




Just a Friendly In-
troduction.

PASS IT ON.

There is no paper for home and Sunday reading that has won for itself such a warm welcome in the homes of Canada as the "Northern Messenger." Children delight in it now whose grandparents delighted in it forty years ago, and still feel that in their declining years there is nothing like it. Everywhere it is known it is spoken of with esteem, even with affection. Its influence in a home is beyond estimation, and can always be counted on as "making for righteousness." It is because the "Messenger" subscribers are its friends that we can confidently look to them to speak a good word at this subscription season in behalf of the "Messenger," to their friends and neighbors who do not know it so well.

Especially do we ask this in connection with those who are making new homes for themselves not only in the West, but throughout of the whole Dominion. Think of the pleasure a paper like the "Messenger" would bring, coming the year round to some of the isolated homes in newly settled districts. A few words to one of these new settlers, or would accomplish much. The plan outlined this page, cut out and slipped in a letter, on this page, which will appear from time to time, will enable our subscribers to do us this friendly service, and at the same time each subscriber and friend secured would be able to congratulate themselves and each other on getting such an attractive paper at so low a price—exactly half the usual rate.

You should send your own subscription with an ordinary letter bearing this  sign plainly marked at the top, and so save the blank form printed at the lower right hand corner of this page for the convenience of your friend.

But if you do not care to cut your "Northern Messenger," you need only show the plan to a friend and tell him that the two important points in sending his subscription are (1) to mention your name and address as the person who introduced the "Northern Messenger," and (2) to mark his letter with a heavy cross inside a circle, so that it may go to the department in our office created to attend to this "Pass on the Introduction" scheme.

At this time of the year when subscriptions are being sent in anyway, our readers may reap the benefit for themselves and their friends in the reduced rates which would be warranted by these introductions, and consequent increase in the circulation of the paper.

Our calculation is that we will in time be able to make good the loss on the additional new subscriptions taken on this basis by charging advertisers a higher figure. But those who "pass on the introduction," and so extend the circulation are in the meantime entitled to the full benefit of the extended circulation.

Only subscribers in Canada (Montreal and suburbs excepted), and subscribers in the British Isles and such of the British Dominions and Colonies as do not demand extra postage, are entitled to take advantage of this "Pass on the Introduction" scheme.

THE PLAN

PASS ON THE INTRODUCTION

Everyone who sends twenty cents for a six months' subscription to the "Northern Messenger" will have his subscription extended for six months more free of charge if he will

INTRODUCE the "Northern Messenger" WITHIN TWO WEEKS of sending his subscription TO SOMEONE WHO has not taken it hitherto AND WHO in his turn, and within the two weeks shall become a subscriber by sending twenty cents for a six months' subscription AND WHO when remitting his subscription names the person to whom he is indebted for introducing the "Northern Messenger" and this "Pass on the Introduction" plan.

N. B.—By the above plan you and your friend and your friend's friend's friend without limit may enjoy the "Northern Messenger" at half rates.

A SUGGESTION FOR YOU

A friend of yours who has not hitherto subscribed for the "Northern Messenger" will be glad both to know of it and to take advantage of the following proposition. Then why not mark the following letter and hand or send this copy to a friend? The following are submitted simply to save the time of yourself and friend.

Dear.....

If you are not already taking the "Northern Messenger" just look through this copy. If you like it, kindly give my name and address to the publishers as the one who introduced it to you and enclose twenty cents to pay for your own trial subscription for six months.

Then if you introduce the "Northern Messenger" to some friend of yours who will appreciate it and will, within two weeks of your remittance, send twenty cents to pay for his subscription for six months (also on the same conditions and with the same opportunity of securing a six months' free extension) the publishers will show their appreciation of your kind offices as they did of mine by extending your subscription for an additional six months free of charge. And your friend and your friend's friend will all enjoy the same opportunity of obtaining a six months' extension free of charge, so it is in everybody's interest that each "pass on the introduction."

I am,
Yours faithfully,

Name.....

Address.....

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A SUGGESTION FOR YOUR FRIEND

To the Publishers of the "Northern Messenger,"

"Witness" Block, Montreal.

Dear Sirs:

I am indebted to M.....whose address is.....for having introduced

the "Northern Messenger." I hereby subscribe twenty cents for a six months' subscription on condition that if I also introduce the "Northern Messenger" to a friend who subscribes on the same conditions within two weeks of this date my subscription shall be extended for an additional six months free of charge.

Name.....

Address.....

.....190....

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