

Wonderful Development OF THE 'CANADIAN PICTORIAL' All Along the Line.

"From little acorns
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The 'Canadian Pictorial' sprang from an inspiration—and the inspiration was supported by the conviction that the Canadian people would not take long to learn to appreciate the great informing value of pictures of news events, portraits of men and women in the limelight, pictures showing the kaleidoscopic development of our great Dominion—pictures that tell the facts as no type-printed pages ever could.

Behind the inspiration and conviction was a publishing experience of many years and sufficient capital to lavish on so promising a proposition.

When inspiration, conviction, experience and capital get together, something happens quickly. It happened; and early in the autumn of 1906 the 'Canadian Pictorial'—a mere babe—made its bow to a critical constituency. It was "love at first sight"—and from the beginning the 'Canadian Pictorial' was an assured success. Its circulation has grown as the multiplication table, till to-day it can already boast the largest circulation of any magazine in Canada. More than a hundred thousand Canadians, old and young, are delighted with its regular visits.

We don't need to praise it; we can leave that to others—to its subscribers who, sending their renewal subscriptions, cannot refrain from praising it—to other publishers who, knowing how vastly more expensive the production of such fine pictures is than many times the volume of poorer pictures or type pages, express wonder at the value we are able to give, and overflow with compliments for the exquisite work and interesting features of the 'Canadian Pictorial.'

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