

# 'PICTORIAL' SUBSCRIPTIONS POURING IN

## What Experts Say of the 'Pictorial'

### WHAT ONE DEALER TELEGRAPHS

The brightest Magazine specialist and subscription agent known to us expresses in a very effective way what he thinks of the 'Canadian Pictorial.' When we first asked Mr. Lawson to handle the 'Canadian Pictorial' we could not get him to take any interest in it. But all the same we sent him a hundred copies to sell to his customers knowing well that

#### When he saw the 'Canadian Pictorial' and When his customers saw it

his opinion would change—and change it did. The hundred copies "sold at sight" and that explains why he should make his next order five hundred. The telegram speaks for itself:

*Sent five hundred November  
Canadian Pictorial I handle  
magazine subscriptions too.  
Ernest A. Lawson  
Magazine Specialist*

### WHAT EDITORS ARE SAYING:

The 'Canadian Pictorial,' a paper as full of pictures as it can hold, and of the highest type of photogravure, is the latest candidate for public favor.

To see it is to want it. It is only a dollar a year, though it is estimated that each issue will cost over a thousand dollars.—'Guide Advocate,' Watford, Ont.

x-x-x

We commend the 'Canadian Pictorial' to the attention of our readers.—'Confederate,' Ont.

We consider the 'Pictorial' a splendid addition to the literature of Canada.—Windsor, N. S., 'Tribune.'

x-x-x

I like the 'Canadian Pictorial' very much.—Editor, Aylmer 'Review.'

x-x-x

To say the least, the 'Canadian Pictorial' has a most pleasing appearance.—Editor of 'Danebrog,' Ottawa.

x-x-x

Beautifully printed. A most creditable production.—Yarmouth, N. S., 'Herald.'

No longer will Canadians fond of pictures need to get outside publications to satisfy their desire.—Renfrew 'Mercury.'

x-x-x

The pictures in the 'Canadian Pictorial' are very attractive.—Dunnville, Ont., 'Gazette.'

x-x-x

Many others, and a host of subscribers could be quoted if space permitted.

THE PICTORIAL PUBLISHING CO'Y,  
142 St. Peter street, Montreal.

#### TEN CENT TRIAL OFFER

### 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
	\$1.40

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 has been arranged—and 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'

Remit at once and secure the first issue—NOW NEARLY EXHAUSTED.

**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 1.

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 1907, including the rest of this year free.

Name.....

P.O.....

Prov.....

Date.....

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