

The January Number of the

Canadian Pictorial

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Will Surpass

Even the Christmas Number in the quantity, quality and interest of its contents. The pictures themselves in the January Number will aggregate between 1,000 and 2,000 square inches of

Beautiful Halftone Etchings

Also the front cover design far exceeds in beauty even the Christmas cover that was so much and so deservedly praised.

Altogether, the 'Canadian Pictorial' is developing in a most surprising way and the lead it has attained it intends to keep at all costs.

The 'Canadian Pictorial' Subscription List continues to grow

By Leaps and Bounds

Every copy of the 'Canadian Pictorial' wins to us new admirers and consequently new subscribers from the immediate neighborhood to which it goes.

There's a Reason

Ask to see a copy at your local public library.

PICTURES
that please

PICTURES
that educate

PICTURES
"that talk."

The Pictorial Publishing Co.,

142 St. Peter Street, MONTREAL.

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SPECIAL TO

'MESSENGER' SUBSCRIBERS

With regard to the above announcement the publishers have made arrangements by which our readers can obtain the 'Canadian Pictorial', at great sacrifice for introduction purposes, as follows:

Regular Rate
Per annum

The 'Canadian Pictorial'.....\$1.00

'The Northern Messenger'..... .40

\$1.40

Both for one year for only 75 cents

JOHN DOUGALL & SON,

'Witness' Block, Montreal

Agents for the 'Canadian Pictorial.'

For those whose subscriptions to the 'Messenger' do not expire at this time, or for other 'Messenger' subscribers who wish to subscribe for the 'Canadian Pictorial' separately for a year, a very special **Annual Rate** of fifty cents has been arranged. This special rate has been made for purposes of introduction and involves great sacrifice, and to take advantage of it the attached coupon must be used.

Subscribers who do not care to take advantage of the coupon for themselves may hand it to a friend, but in that case the coupon must bear the subscriber's name written across the back as the rate is only available in the name of a subscriber to the 'Northern Messenger.'

FIFTY CENT FIRST YEAR OFFER

N.M. This Coupon with 50 Cents does the work of a Dollar Bill

The Pictorial Publishing Co., 142 St. Peter Street, Montreal.

Dear Sirs.—Enclosed please find Fifty Cents, for which please send me the 'Canadian Pictorial' for one year.

Name.....

P. O.

Prov.....

Date.....

N.B.—This coupon valid only when remitted direct or endorsed by a bona fide 'Messenger' subscriber.

N.B.—These special offers ARE NOT AVAILABLE for Montreal and Suburbs, but are good for almost all the rest of the English speaking world. See postal regulations on Page 14.