

UNIQUE PLAN RE CASH SUBSCRIPTIONS.

THE publishers of The Holton Signal, Kansas, U.S.A, have adopted a unique method of securing new subscribers and getting their old subscribers to pay up. Holton, the county seat of Jackson county, has a population of 4,500, and had no public library, so these enterprising publishers commenced a library with 600 volumes in that town, and also started, in each of the other seven towns in the neighborhood, libraries of from 150 to 200 volumes, according to the number of subscribers, giving each place double the number of books that they had subscribers. These books were selected from the works of standard authors, are all cloth bound, and were purchased direct from the publishers. The majority of the books are fiction, but each library contains juvenile, classical, biographical and historical works. Each paid-up subscriber and his family is entitled to the use of this library, which is conducted on the rules generally observed by circulating libraries. As this scheme has not been in operation very long its success cannot be estimated, yet these publishers state that without any canvassing, their subscription list has been constantly enlarging, and that there has been an unusual activity among old subscribers towards paying up, including some persons who had long been considered as "hopeless" cases. There are some communities in which this scheme might be worked to advantage.

A WORD TO REPORTERS.

The reporter, in his every-day duties, comes in contact with a large number of men and women. It should be his aim, then, to study their tastes so as to make the best possible impression on them, and thus facilitate his gathering of news. And one of the most important particulars is dress.

Did it ever strike you that a business man would rather talk to a well-dressed reporter than to a somewhat seedy individual with unbrushed clothes and a slouchy hat? Perhaps you never turn your attention to such trivial matters. Yet, such is the case, as anyone must understand, and he who offends in this matter does so to his own harm. It is not necessary to follow all the latest fads in dress. In fact, overdressing is almost as great an obstacle to the reporter as underdressing. Well-kept, neatly-worn, plain clothes, such as business men themselves wear, leave the reporter unhandicapped, and also conduce to self-respect. And a great point is that it costs nothing to keep up a good appearance except a little care. D.

THE PAPER FOR THE KLONDYKE BOOK.

Mr. F. J. Campbell, manager of the Canada Paper Co., reports that Mr. Ogilvie's Klondyke book is to be printed on their celebrated photo book. Some of the surveyor's photographic views appearing in the work embrace miles of territory, and their exact reproduction is of great importance. Much depends on the printing, and the choice of this paper speaks for itself.

SEND FOR ONE.

The North American Life Co., Toronto, are very generously handing out to their friends a neat leather memorandum book containing calendar and other useful information. They will send you one on receipt of your request, mentioning this paper.

To Our Patrons

A Prosperous and Happy New Year, and many thanks for the favors extended us during 1897.

To Others

May the new year bring you discretion to give at least a share of your business to us.

To Ourselves

Many of them, and as good as last. . . .

**BUNTIN, GILLIES
& CO.**

HAMILTON

50th Year —