

The Proof of the Pudding

is in the eating

The Popularity of a Publication

is proven by a rapidly growing circulation

When a copy of the 'Canadian Pictorial' first enters even a small village we almost immediately receive other subscriptions from those who have seen it.

The same thing is noticed in cities and towns—one person subscribes and presently friends of that person see it and send their subscriptions in too.

You see, everybody that gets the 'Pictorial' shows it with pride and pleasure to their friends when they call—Indeed that is the way to get the greatest pleasure out of the 'Pictorial.'

PARENTS SHOW IT TO CHILDREN
FRIENDS SHOW IT TO FRIENDS
TEACHERS SHOW IT TO SCHOLARS

Sunday School Teachers will take a special pleasure in showing

THE CHRISTMAS NUMBER

to their classes, because it contains two fine photographs of Bethlehem.

Moreover, those who have received copies of the 'Pictorial' have taken such pleasure in it themselves that many of them have decided to use it as Christmas presents and New Year's gifts. One gentleman in Iowa paid for such subscriptions to several people in Eastern and Western Canada, the United States, Scotland and India. Your distant friends would also like it. If they should happen to be already on our subscription list we will refund the money.

Subscriptions are pouring in by the hundreds and thousands.

Agents to take subscriptions are being appointed in every district as soon as we can find them.

It is estimated that fully **150,000 people** are already enjoying the

'CANADIAN PICTORIAL' PICTURES

The Christmas Number in **THREE COLORS** will be secured by all subscribers who remit promptly.

Ten Cents
a Copy.

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

One Dollar
a Year.

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.....

Prev.....

Date.....

N.B.—This coupon valid only when remitted direct or endorsed by a bonafide '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 15.