

AGENTS MAKE FROM 30 TO 70 PER CENT.

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THE GRANDEST OFFER EVER YET MADE.

WHAT WE GIVE THE PEOPLE FOR \$1.00.

The Household Journal is about twice the size of ordinary papers, and four times as large as some. It is now one of the largest published, and is nicely illustrated. Contains every variety of literature. It is filled with illustrated stories of the most interesting and entertaining character. Sketches and Thrilling Anecdotes, Beautiful Poems by the best authors; a vast fund of information of what is going on in the world. Each number contains an illustrated Fashion Department, Children's Department, Farm and Household Department, Sunday Reading, Wit and Humour, besides many other minor departments, making it the most valuable and interesting paper published.

FOUR BEAUTIFUL CHROMOS.

These beautiful works of art (made especially for us) can only be secured by subscribing to the "Household Journal." Never before have four such large and elegant works of art been given with such a mammoth paper for the small sum of \$1. Fully realizing the demand that will be made for our paper and premiums as soon as our agents go to work, we have a stock of 120,000 made in advance. So there will be no delay with our agents, but all orders will be filled the day they are received. These charming Chromos please and delight everyone.

Retail dealers are obliged to charge \$1 each for inferior subjects. And why? you ask. Simply because hardly a publisher of Chromos ever gets out over \$500, while we make 120,000. We pay no one a profit, while the retail dealer has to pay four or five before he gets Chromos to sell.

A FAINT DESCRIPTION OF WHAT WE GIVE FOR PREMIUMS.

No. 1 is a splendid Oil Chromo, size 16 x 22, finished in 12 colours, and entitled,

"YOU DIRTY BOY."

This really magnificent chromo will at once enchain the attention and command the deep and warm admiration of every mother. The original painting, now in our possession, was taken from a copy of a celebrated piece of sculpture, and named after it. This remarkable triumph of art and genius, it will be remembered, took first prize at the World's Exhibition in Paris some years ago. The scene represents a farmer's wife, who has just, after a hot pursuit, captured her mischievous son and he is now proceeding to rid him of some of the superfluous dirt which all boys will see to it to get. The grim determination on the good old lady's face, the look of mingled disgust and mischief on that of the boy, will call up many a smile to the faces of those who, in their younger days, have been through the same performance. We can almost fancy we hear the mother exclaim, "Oh, you dirty, dirty boy!" while at the same time she pulls her ear with one hand and with the other administers a plentiful allowance of soap and water. Beside them is the tub, into which the water is dripping from the boy's arms, and in the rear we see the old farm house, as true to nature as nature itself. This picture is generally admitted to be one of the FINEST CHROMOS EVER OFFERED AS A PREMIUM TO ANY PAPER.

No. 2 is a sublime Oil Chromo, size 16 x 22, finished in 12 colours, and entitled,

THE CASTAWAY'S DREAM

A more beautiful and sublime subject than the above, and anything executed in a more masterly and artistic manner, it would be hard to conceive. A terrible storm has arisen, during which two sailors, father and son, have succeeded in saving themselves from a wreck and reaching an island. The father's loving care, shown in his hesitation to arouse his boy from peaceful slumber until certain his hopes are realized, and the painful and intense eagerness with which he scans the horizon in search of the ship which is to rescue him, are evidences that a masterly hand has painted this picture. But the principal charm in this picture remains to be told. "Victory worn out" and exhausted; the poor boy has thrown himself down. And his fair, innocent, childish face wrapped in peaceful slumber. For it is a study for any lover of the beautiful. He dreams of his dear mother at home, and in fancy is assayed in her loving arms once more. Dimly in the clouds the dream is pictured, and many tender memories will be awakened by it. We cannot pretend to do this picture justice. It must be seen to be appreciated.

THE BASKET OF FLOWERS.

Two years ago we gave as a premium to our paper four chromos, 12 x 16, and the one which was most universally admired was a Vase of Flowers. So much, indeed, was it thought of that we have been encouraged to get up our "Basket of Flowers," which will be just double the size, and finished even better, than the Vase of Flowers. It is only necessary to state that this picture was painted by Hawksett from nature, and he has spared no pains to keep up his high reputation. Nothing in the flower line to equal this has ever been offered as a premium.

No. 4 is a magnificent Oil Chromo, size 16 x 22, finished in 19 colours, and entitled

SUNSET ON LOUISE KATRINE.

Scenery, especially Scotch scenery, is appreciated by every one. Who has not read Sir Walter Scott's celebrated romance

entitled "The Lady of the Lake, which is founded upon this spot? How many happy recollections this picture will awaken in the hearts and memories of our readers. Dear to the heart of every Scotchman or woman will be a sight of their native country, which will serve as a tie to bind present associations with the past. What finer scenery can anyone wish than this? It is, indeed, a picture that will be doubly valuable, both on account of its great beauty, and also as a reminder of our motherland. We will cheerfully forfeit the price paid, and ten times as much more, to anyone who can prove we have overdrawn or exaggerated the value and beauty of this picture, which is one of the finest that has yet been published.

OUR TERMS TO AGENTS.

We do not care to sell our canvassing outfit, but any person who really means business, and intends to act honestly and squarely as our agent, giving either the whole or as much time as he can spare to the business, can procure a valuable outfit, well worth \$25, by sending us 50 cents as a guarantee of good faith. Please remember, we don't want to sell the outfit at 50 cents unless you intend to use it first for canvassing.

In the first hundred we allow the agent to keep 30 cents commission on each subscriber. On the second we allow the agent to keep 40 cents. On the third we allow the agent to keep 50 cents. On the fourth we allow the agent to keep 60 cents. On the fifth we allow the agent to keep 70 cents. On the sixth we allow the agent to keep 80 cents. On the seventh we allow the agent to keep 90 cents. On the eighth we allow the agent to keep 100 cents. On the ninth we allow the agent to keep 110 cents. On the tenth we allow the agent to keep 120 cents. On the eleventh we allow the agent to keep 130 cents. On the twelfth we allow the agent to keep 140 cents. On the thirteenth we allow the agent to keep 150 cents. On the fourteenth we allow the agent to keep 160 cents. On the fifteenth we allow the agent to keep 170 cents. On the sixteenth we allow the agent to keep 180 cents. On the seventeenth we allow the agent to keep 190 cents. On the eighteenth we allow the agent to keep 200 cents. On the nineteenth we allow the agent to keep 210 cents. On the twentieth we allow the agent to keep 220 cents. On the twenty-first we allow the agent to keep 230 cents. On the twenty-second we allow the agent to keep 240 cents. On the twenty-third we allow the agent to keep 250 cents. On the twenty-fourth we allow the agent to keep 260 cents. On the twenty-fifth we allow the agent to keep 270 cents. On the twenty-sixth we allow the agent to keep 280 cents. On the twenty-seventh we allow the agent to keep 290 cents. On the twenty-eighth we allow the agent to keep 300 cents. On the twenty-ninth we allow the agent to keep 310 cents. On the thirtieth we allow the agent to keep 320 cents. On the thirty-first we allow the agent to keep 330 cents. On the thirty-second we allow the agent to keep 340 cents. On the thirty-third we allow the agent to keep 350 cents. On the thirty-fourth we allow the agent to keep 360 cents. On the thirty-fifth we allow the agent to keep 370 cents. 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On the seventieth we allow the agent to keep 720 cents. On the seventy-first we allow the agent to keep 730 cents. On the seventy-second we allow the agent to keep 740 cents. On the seventy-third we allow the agent to keep 750 cents. On the seventy-fourth we allow the agent to keep 760 cents. On the seventy-fifth we allow the agent to keep 770 cents. On the seventy-sixth we allow the agent to keep 780 cents. On the seventy-seventh we allow the agent to keep 790 cents. On the seventy-eighth we allow the agent to keep 800 cents. On the seventy-ninth we allow the agent to keep 810 cents. On the eightieth we allow the agent to keep 820 cents. On the eighty-first we allow the agent to keep 830 cents. On the eighty-second we allow the agent to keep 840 cents. On the eighty-third we allow the agent to keep 850 cents. On the eighty-fourth we allow the agent to keep 860 cents. On the eighty-fifth we allow the agent to keep 870 cents. On the eighty-sixth we allow the agent to keep 880 cents. On the eighty-seventh we allow the agent to keep 890 cents. On the eighty-eighth we allow the agent to keep 900 cents. On the eighty-ninth we allow the agent to keep 910 cents. On the ninetieth we allow the agent to keep 920 cents. On the ninety-first we allow the agent to keep 930 cents. On the ninety-second we allow the agent to keep 940 cents. On the ninety-third we allow the agent to keep 950 cents. On the ninety-fourth we allow the agent to keep 960 cents. On the ninety-fifth we allow the agent to keep 970 cents. On the ninety-sixth we allow the agent to keep 980 cents. On the ninety-seventh we allow the agent to keep 990 cents. On the hundredth we allow the agent to keep 1000 cents.

A PRESENT OF \$100 CASH.

But we hear some faint-hearted agent exclaim "Oh, it's all nonsense, no one can ever take 1,000 subscribers." Well, let us see. A good, hard-working agent, if he takes 100 subscribers per day, will require between three and four months to secure 1,000. But we can give you a hint worth something, and which will convince you that we are not offering these prizes without knowing what agents can do. Write to us for two outfits. Get your brother, sister, or friend it matters not who to help you canvass, and send in all the orders in your own name. If you choose you may have a dozen sub-agents, but the orders must all come from one person to entitle you to the prize. In this way you can take a town or village, and divide it to suit the number of agents under your control, insisting that they must canvass every house in their district. But this is not all. In order to stimulate your sub-agents, we agree that for every order for 100 sets chromos at one time, or within 30 days, if you send in orders amounting to 100 sets, we will send you a handsome Gold Plated Hunting Case Watch free. Tell this to your sub-agents, and see if they do not get 100 subscribers within 30 days without any trouble. And better than this, and anyone sending in 250 subscribers within 30 days will get

THREE WATCHES FREE.

Can any other firm beat this offer? We think not. Cash must in every case accompany the order unless sent C. O. D., in which case the agent must send \$2 as a guarantee the \$2 to be deducted from the bill when the goods are sent. Agents sometimes ask us to vary our terms. This we never do for anyone. Our books are kept in conformity with our terms, and to vary our terms for anyone is simply impossible, and we never take any notice of such letters, so save your stamps if you are going to write to us to change our terms.

THE WAY TO CONDUCT THE BUSINESS.

The best way is to send in and pay for a number of subscriptions, receive the premiums and receipts, and then go to work and secure subscribers, and deliver the premiums and receipts as you go, and thus save going over the territory a second time to deliver the same and collect your pay. For instance, when you order your outfit, or after you have received it, send us \$70, which pays for the first hundred subscriptions. By return mail or express you will receive one hundred sets of the four chromos, and one hundred receipts, which is an outfit for the first hundred subscribers. The receipts will be all made out and signed by us, and each good for a year's subscription to the Household Journal, and all you will have to write in will be the subscriber's name, etc. You can then take a package of the premium chromos and receipts and go canvassing. It being on your first hundred subscribers, you have paid seventy cents each for them, and will collect \$1.00 on each, and give to each subscriber a set of the four chromos, and a receipt entitling him or her to the paper for one year, and the work is done. Every few days you will send in the subscribers names to us on subscription lists furnished you for that purpose, with out any money (as you will already have paid for them), and we at once book their names and send them the paper for one year. If an agent is so situated that, at the start, he is unable to send \$70 for one hundred subscriptions, then send \$30 for fifty subscriptions, if you cannot send \$30, then send \$17.50 for twenty-five subscriptions, and even if you cannot send \$7 for ten subscriptions, or \$3.50 for five subscriptions, still it is the best and easiest way to conduct the business. You approach a person, and show him or her the four beautiful premium chromos and the paper, and tell them

that they can have the four pictures then and there, and that you are prepared to give them a receipt for the paper for one year, signed by us, and that by return mail they will get the first copy of our paper, and no person is going to let you leave, if they have or can get a dollar, till they secure the four pictures and a receipt entitling them to the paper for a year.

An agent must have a little ready money, for we require that payment must accompany each list of subscribers. This will cause no inconvenience to an honest agent, for should he not happen to have the money he can borrow it for a few days, and his profits will soon enable him to do without borrowing, and to handle the business just as he likes.

All old agents, who understand the agency business, the large offer that we make and the importance of being early in the field, will order all the subscriptions they can with their outfit. There is no end to the business that can be done, and the sooner you start the better.

HONEST AGENTS WANTED.

We wish to say one word to all honest agents. We have the best business ever offered you. We deal squarely with our agents and subscribers, and leave no "top-hole" open for "deal-beats" to spoil territory for honest agents. We do this by signing all our receipts and no one can get one of those receipts without paying for it. All honest agents will be glad to see it, for people cannot fail to see that the business is conducted in a business-like manner, and they will have no fear of being defrauded of their subscription money. When agents order receipts and chromos in advance, we fill the receipts all out except the subscriber's name and residence, which the agent fills in as he takes subscriptions. No honest agent will object to our plan of signing our own receipts, for did we allow agents to sign them, all the "deal-beats" would get an outfit and defraud the people all over the country, and ruin the business for us, and all honest agents too. We want honest agents, and don't care to encourage "deal-beats."

CLUES.

A great many people could get a dozen or more subscribers, but do not care to make a business of it. To such we offer handsome prizes instead of a commission, any one or more of which you may secure with little or no trouble. Anyone sending in 25 and two subscribers will be entitled to one of the following handsome prizes. A solid Gold Band ring, worth \$5, a beautiful gold-plated two-picture Locket, full size, or a handsome six-plate Penknife. Anyone sending in 50 and three subscribers will get a fine four-draw Telescope, or a handsome Gold Band ring, with a beautiful Alaska Diamond in it. Anyone sending in 75 and four subscribers will be entitled to a handsome pocket-pistol seven-shot revolver, or a magnificent Opera Chain and Locket. Anyone sending in 100 and five subscribers will get a beautiful silver-plated Cake basket, or a German Zither or Harpette. Anyone sending in 150 and six subscribers will choose one of the following presents. A solid silver or heavily rolled Gold Plate Watch Chain, or a handsome Silver Plated Butter Dish. Anyone sending in 200 and ten subscribers will get a beautiful Hunting Case Watch. Anyone sending in 300 and fifteen subscribers will get one half-dozen splendid Silk Handkerchiefs, or a first-class No. 10 pin, or a beautifully engraved Nickel Silver seven-shot revolver with Pearl handle. Anyone sending in 400 and twenty subscribers will receive a tent's full size detached Lever Solid Silver Hunting Case Watch, or two of our Hunting Case Metal Watches as advertised in our Catalogue at \$3.00 each. Anyone sending in 500 and thirty-five subscribers will receive a handsome nine-carat Hunting Case Solid Gold Watch, or a beautiful Diamond set, along with a selection of new and popular tunes.

A BONA-FIDE OFFER.

We want every person who reads this to take our outfit and try the business, feeling assured that if they do they will not only feel satisfied with it, but will continue to act as our Agents for many years. Now, if you will order the outfit at once, we will guarantee you entire satisfaction. If you find out anything different from what we have represented, we give you the privilege of returning the outfit, and not only receive the 50c. back, but will pay you for your trouble. Can we offer anything more fair? We shall not go back on our word in any particular. We have won an honorable business reputation, and don't propose to sacrifice it on any account.

IN CONCLUSION.

Dear reader, in a brief manner we have placed our business before you. If you are in want of work, we assure you that you cannot do better than engage with us at once. If anyone orders the paper and premiums, and is not satisfied, we will refund the money, whether they subscribe to an agent or send their subscription direct to us. In fact, we mean to give entire satisfaction, and if anyone is dissatisfied, we mean to satisfy them on their own terms. We are satisfied ourselves that we have the best business before the public, and are sure that we can prove it to any agent that we have. It will cost you but 50c. to procure our outfit and see for yourself, and then, if you are not satisfied the business will pay you, you may return the outfit and receive your 50c. back.

ADDRESS ALL ORDERS,

P. O. Box 1120.

JAMES LEE & Co.,

517 Lagachetiere Street, Montreal, P.Q.