

The Agents' Companion.

DEVOTED TO THE INTERESTS OF PUBLISHERS AND AGENTS.

VOL. 1.
No. 1.

LONDON, ONTARIO, DECEMBER, 1874.

{ 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.

THE COMPANION is published in a small, neat shape, and Agents will consult their interests by preserving it for reference.

We are pleased to present our first number to our readers, with a full list of advertisements. Our advertisers say that if they like us, they will stick to us.

We advise every agent to select from our advertisers the one they will work for this winter. The business offered them is both honorable and profitable.

It is of vital importance to us that any one answering our advertisements should mention THE COMPANION—and it will be money in the pockets of those who do so.

Always write plainly, and do not omit to give your name and address. Your post office and county is all that is needed, unless you have a box in the post office.

Several hundred publishers will receive a copy of this issue. If any receive it who do not intend to advertise with us, they will please send us a post card.

In our prospectus sheet sent to publishers, it was incorrectly stated that the population of Ontario was 1,250,000. It is nearly 2,250,000.

For \$5 we will send THE COMPANION prepaid, and the *Waverley Magazine* for 1875—prepaid to the lines. The regular price of the "Waverley" is \$6.

Do not write to any publisher unless you really mean business—and when you do write, do not burden them with long letters. Unless you want to send money, you can say all you need on a postal card.

We would advise all our readers who are in want of Calling, Address, Business or Wedding Cards, to give White's Glass Cards a trial, as they are not only pretty, but something new.—See advertisement.

Barclay & Co.'s Illustrated 25 cent Books sell splendidly, either alone or in connection with other books, or a different line of goods. Every agent should have a few. They pay expenses.

Advertisers will please take a note of the