

The 'Canadian Pictorial'

Enthusiasm for the new picture newspaper takes all kinds of forms. Among others the following:—

Friends immediately talk of it and show it to their friends:

We know this by the way the circulation grows in any place once the 'Pictorial' enters it.

Friends have sent it to friends at a distance:

Just a sample copy that they too might see what it was like, and these friends have in turn become subscribers.

Friends have subscribed for friends at a distance:

Taking advantage of our clubbing offers of three or more such subscriptions at fifty cents each, many have sent the 'Canadian Pictorial' to their friends at a distance and some of these lists show how widely scattered are some people's most immediate relatives.

Friends all:

All subscribers are friendly to the new paper and seem to take a pleasure in introducing it to their friends, that their friends also may be sharers with them in looking at the world and its ways through the cameras and kodaks employed in taking pictures for the 'Canadian Pictorial.'

Back numbers:

The call for back numbers also is evidence of the appreciation of its subscribers, who apparently do not want to miss a single copy with a view to binding it permanently, and a most interesting and valuable series of volumes the 'Pictorial' will make as the years go by.

No other paper in the world gives so many high class pictures for so small a subscription as \$1 a year. A club of three or more subscriptions may be sent together at the rate of fifty cents each.

PICTURES
that please

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

PICTURES
"that talk."

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 a great reduction, as follows:

	Regular Rate Per annum
The 'Canadian Pictorial'.....	\$1.00
The 'Northern Messenger'.....	.40
	\$1.40
Both for one year for only \$1.00	

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

For those 'Messenger' readers who get the paper through their Sunday Schools, or who, by sending in their subscriptions through neighborhood clubs, are getting the 'Messenger' at a special club rate, the following coupon is given that they may still secure the 'Canadian Pictorial' at a figure much below the publishers' regular price.

SPECIAL 'MESSENGER' OFFER

N.M. This Coupon with 60 Cents does the work of a Dollar Bill

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

Dear Sirs.—Enclosed please find **Sixty Cents** for which send me the 'Canadian Pictorial' for one year. I am getting the 'Messenger' through a club,

Name.....

P. O.

Prov.....

Date.....

N.B.—Where the remitter receives the 'Messenger' through a Sunday School, they will please give the name of the Superintendent or Pastor.

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.