

The adjoining telegram tells its own story. We need only add that Mr. Lawson refused to handle the 'Canadian Pictorial'—that was before he saw the paper. We induced him to try some and sent him 200 copies. They went so well he ordered 500 next time, and now he is ordering 1000 and thinks he will require more.

Many other energetic agents are increasing their orders in like ratio, and the way the boys are selling it is great. 'SEEING IS BELIEVING' and hundreds of boys—yes, and a good many girls too are selling the 'Canadian Pictorial' on its merits to their friends and neighbors, and 'IT SELLS AT SIGHT.' But just read what they say elsewhere in this issue.



# The Great North Western Telegraph Company of Canada.

CABLE SERVICE TO ALL THE WORLD.

**TERMS AND CONDITIONS.**

All messages are received by this Company for transmission, subject to the terms and conditions printed on their Blank Form No. 2, which terms and conditions have been agreed to by the sender of the following message. This is an unrepeatable message, and is delivered by request of the sender under these conditions.

**H. P. DWIGHT,**  
President.

**HEAD OFFICE: TORONTO.**

**I. McMICHAEL,**  
Vice-President and General Manager.

Toronto, Ont., 1906.

Canadian Pictorial,  
Montreal, Que.

I will require at least one thousand copies Christmas Number Canadian Pictorial and possibly more later. October and November issues sold well.

My forty page illustrated catalogue of special prices for the public on magazines is ready. Do you want one.

**Ernest H. Lawson,**  
Magazine Specialist,  
Toronto.

*Christmas Number  
of the  
Canadian Pictorial*

## The Mistletoe Lass.

Those receiving the Christmas Number of the 'Canadian Pictorial' to be issued on December 1st will certainly be most agreeably surprised.

A charming girl under a fine spray of mistletoe on the front cover will introduce all friends of the 'Pictorial' to the many charms within.

magazine may, by improvements of one kind or another keep pace with its rapid growth.

**IT LEADS TO-DAY**

The 'Canadian Pictorial' is the most profusely illustrated magazine in Canada today, and its pictures are unsurpassed in interest and execution.

Not only is it the best, but it is the cheapest. No wonder that it can so soon boast so large a circulation.

**THREE COLORS**

The December issue will be the Christmas number, and it will be issued Dec. 1st. Not to be behind the great London illus-

trated papers, the 'Canadian Pictorial' will also employ three separate inks in the December issue, thus securing a pleasing variety of color.

**ORDER EARLY**

To make sure of getting a copy of the Christmas number, subscriptions and orders should be sent in promptly. Letters from boys all over the Dominion ordering quantities to retail are being received in large numbers and by every post, and the above telegram, shows how anxious one of the larger dealers is to secure enough for his rapidly increasing number of customers for the 'Canadian Pictorial.'

**ROMANTIC SUCCESS**

The thrilling success of the 'Canadian Pictorial' leaping, as it has done, into a very large circulation must be perhaps as gratifying to Canadians generally as to its publishers.

**30,000 HOMES**

Thirty thousand Canadian homes and probably quite 150,000 people, old and young, will derive pleasure and profit from the pictures of which it is composed.

The machinery used to turn out the 'Canadian Pictorial' is already over-taxed to satisfy the unprecedented demand, and plans are already on foot to increase both machines and staff so that this brilliant

TEN CENTS A COPY }  
ONE DOLLAR A YEAR } *postpaid*  
Delivered in Montreal City, \$1.25.

## The Pictorial Publishing Co'y.

142 St. Peter Street, Montreal.

### SPECIAL TO 'MESSENGER' SUBSCRIBERS

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

	Regular Rate Per annum
The 'Canadian Pictorial'.....	\$1.00
The 'Northern Messenger'.....	.40
	<b>\$1.40</b>

**Both for one year for only 75 cents**

For those whose subscriptions to the 'Messenger' do not expire till the end of the year, a very special **trial rate** of ten cents to the end of the year, including the fine Christmas Number has been arranged. 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. These special rates have been made for purposes of introduction and involve great sacrifice, and to take advantage of them the adjoining coupons must be used.

Subscribers who do not care to take advantage of the coupons for themselves may hand them 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'.

**JOHN DOUGALL & SON, 'Witness' Block, Montreal**  
Agents for The 'Canadian Pictorial.'

**N.B.—**These special club and trial 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.

**TEN CENT TRIAL OFFER**

**Coupon Department N.M.**  
For use of 'Messenger' readers only

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

Dear Sirs,—Enclosed please find Ten Cents for which send the new Illustrated Monthly 'The Canadian Pictorial' to the end of 1906.

Name.....

P.O.....

Prov.....

Date.....

**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.