

"THE AGENTS' COMPANION."

The publishers of the COMPANION greet their agent friends by wishing them "A Merry Christmas and A Happy New Year." We have long seen the need of a paper such as we intend that ours shall be—a medium between Agents, and *those who need Agents*. We do not intend to burden our columns with common reading matter, but shall in each issue, publish a few useful hints that will be of especial benefit to inexperienced canvassers, and, we opine, to experienced ones too. Our columns are chiefly intended, however, for advertisements from publishers, etc., who desire to make known their business to those who want employment as canvassers. And by establishing such a medium, we claim that we not only benefit ourselves (as we by fair dealing hope to do) but our advertisers and agent friends; the latter because they have offered to them "without money and without price," remunerative employment in any line they may prefer, and that, too, without the trouble of writing to a dozen publishers for circulars, etc.; and the former, because by advertising in our medium they address the great body of Agents in Ontario, which they cannot do in any other paper at ten times the expense. We trust, therefore, that THE COMPANION will not only be warmly received by Agents, but that it may have bestowed upon it, the continued and liberal patronage of Publishers and Manufacturers everywhere.

OUR SPHERE OF LABOR.

By far the most prosperous and wealthy Province in this "Fair Canada of ours," is our own banner Province of Ontario. This we have chosen as *our field*. We have a good list of names of Agents in the lower Provinces, to whom we shall perhaps send a copy of our first issue, but we prefer to work a small field thoroughly and profitably, to taking a larger one in which we cannot and do not intend to advertise regularly for fresh recruits to the army of Agents, whose names we have now on our lists. Four years ago we had in our treasury a surplus of several millions of dollars, all

of which has been expended in the erection of public works, draining low lands, etc., and now at the close of another term of office, our Government announces a surplus of \$5,000,000. Can any of our sister States show results equally favorable? Can any of our advertisers name a territory in which canvassers can have an equal chance of success? If, therefore, Canadian Agents have not been quite so successful as some in our sister States, it has not been on account of an inferiority of territory or even of agents, but because our agents have, in many cases, been unfortunate in the choice of goods for which they have canvassed. We think we may safely herald a new era for Canadian Canvassers. We intend to advertise no goods but those that are saleable in every locality, and for no firm that is not reliable and trustworthy. Publishers must, in every case, send us circulars descriptive of their business, else their money will be returned to them, and their advertisement refused. And if any of our agents have been defrauded or imposed upon, we will caution our readers against dealing in any way with the firm complained of. On the contrary, if any of our advertisers notify us of any agent who so far forgets his duty to himself and to his brother agents by acting dishonestly with his patrons, we shall give him the benefit of a free advertisement, so that other publishers may "beware of him," and refuse to give him employment. By these means, and others, we hope to establish for ourselves a position in which we may be enabled to do much good alike for our advertisers and our readers.

Our Circulation.

The circulation of this issue of "The Companion" will reach 1,500. *Not so slow, is it friends?* 2,000 are struck off. So we are prepared to supply all comers. Let the names roll in as the paper rolls out. We expect the pressure upon our columns in our next and succeeding issues, will be so great that we shall not only be compelled to use smaller type, but to issue a 12 page paper. An article we had prepared on "Book Canvassing" has been crowded out of this issue.

WORTH WHILE. It is worth while to take the Great Family Paper—*The Star Spangled Banner*, with which is given a pretty pair of Chromos, "Foraging," and "Windfall"—all prepaid by mail—to each subscriber. The *Banner* is Ledger size, only \$1 a year; and we will club it with the COMPANION, and send both papers and premiums all prepaid, to any one sending us *One Dollar* before New Year's. COMPANION PUBLISHING Co. London, Ontario.