

The Educational Value of Pictures

INTELLIGENT people everywhere appreciate as of the utmost importance the informing value of pictures of news-events, portraits of men and women in the lime-light, and pictures showing the kaleidoscopic development of our great Dominion. Pictures are as essential in their way as type. The reason there are so few really well-illustrated magazines is because of the enormous cost involved in the production of high-class pictorial work.

But the fact is that pictures of importance besides giving pleasure give also a whole horizon of exact facts at a glance. That is why the CANADIAN PICTORIAL in its chosen field is acknowledged to be the leading educator of this country. Nearly a hundred and fifty thousand people, old and young, are regularly taking pleasure and profit from its pictures, month by month. All it contains is of peculiar and vital interest to Canadians.

We don't need to praise the CANADIAN PICTORIAL; we can leave that to others all over the country, who are talking and writing about it. We can leave it to our subscribers who, sending their renewal subscriptions, cannot refrain from praising it; and often get others to join them in taking advantage of our generous clubbing offers. We can leave its praise 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.

Until the establishment of the CANADIAN PICTORIAL, three years ago, Canada was without a high-class illustrated periodical. Since then it has become to Canada what the "Graphic" and "Illustrated London News" are to Great Britain—but with this remarkable difference—the annual subscription is but a fraction of that of the great English illustrated papers. Canadians appreciate this and, when sending in their subscription, subscribe also for their friends in other places, to whose homes the CANADIAN PICTORIAL is a welcome visitor.

A six months' TRIAL subscription to new subscribers, beginning with this number, may be had for only 40 cents.

We would be glad to have our subscribers make this offer known to their friends.

The Pictorial Publishing Co.

142 St. Peter Street

Montreal, Canada



Canadian Made

No doubt you will agree that if quality and price are equal every Canadian should buy Canadian made goods in preference to any others.

Not only is it patriotic—it's sound common sense. The money spent for Canadian goods goes to build up Canadian industries and prosperity, and makes it easier for every Canadian to earn a good living.

On the other hand, money spent for foreign made goods goes out of the country to pay foreigners—not to benefit Canadians.

NA-DRU-CO

Toilet and Medicinal Preparations are compounded in Canada from the purest ingredients which money can buy. The National Drug and Chemical Company of Canada returns to Canadians in employees' salaries, dividends, and other expense disbursements, close to **One Million Dollars a year**. In addition to this we spend millions every year in Canada for raw materials, tins, bottles, labels, boxes, and other supplies, giving employment to hundreds of Canadian tinsmiths, glass workers, paper makers, printers, lithographers, box makers, and others.

So even if NA-DRU-CO goods were only "just as good" as those imported from other countries, you would be following a sensible and patriotic course in buying them.

As a matter of fact, though, NA-DRU-CO Toilet and Medicinal Preparations are better than those imported. Try NA-DRU-CO Talcum Powder, NA-DRU-CO Greaseless Toilet Cream, NA-DRU-CO Tasteless Cod Liver Oil Compound or any other NA-DRU-CO preparation, and see for yourself.

You risk nothing in making the test, for if the NA-DRU-CO article does not entirely satisfy you, return it and your druggist will refund your money.

National Drug and Chemical Company
of Canada, Limited.

Halifax, St. John, Montreal, Ottawa, Kingston, Toronto, Hamilton, London, Winnipeg, Regina, Calgary, Nelson, Vancouver, Victoria.

"WORLD WIDE"

A Weekly reprint of Articles and Cartoons from the leading Journals and Reviews reflecting the current thought of both hemispheres.

5 cents a copy; \$1.50 a year. Sample copies free.

On trial to new subscribers, two months for 25c.

including the "Canadian Pictorial" Carnival Souvenir

John Dougall & Son, Publishers, "Witness" Building, Montreal, Can.



Maypole Soap Dyes Perfectly

No streaks—even, lustrous colours that won't wash out or fade.

No stains—hands and utensils as clean as after washing.

In soap-form—no powder to fly about and waste.

"Madame" (the English home-magazine) says: "Maypole Soap is really wonderful. Dyeing becomes the easiest thing in the world with its help."

All dealers—colours, 10c.—black, 15c. Send 10c. (for black, 15c.) for dainty booklet, all about dyeing—and full-size cake to try—mention colour.

F. L. BENEDICT & CO., MONTREAL.

