

## Saving a Newspaper for the People

**I**N the city of Montreal a small army of ladies, young and old, waylaid the citizens, exchanged smiles, said something about the pitiful blind, and raised twenty-three thousand dollars in a single day. And besides helping the blind, every one who gave in a proper spirit got his or her own share of blessing—for it is still more blessed to give than to receive. This shows what people can do, and will do, when they are convinced the cause is worthy.

A little while ago the *Montreal Witness* was driven to choose between the following courses:

1. Running into debt, ending in failure.
2. Ceasing publication.
3. Selling out to others.
4. Or making a frank statement of the facts of the case and depend on—even demand—the immediate co-operation of the well-inclined as the only condition upon which the *Witness* could be continued on its present lines.

The ground for the demand was a need based on the fact that the *Witness*, always regardless of its own interests, sought only to serve the best interests of the people of Canada, as it understood them, and, declining graft and all forms of hampering subsidies, could only look for adequate support to the immediate co-operation of the people whom it served.

The Publishers pointed out, too, that on one hand there were overwhelming difficulties attending the publication of such a newspaper in the Canadian metropolis, and that on the other hand there was unbusinesslike competition, made possible by heavy subsidies. They also pointed out that, anywhere else than in a city like Montreal, which is so largely and in so many directions antagonistic to the *Witness*' point of view, the *Witness* might have been a money-maker.

Yet it is in this city that, excepting Quebec alone, was least calculated to appreciate or support such a paper, and yet which perhaps most needed such a paper, and where the people of Canada most needed the counsels and enterprise of such a paper, that the *Witness* has been published for sixty-five years.

But for the last ten years or more, owing to circumstances already made plain, the *Witness* has been published at such a heavy loss that its proprietors had to consider what was best to do. Best, not in their interests—as to sell out was easy and most profitable, because there are many who would pay a fortune to control the *Witness* for their own ends. The only question was what was best for the people of Canada and the cause of faithful, independent, and disinterested journalism, and it was decided to place the facts before the people. With their co-operation the *Witness* could be continued—without the co-operation of the people of Montreal and of the Dominion the *Witness* could not continue on its present lines in the face of such heavy odds.

And the people rose to the occasion. Here, there, north, south, east, and west, they started out to canvass for new subscriptions that the *Witness* might have the best of all guarantees—an adequate circulation. In view of what has already been done, it would be craven to doubt that the people will continue their effort till the circulation of the *Witness* is numerically, as well as in point of quality, one of the best in the country. Then the *Witness* will be a newspaper that the world will listen to because then, as ever, it will be published in the interests of the people.

### A FEW MINUTES MIGHT BE SUFFICIENT TO GET ONE NEW SUBSCRIBER

#### DO IT NOW!

Will you help by subscribing or getting a new subscriber?

Remember that many can do what may stagger a few.

Remember that you can get, more easily than anyone else, some new subscriptions, and that without your assistance those subscriptions may not be secured at all.

Remember that the new subscriber will benefit by joining the great company of *Witness* readers.

Remember that the *Witness* only needs the co-operation of its friends to be able to hold its own and develop in spite of the many enemies that oppress it on all sides.

OUT-OF-TOWN FRIENDS may co-operate by securing annual subscriptions on trial from new subscribers at the rate of one dollar for the *Daily Witness*, or sixty-five cents for the *Weekly Witness*. These rates are not available in this city or within thirty miles of it.

This spirit of popular co-operation is a new thing in metropolitan newspaper journalism, and that it is appreciated by the Publishers of the *Witness* need not be said.

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(See opposite page.)