

The Agents' Companion.

DEVOTED TO THE INTERESTS OF PUBLISHERS AND AGENTS.

VOL. 1.
No. 2

LONDON, ONTARIO; JANUARY, 1875.

{ Distributed
{ Gratuitously

"THE COMPANION."

THE COMPANION will be published on the 1st day of every month, in the interests of Publishers, Manufacturers, Canvassers and Agents. It will contain advertisements and notices of the latest and best publications and manufacturers, and such hints and information to canvassers as cannot fail to be a very material aid to them in their particular line of business. It is designed as a defence against the many attacks that are unjustly made against the canvassing business. Its circulation will be *gratuitous* to all who send us *ten cents*, to prepay the postage on a year's numbers. THE COMPANION is printed at the well-known Job Printing House of Geo. Bingham & Co., to whom we refer as to the full count of our circulation. By permission, we name the following gentlemen as references:—Major John Walker, M. P.; Rev. Jas. Cooper, D. D.; and J. Natrass, Esq., Shipping and Insurance Agent, London, Ont. Our advertising rates are very low, but we give no guarantee that they will not, at an early period, be increased. *Cash must accompany all orders.*

RATES FOR ONE INSERTION.

One inch.....	\$ 1.00
Half Column.....	3.50
Whole Column.....	6.00
Whole Page.....	10.00

FOR EXTENDED TERMS.

Ten per-cent. discount on above rates will be made for advertisements continued three months; fifteen per cent. for six months; and twenty per cent. for twelve months—payable *quarterly in advance.*

On receipt of fifty cents additional, for each insertion, we will direct attention to advertisements in our editorial column.

Orders, to receive attention, should be on hand by the 20th inst., but not later than the 25th of each month. Advertisements for agents are respectfully solicited. Address all orders to

COMPANION PUBLISHING CO.,

London, Ontario.

BUSINESS NOTICES.

In another column will be seen the advertisement of the "Union Supply Co.," Brooklyn, whose assortment of specialties is complete.

We have tried Cary's Soluble Ink Powder, and find it all it is represented to be—a really splendid and useful article. See advertisement.

We appear this month with new type and paper, and intend to make further improvements as soon as our advertising patronage will permit.

From every side—in the Press and from Agents—we hear kind words about the COMPANION, for all of which our friends have our sincere thanks.

One of the most useful inventions we have seen for some time is the Patent Rein Button, advertised in the COMPANION by J. R. Jones, Philadelphia.

Though but lately established in Toronto, Mr. Green-slade is a thorough and experienced business man, and his advertisement merits a careful perusal.

2,000 copies of the COMPANION are issued monthly, 1,400 of which are mailed to agents in Canada, and the remainder to Exchanges, Publishers, Postmasters and Teachers.

J. W. Jones, so well and favorably known as the late proprietor of the London Commercial College, has an advertisement in another column, which agents will do well to read.

Several Hundred Readers of the COMPANION have not yet sent the necessary *ten cents* for postage and mailing expenses for 1875. Those who want to receive the COMPANION for 1875, will save us the trouble of crossing out their names from our list, by sending on the *ten cents at once.*

So numerous are the applicants for agencies for "The Illustrated Weekly," and so favorable the reports of those already established, that Mr. Wrigley—who favors us with two large advertisements in this issue—is kept constantly "on the go" to keep pace with the business he is doing.

We have on our table the *Agents' Guide*, published in Chicago by Jas. P. Scott, Esq., at 25 cents per annum; *The Agents' Monthly*, published in Boston, by Albert Durkee, Esq., at 50 cents per annum; and the *Publishers' Index*, published in St. John's, N. B., by M. McLeod, Esq., and sent *free* to agents—all monthlies, like the COMPANION, devoted to the interests of Publishers and Canvassers.

After 1st January, weekly newspapers may be sent to any place in Canada or the States from the publishing office on payment of 30 cents per annum. This will be a boon alike to publishers and subscribers—and particularly refreshing to agents canvassing for periodicals. After 1st February letters will also pass from Canada to the States and *vice versa* on payment of single rates.

THE MORE THE MERRIER.—Last month we briefly noticed the *Publishers' Index*, a new organ for agents, published at St. John's, N. B., by M. McLeod, Esq. Now from the Banner Province—Ontario—comes the prospectus of yet another *Companion* for agents in that portion of Canada. It is gratifying to notice the progress of canvassing as a legitimate calling; it