paper, then support it with your whole soul,  
 for it is probably making sacrifices such as you do not dream of.

 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.