

THE PUBLISHERS' INDEX

Sample Copies free to all Agents and Canvassers who send their address.

"INDEX" PUBLISHING CO.,

51 Prince William Street, Saint John, N. B.

ADVERTISERS :

R. A. H. Morrow,	Page 13
Geo. W. Day,	" 15
Geo. B. P. Fine	" 15
Boston Frame and Chromo Co.,	" 15
J. Latham & Co.,	" 15
Coss, E. & N. A. Railway,	" 15
Index Publishing Co.,	" 15
S. M. Bowles,	" 15
Companion Pub. Co.,	" 15
E. M. Winnie & Co.,	" 11
Hausig & Lubrecht	" 15
John Stewart,	" 14
G. M. Danforth & Co.,	" 14
May I C U Home,	" 11
C. W. Lawrence & Co.,	" 11
Index Publishing Co.,	" 11
J. Alonzo Bowes,	" 13

HOLIDAY INDEX.

HOLIDAY INDEX for 1875-6 will contain 32 pages and will be printed on fine toned paper. We have arranged with a leading house in London, G. B., for a handsome lithographed cover in several colors, and engravings for frontispiece, etc. It will be issued the first week in December in an edition of 3,000 copies, which will be distributed gratuitously throughout the Maritime Provinces. The success and popularity of HOLIDAY INDEX of last year warrants us in a liberal expenditure for this, and we anticipate a large advertising patronage.

ADVERTISING RATES.

One Page,	\$16.00
Half Page,	10.00
" Column,	6.00
Quarter Column,	4.00
One Inch,	1.00
Half Inch,	1.00

No advertisement will be inserted for less than one dollar.

Cash must accompany copy, which should be to hand on or before November 28th.

SUBSCRIBE.

We have determined to furnish INDEX to subscribers regularly each month for the small sum of TWENTY FIVE CENTS a year. Any agent who values our paper, and feels disposed to contribute his mite towards its support, will surely become a subscriber. We have already on our mail list many regular subscribers who paid 50 cents and participated in the prize drawings. We would now like to add a thousand or two more at 25 cents (without premiums). Those who appreciate INDEX and wish to receive it regularly, will please remit during the present month. Sample copies will be sent as usual—FREE.

If you want agents in Nova Scotia, advertise in INDEX.

INDEX circulates everywhere in the Maritime Provinces.

"Hard Times"

Is the cry which many love to indulge in this present season, and by lugubrious faces and doleful tones succeed (thoughtlessly and foolishly) in doing more harm than can be easily calculated. To a great extent the "times" are to each individual just what they make them. If dull in reality, a little more energy and vim is required to win success, and those who can bring to bear the extra force and enterprise remaining latent and undeveloped in "brisk times" must surely conquer success now. Slothful, week-backed canvassers have no show in "hard times," and all such had better stand back for men of energy and determination.

CHEAP BOOKS BY MAIL.—A few copies of CHURCHMAN, or Life by the Camp Fire, by Captain Dashwood, still on hand, will be mailed, post paid, on receipt of 20 cents.

LIBRARY OF POETRY AND SONG.—The finest collection of poetry, the best engravings, and handsomest and best got up book of the kind ever issued, will be mailed, post paid, at \$1.00. A few copies only remaining on hand. Address INDEX PUBLISHING CO., box 156, St. John, N. B.

CASH MUST ACCOMPANY all orders for advertising. We will not in future notice any orders unless the money accompanies them. There are dead beats among publishers as well as canvassers—some of them we have discovered, but have no hankering for further discoveries in that line. Send the money along, and the advertisements will appear in due time. If not—not.

SO SOON AS OUR advertising patronage will warrant, we hope to make improvements in INDEX, which will astonish the originators of the numerous mushroom advertising sheets, which have appeared and disappeared since the first issue of our modest but hardy monthly.

Applications for space in HOLIDAY INDEX are coming in freely. Copy must be in on or before Nov. 28th to insure insertion. See terms on editorial page of this issue.

PUBLISHERS INDEX is rapidly gaining in popularity and influence. Our correspondence during October was enormous, and the demand for sample copies could not all be filled.

Messrs. J. M. Danforth & Co., occupy a large space in our advertising columns, and make liberal offers specially interesting to agents.

Messrs. Hausig & Lubrecht want agents for their new Orange Chart. This firm is largely engaged in the map and chart business, and understand how to furnish popular works.

ADVERTISE in HOLIDAY INDEX, the handsomest annual to be issued in the Dominion.

Advertise in INDEX! Six lines only 50 cents.

Advertise in INDEX for November.

Our advertising rates are low. See first page.

Send Copy for ads. before Nov. 28th.

Remember INDEX in every letter you write.

Holiday Index. 3000 Copies.