

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured covers/
Couverture de couleur

Coloured pages/
Pages de couleur

Covers damaged/
Couverture endommagée

Pages damaged/
Pages endommagées

Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée

Pages restored and/or laminated/
Pages restaurées et/ou pelliculées

Cover title missing/
Le titre de couverture manque

Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées

Coloured maps/
Cartes géographiques en couleur

Pages detached/
Pages détachées

Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)

Showthrough/
Transparence

Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur

Quality of print varies/
Qualité inégale de l'impression

Bound with other material/
Relié avec d'autres documents

Continuous pagination/
Pagination continue

Tight binding may cause shadows or distortion along interior margin/
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Includes index(es)/
Comprend un (des) index

Title on header taken from: /
Le titre de l'en-tête provient:

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Title page of issue/
Page de titre de la livraison

Caption of issue/
Titre de départ de la livraison

Masthead/
Générique (périodiques) de la livraison

Additional comments: /
Commentaires supplémentaires:

This item is filmed at the reduction ratio checked below /
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	14X	18X	22X	26X	30X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12X	16X	20X	24X	28X	32X

The Agents' Companion.

DEVOTED TO THE INTERESTS OF PUBLISHERS AND AGENTS.

VOL. 1.
No. 2

LONDON, ONTARIO; JANUARY, 1875.

{ 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.

In another column will be seen the advertisement of the "Union Supply Co.," Brooklyn, whose assortment of specialties is complete.

We have tried Cary's Soluble Ink Powder, and find it all it is represented to be—a really splendid and useful article. See advertisement.

We appear this month with new type and paper, and intend to make further improvements as soon as our advertising patronage will permit.

From every side—in the Press and from Agents—we hear kind words about the COMPANION, for all of which our friends have our sincere thanks.

One of the most useful inventions we have seen for some time is the Patent Rein Button, advertised in the COMPANION by J. R. Jones, Philadelphia.

Though but lately established in Toronto, Mr. Green-slade is a thorough and experienced business man, and his advertisement merits a careful perusal.

2,000 copies of the COMPANION are issued monthly, 1,400 of which are mailed to agents in Canada, and the remainder to Exchanges, Publishers, Postmasters and Teachers.

J. W. Jones, so well and favorably known as the late proprietor of the London Commercial College, has an advertisement in another column, which agents will do well to read.

Several Hundred Readers of the COMPANION have not yet sent the necessary *ten cents* for postage and mailing expenses for 1875. Those who want to receive the COMPANION for 1875, will save us the trouble of crossing out their names from our list, by sending on the *ten cents at once.*

So numerous are the applicants for agencies for "The Illustrated Weekly," and so favorable the reports of those already established, that Mr. Wrigley—who favors us with two large advertisements in this issue—is kept constantly "on the go" to keep pace with the business he is doing.

We have on our table the *Agents' Guide*, published in Chicago by Jas. P. Scott, Esq., at 25 cents per annum; *The Agents' Monthly*, published in Boston, by Albert Durkee, Esq., at 50 cents per annum; and the *Publishers' Index*, published in St. John's, N. B., by M. McLeod, Esq., and sent *free* to agents—all monthlies, like the COMPANION, devoted to the interests of Publishers and Canvassers.

After 1st January, weekly newspapers may be sent to any place in Canada or the States from the publishing office on payment of 30 cents per annum. This will be a boon alike to publishers and subscribers—and particularly refreshing to agents canvassing for periodicals. After 1st February letters will also pass from Canada to the States and *vice versa* on payment of single rates.

THE MORE THE MERRIER.—Last month we briefly noticed the *Publishers' Index*, a new organ for agents, published at St. John's, N. B., by M. McLeod, Esq. Now from the Banner Province—Ontario—comes the prospectus of yet another *Companion* for agents in that portion of Canada. It is gratifying to notice the progress of canvassing as a legitimate calling; it

is one more step towards civilization, which means Education, Knowledge and Power.—*Agents' Monthly*, Boston.

Our article in Dec. No. about "Wood's Household Magazine" (now *Illustrated Household Magazine*) seems to have done some good, as two more Nos.—Sept. and Oct.—have been received by subscribers. Now for the November and December numbers, and then if we think the "promises" of the "Household Pub. Co." are any better than *pie-crust*, we will let our readers know it.

Since the above was in type the last two numbers have been received—four numbers in as many weeks. The publishers explain in the Dec. No. the cause of delay, which to us is satisfactory. We believe, therefore, that under the new proprietors, this favorite magazine will go on and prosper. Our space forbids our doing more than wishing the "Household Publishing Co." the success they deserve.

There are some agents in every locality who are continually writing to Publishers and General Agents asking them to forward outfit and they would remit with first order; or asking for credit on goods. If they only knew that such a request was anything but a recommendation of them, plainly exhibiting as it does, their inexperience in the business, they would not repeat the request. Let all such remember these points:—*First*.—That Publishers can offer better terms to agents when they do a cash business, than if they give credit, and are slow in getting their returns and sometimes never get returns at all. *Second*.—That all Agents are not alike honest, and that as publishers seldom see them, they cannot be supposed to know whom to credit and whom to refuse. And *lastly*.—If an agent can get credit from his friends where he is known, he will not ask it of his publisher; if he cannot, the Publisher who would give him credit is a fool. The cash rule, therefore, having been adopted by all reliable Publishers let not any agent feel aggrieved who has asked for credit and been refused.

Next month we will introduce a new feature in the COMPANION—an "Agents' Directory." Its object will be to introduce agents to all the leading houses in Canada and the States (to all of whom the COMPANION is sent), and thereby place them in first and direct communication with advertisers. Agents whose address is thus made known, receive communications from first-class houses, and are thus aided in their endeavors to establish a credit and a character. Addresses, and names of agents will be inserted in the Directory at following rates.—

One month.....	\$0 50 in advance.
Two ".....	0 75 " "
Three ".....	1 00 " "

Peoples' History of America.

(From the *American Canadian*, Oct. 28th.)

One of the most spacious and comprehensive books ever issued from the American press, containing some seven hundred and fifty-three column pages of clear printing, with copious foot-notes and addenda. The ground-work of this ponderous contribution to American Annals consists in a consolidation of the works of several of the most famous of the older historians, such as Belknap, Robertson, Grahame, Ramsey, and Hubbard, which conscientiously built upon by competent compilers in the service of the publisher, making the edifice complete as a history of the whole Continent to the present day. The work is certainly a monument of industry, a cyclopaedia of knowledge, and a miracle of cheapness; and in our mind, an excellent thing to have in one's possession

A PAPER FOR EVERY FAMILY.

Last week we called attention to *The Illustrated Weekly*, the initial number of which was just then issued. With the coming of 1876 the paper commences its regular issues, and under circumstances far more favorable than generally characterize the reception of any newspaper enterprise. The Agents, who have been busily at work, have rolled up a substantial subscription list, some of them even sending their hundreds of subscribers, as will be seen by reference to the advertisement on another page.

A paper so fitted for family reading as *The Illustrated Weekly* is worthy of introduction in every family. Its pictorial illustrations are worth more than the subscription price, and its reading matter is of a character calculated to interest both old and young, and to make people better. The Chromo is a real gem of art, and is well worth hanging on parlor or dining-room wall, in a beautiful frame.—*Christian at Work*.

HORACE WATERS & SON.

Messrs. Horace Waters & Son, the well-known piano and organ manufacturers of No. 481, Broadway, have done as much, or more than any one, to popularize the art of music in this country. The simple reason of their success is that they furnish first class Pianos and Organs at prices that bring them within the means of all. The Waters New Scale Pianos are among the best made, and in some essentials, are even superior to those of other manufacturers. By adopting a new scale and new agraffe treble, and other valuable improvements suggested by long experience, they have succeeded in imparting to their piano a remarkable purity and evenness of tone throughout the entire scale. The tone is rich, mellow and sonorous; they possess great volume of sound, and the continuance of sound or "singing" power is one of their marked features. The Waters pianos are square-grand, a style which renders them more convenient and more slightly than an ordinary grand piano, and yet all the music can be obtained from them that any grand piano will produce, although the cost is comparatively much less in the case of the Waters piano. The Organs of Messrs. Waters & Son are so widely known in all parts of the world for their unusual superiority that it is hardly necessary to speak now of their merits in detail. The Waters great concerto organ, one of their most recent productions, has been a highly-gratifying success, possessing important improvements which have created a great demand for it. Their instruments are warranted for Six years. As Messrs. Waters & Son give the most liberal facilities for paying by instalments, for all instruments purchased of them, and as they are to be had at all prices, those who desire to begin the New Year with a new piano, or a new organ for Christmas, would do well to pay a visit to their warehouses at 481, Broadway.

New York Times.

\$5.00 TO \$6.00 PER DAY.

AGENTS say that COOK'S PATENT REIN BUTTERONS are hard to beat, for they sell themselves. Just the thing for driving horses in cold weather. Can start business on \$1.00 and make over two hundred per cent. Send for particulars.

J. R. JONES, Manufacturer,
50, N. 5th Street, Philadelphia, Pa.

B-E-T-Y-O-U!

That our ILLUSTRATED 25c. BOOKS outsell anything on the road. They are mostly sold by canvassers, who distribute and collect circulars. Subscription Book Agents sell them rapidly while taking names for larger works, and thus double their profits.

BARCLAY & Co.,
21 N. Seventh-St., Philadelphia.

FRENCH TRANSPARENT PLAYING CARDS

YOUNG MEN—Send 25cts. and get 10 samples of those beautiful French Cards, or a full pack of 52 cards and 52 scenes for \$1. These cards can be used to play any game, the same as with common cards, but when held before the light, each card contains a Colored Picture. Put up in a neat case, and sure to please.

Address: W. T. HILL & Co., Ashland, Mass.

WE WANT

THE NAME and ADDRESS OF EVERY AGENT

in Ontario, and to those receiving this No. of THE COMPANION who send it at once, we will forward by return mail, "gratis," something which may be the means of starting them on the road to wealth. Address:

J. K. McALLISTER & Co.,
27 "Tribune" Building, Chicago

B2cs
M

AGENTS! A FORTUNE FOR YOU!

READ EVERY WORD

LONDON, ONT., Dec. 18th, 1874.—"I canvass my ward in the evenings, working at my trade during the day. The result of my first six nights' canvass was 28 orders, and in a short time I shall make canvassing my business."—SIDNEY PERRIN, Agent.

In taking orders for THE ILLUSTRATED WEEKLY (\$2.50 a year) a large, new, bright, literary and family paper—pure, instructive and amusing; half of its pages full of beautiful pictures every week; the other half containing the choicest reading matter. JAMES PARTON, Contributing Editor. Like that great English paper, *The London Illustrated News*, it is highly moral, but entirely nonsectarian and non-political, going all over the world, alike to Protestant, Catholic, Pagan and Jew. Also accompanying the paper, each week, a large engraving supplement (62 in a year), size 17x24 inches. These are exquisite fac-similes of the finest steel engravings, copied by the new process of the Graphic Co., are on heavy tinted paper, with margins suitable for framing, and are *truly a fine art gallery every year*. Besides, each subscriber is presented with the Chromo, "Gold Fish, Fruits and Flowers," size 2x24 feet, in 27 oil colors, painted by Ramsey. *Not only the largest and finest premium ever given, but the most wonderfully beautiful chromo ever produced.* THE COMBINATION is unequalled. It is an instantaneous and pronounced success. Every good American takes at least one paper, of course. He takes this one because: 1st.—It is the nicest, newest and best. 2nd.—It is the *cheapest*—giving a great bargain—and thus suits the hard times. It sells itself. Be quick, if you want an agency. This time of the year any agent can make from \$10 to \$20 per day. Send stamp for specimens and liberal terms; or better yet, to save time, send \$3.00 at once for a complete outfit, and make \$100 while you would otherwise be waiting. You are sure to take hold anyhow. *Money refunded if not perfectly satisfied.* Address: GEO. WRIGLEY, Richmond-St., London, Ontario.

WHAT THE PRESS AND PROMINENT MEN SAY :

We have room only for a few notices and extracts from the hundreds which we daily receive.

"THE NEW ILLUSTRATED.—Here is a novelty in the newspaper line, a marvel of beauty, as well as of what appears to us to be an excellent paper for family reading. The premium Chromo is a genuine piece of art work, and not one of such dubs as have brought discredit to such a great extent on pictorial premiums. It is worthy of a place on the walls of any home."—*The Christian at Work, N. Y.*

"We welcome the new enterprise, as we are certain that the more the taste of the people of America is cultivated for illustrated literature, the more we shall profit by the efforts of our competitors."—*Frank Leslie's Illustrated Newspaper.*

"We are not surprised to learn that in the first few weeks of its existence it has rolled up such a subscription list as to eclipse many of its older neighbors. Although a new paper, it is in old and skillful publishing hands. We shake congratulatory hands with this strong infant, and while we gaze in amazement at its rapid growth, we are pleased to observe that it has plenty of financial 'gruel' to feed upon."—*Burdette Smith's (New York) Pattern Bazaar.*

"PARTON'S NEW PAPER, THE ILLUSTRATED WEEKLY, is just out in the hands of agents, and is indeed a beautiful specimen. T. E. Moore is the publisher, and he is launching it with marked skill and energy."—*Buffalo (N. Y.) Daily Courier.*

"I hope you will meet with abundant success in your undertaking, and that it may be as useful as you propose and desire."—*Rev. Stephen H. Tyng, New York.*

"I wish you speedy and great success in your worthy enterprise."—*Rev. Charles F. Deems, Pastor, Church of the Strangers, New York.*

Scores of Agents are already at work at the "Illustrated Weekly." Not a single agent is making less than \$5 every day clear, evidence of which will be sent with specimens or outfit.

WOMELSDORF, PA., Nov. 3, 1874.—"I took twenty names to-day in a short time. I do believe that this chromo, 'Gold Fish, Fruit and Flowers' will give you such a big circulation as to throw Harper and Leslie in the shade."—*Wm. E. KERNEY, Agt.*

OUR RESPONSIBILITY.

In justice to ourselves, and that we may not be classed with the many impositions practised upon the public, and also that agents may not delay taking up this BEST BUSINESS OF THE YEAR, by any lack of confidence, we give below a few prominent

REFERENCES BY PERMISSION :

- THOS. O'KANE, Publisher and Bookseller, No. 120, Nassau Street, New York.
- A. B. BENNET, Printer, No. 18 Liberty Street, New York.
- THOS. L. RAYMOND, President of the Produce Bank, New York.
- SAMUEL CONOVER, Cashier of the Produce Bank, New York.
- E. P. CONE, Advertising Manager of the Christian at Work, New York.
- A. BURDETTE SMITH, Publisher of Smith's Pattern Bazaar, 914, Broadway, New York.
- V. P. WILSON & SON, Publishers North Topeka, (Kansas) Times.

We give the address in full, so that you will get an answer without delay, if you choose to make enquiries, which we will be happy to have you do.

GEORGE WRIGLEY,

BOX 79 F, LONDON.

General Agent for Ontario.

Under the new postal arrangements, subscribers of The Illustrated Weekly have no postage to pay.
LONDON, ONT., Dec. 25th 1874.—"I have made \$250 every hour I have canvassed, and I expect to clear \$300 out of my ward [St. John's]. Have had very few refusals."—CHAS. F. AYERS, Agent.

A FEW WORDS TO AGENTS

It is an established fact, recognized by all classes of civilized society, that honest industry is honorable and "nobbling." Since the days of Cain the "Agriculturist," and his brother the "Shepherd," it has been fully demonstrated that man must earn his bread by the sweat of his brow. No sane man has ever denied that somebody must work. But no one will claim that every man should be a tiller of the ground, or a keeper of flocks, although these vocations are highly honorable and indispensable; there are other callings equally desirable, remunerative and essential.

Experience has proved that an honest, industrious and persevering man can, if he will, do honor to a calling generally acknowledged to be very humble, and by the same means he can secure the favor and merit the confidence of those whom he serves. On the contrary, any desirable business may be disgraced by dishonest representatives.

In selecting an occupation, young men are too often inclined to choose what they think will secure the greatest reward for the least effort. Men naturally do not love work. Labor is performed more from necessity than from choice. Hence people are inclined to look for easy situations rather than where their mental or muscular powers are called into exercise to their full capacity, forgetting that it requires just this discipline for the full development of these powers.

When a young man commences the study of Medicine, Law, Science, or Divinity, it is usually with the design to fit himself for a special profession. He hopes and expects to excel. If he thought the chances were against him, and that he would be a mere cipher in his profession, and had any ambition to succeed, he would never enter upon a course of preparation for any profession.

If a young man wishes to become a successful mechanic or merchant, he selects that branch of manufacture or trade which he thinks will best suit his inclination, but not always, perhaps, fully consulting his own qualifications or adaptiveness to that special calling. But whatever may be his choice, it is the part of wisdom for him to at once call in and consult all available auxiliaries to fit himself for the business he intends to pursue, and persevere in this one direction until he has mastered his profession.

The selling of books by subscription offers an attractive, lucrative and permanent business to all who have the simple qualifications for its pursuit.

The Book Agent might be, and ought to be, and very frequently is, the most agreeable and welcome sight that people can see entering their doors. The accomplished book-cavasser is necessarily intelligent in mind, courteous in manner, a benefactor to others, and personally, *very handsomely paid for his labor*. He benefits the public by circulating books in many places where the conveniences of many book stores are very limited; he benefits publishers by actively pushing and selling many more of a publication than the ordinary book-sellers could ever dispose of; and he receives in return, besides the satisfaction of doing good, more profit than any other party concerned in a book, from author and printer to publisher.

The capital required to start in this business is simply enough to purchase the *Canvassing Outfit* for the book selected, which costs, generally, from \$1.00 to \$3.00, and a specimen copy of the book itself, in its cheapest binding, which is sold to him at the agent's prices.

First having ascertained something of the qualifications and reputation for honorable dealing borne by applicants for an agency, the publishers assign to them *exclusive territory of their own choice*, within which each agent has the sole right to sell the publication in hand. The Agent then goes into the chosen field, and (having made himself thoroughly familiar with the prospectus, circulars descriptive of the publication itself), proceeds from house to house, showing the good points of what he has to sell, and taking subscriptions therefor in his canvassing book.

When he has taken enough subscriptions, and has received from the publishers his ordered books, he proceeds to deliver them to his subscribers and collect on delivery the *full retail price*, making a handsome margin of *clear profit* on each transaction.

We are aware there is a difference in men—that all are not capable to act as salesmen, yet with a few hours' drill, an inexperienced man, who has the natural qualifications (a good address, gentlemanly appearance, energy and perseverance) may be taught to produce even better results than an old canvasser. And there are many who make \$5,000 per annum, and even more, out of the business. *All depends on the tact, activity and fidelity of the canvasser.*

The entire risk is taken by the publishers, who have immense capital invested in making large quantities of expensive books, paying for composition, advertising rent, general expenses, etc., trusting to Agents to sell their productions; but no Agent ever orders a copy of a book till he has secured his market for it. The business is a *sure one* if pursued with good sense, persistence, and strict adherence to agreements.

A good, paying business may be secured to any man—or, indeed, any woman, for some of the most successful canvassers are women—who can bring a good character, an intelligent mind, an active, energetic will, a physique that can take an open air occupation and a small nest-egg in the way of money enough to buy an outfit. When one territory is exhausted by another is open, and one book is followed by another, so that the business may be *permanent and regular* as well as lucrative. Publishers do not confine themselves to regular professional agents for their canvassers, but like to take fresh candidates who are *determined to succeed*—and that's the great secret, after all.

It is a mistaken idea that the selling of books by subscription is of comparatively recent origin. It was introduced into this country almost contemporaneously with book publishing. Like most other worthy enterprises with which society has been blessed, it originated from a necessity. The Bible was one of the first books sold by subscription, and it has ever since occupied a prominent place among books sold in this way.

In the early days of the history of this country, the demand for books was necessarily limited, and the expense of publishing required a large investment of money. To publish a small edition and wait for the course of sale through the trade, would necessitate a price upon each volume that would place the book beyond the means of persons of limited means. But by soliciting orders in advance, and thus securing immediate returns for money invested, a less amount of capital was required, and the price of books correspondingly reduced.

We are fully aware that the course pursued by certain agents, and we may add that some publishers are equally responsible, has made them unpopular, and, so far as their influence goes, they have made the business they represent unpopular to a certain class of society. But the same may be said of any and every profession or vocation. The pulpit, the bar, the medical profession, and every class of mercantile and mechanical business have furnished candidates for the almshouse, the jail, the penitentiary, and the gallows. Yet no man in his senses would speak disparagingly of these professions or vocations because they have had such unworthy representatives.

Selling books by subscription is just as honorable, if the work be properly conducted, as selling them or any other goods from the counter. The prejudice against the business has arisen principally from the indiscretion, and, in some cases, the dishonesty of the agents. Booksellers who depend upon their sales in the usual way in which other goods are sold, have usually exerted their influence against the canvassing agents. But this prejudice has of late been considerably overcome, as many of the larger publishing houses now have a subscription department connected with their business.

It is a fact which no one will deny, that men, and women, too, will spend money much more freely for the luxuries and amusements of the day, than for the purpose of first-class standard books from book stores. This class of books has to be presented to people at their own homes, and many a family, now intelligent and cultivated, would have been without these means for intellectual improvement, had not some literary colporteur pressed his claims upon their personal attention.

Statistics show that by far the largest part of works sold by the regular trade are works of fiction. Librarians of our circulating libraries tell us that at least three-fourths of the books taken out to read by the masses are of the lightest kind of fiction. We think we are safe in saying that not one-tenth of the books sold by subscription are, in the usual acceptation of the word, "novels." They are for the larger part religious or historical. Others are biographical, scientific, mechanical, agricultural, descriptive, geographical, etc.

We close our remarks in this issue by quoting from a letter written by Rev. John Todd, D.D., who says:—"As a result of this new method of selling books by subscription, my observation leads me to say: *First*—That few of the books thus sold are really worthless, *still fewer* corrupting, while most of them are decidedly good in their influence. In this way a large amount of valuable reading is spread over every

"community. *Second*—I am surprised to see who chiefly purchase these books. They are mechanics and farmers; and I see them everywhere, and in places wholly unexpected, and where, a few years ago, a new book would seldom be found. The number of families who buy is greatly increased, and it is principally the children who read. Indeed this is the chief inducement to buy them. The readers now are the young, by whom most of the books are taken out from our public libraries. *Third*.—I am sure publishing and selling books in the new way is yet in its infancy. I should be thought wild if I told whereunto I think it will grow. And, though I sometimes come scowling out of my study, when I am called upon by an agent, 'Just to look at this very valuable work,' and feel that I can't even look at it—even though I have to refuse a woman—yet, on the whole, I rejoice in this carrying the waters of knowledge to the very doors of the people, and almost coaxing the people to drink. It is the beginning, I doubt not, of a great system of creating an enlightened community.

A CAUTION.

Agents are often imposed upon by answering anonymous advertisements requiring them to send a certain amount of money for a sample—the money to be addressed to a box of a certain number in the post office, without giving the name, and often the place of business of the advertiser. It is the safer way to discard all advertisements which do not specify the name, place and business for which agents are wanted, especially when remittances are required for samples.

WORTH WHILE. It is worth while to take *The Star Spangled Banner*, the Great Family Paper—the pretty pair of Chromos, "K. Raging," 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.

The Publishers' Index

(Issued Monthly)

Sent to all Agents and Canvassers (post paid)—Free.

THE BEST ADVERTISING MEDIUM

In the Maritime Provinces.

For sample copies address:

M. McLEOD, 51 Prince Wm.—St. St. John, N. B.

AGENTS WANTED TO CANVASS FOR THE NEW ENGLAND MONTHLY.

Only 75c. a year with chromos. Outfits 25c., 75c. or \$1.00. Sample copies and circulars free.

Address—N. E. Monthly,

Concord, N. H.

BOOK AGENTS WANTED TO SELL THE NEW BOOK TELL IT ALL.

By Mrs. Stanhouse, of Salt Lake City—25 years the wife of a Mormon High Priest. Introduction by MRS. STOWE. It tells of the "American life" mysteries, ceremonies, secret doings, etc. of the Mormons, "as a wide-awake woman sees them." Also the best **FAMILY BIBLES** ever published. Address—**LOUIS LLOYD & Co.**, Chicago.

AGENTS WANTED For Rumseller's Daughter,

History of the Presbyterian Church throughout the world; Livingstone's Life and his Death; Best Polyglot Family Bible, with premium; World's Hope, or Book of Ages; S. C. of Christ, with premiums. Maps, Charts of Her Majesty Queen Victoria, King William, Father Burk, Chromos, Prints.

Address:—**JOHN O. ROBINSON,**

Cor. King and Richmond Streets,

LONDON, ONT.

WANTED IMMEDIATELY ON SALARY, GOOD TRAVELLING AGENTS

IN EVERY PART OF CANADA.

SATISFACTORY REFERENCES REQUIRED.

Apply at once stating experience and salary expected.

J. W. JONES,

P. O. Box 90 F.

London Literary and Art Agency.

AGENTS' COMBINATIONS.

Bible Combination, the Combination Book List, Map Chart and Frame Combination.

We supply the Publications of John E. Potter & Co. Address—**GOODSPEED'S EMPIRE PUBLISHING HOUSE**, Chicago.

ORDERS FOR SUBSCRIPTION AND Miscellaneous Books,

Binding, Printing, Photography, Stationery,

Fancy Goods, Domestic Articles, etc., executed promptly and forwarded with dispatch, at the very cheapest rates. Send stamp for speciality, terms and list, to L. B. GREENSLADE, General Agent. P. O. Toronto. N. B.—European Novelties, Yankee Notions, &c., imported.

AGENTS WANTED!

To sell our new Chromos:

"Sunrise on the Alleghanies,"

"Lake George," "Upper Ohio River,"

"Autumn Riches."

Cheap, Popular and Beautiful. Address:

CHERRY & Co., Wadsworth, Ohio.

1 BOX OF CARY'S SOLUBLE INK POWDER, which can be carried in the pocket, will make a pint of the *Best Black Ink* in five minutes in any climate. Does not corrode steel pens. Freezing does not hurt the Ink. Just the thing for cold weather. Sells rapidly. Pays splendidly. Large discount to Agents. Can be sent by mail. Send 25c. for sample box, circulars, terms, &c.

H. G. O. CARY, Zanesville, Ohio.

GLASS CARDS.

Red, White, Blue, Green, Purple, Yellow—Transparent and Beautiful. Your name beautifully printed in Gold or Silver on one dozen, any color or number of colors, for 40cts.; three dozen, one dollar. Glass Business Cards, \$3.00 per hundred. Agents wanted everywhere. Outfits 25cts. Samples 10cts. Address **CHAS. WHITE**, Gait P. O., Ontario.

UNDERZOOK;

His Life, Trial and Execution. Eleven large Engravings, 25 cents. **Dr. Livingstone's Life, Adventures and Discoveries**, 15 Engravings—120 pages, 30cts. **Beecher-Tilton Investigation**. Engravings. First-class likenesses, etc.; 25cts. *Agents Wanted* for these and our other Sensational 25c. publications.

BARCLAY & Co., 21 N 7th Street, Philadelphia, Pa.

EXPERIENCED BOOK CANVASSERS

WANTED

Everywhere in America and Canada

TO SELL

"A noble work and the cheapest published in America." *Philadelphia Press.*

"A complete library of American History of the highest character." *N. Y. Times.*

The Peoples' History of America, from the earliest discoveries to the present day, by eminent standard authors. Full complete characters. Containing in clear legible type more matter than 20 ordinary \$3.00 volumes. The grandest literary work of the age, and by all odds the cheapest and handsomest book for the people ever published in the world. For four-paged 4to circular address HENRY S. ALLEN Publisher, No. 8, Eoward St., New York City.

N.B.—One Canvasser obtained 27 subscribers in one day.

WE WANT YOU AGENTS! YOU WANT US
FOR OUR

Books, Novelties, Curiosities, Toys, Magic Tricks,
&c.

Below is a list which we will send to any address,
Post paid, on receipt of price:

Laughing Gas, a book of Fun, Wit and Humor	\$ 25
Guide to Hunting and Trapping	20
Fortune Teller and Dream Book	15
The Black Art fully exposed and laid bare	25
An Easy Road to Fortune or 50 ways to make money	50
The Dancers' Guide	25
The Art of Ventriloquism	15
The Lovers' Companion	15
The Model Letter Writer	25
Pocket Spy Glass (three slides)	2 00
Hand Magnifying Glass (Rubber Case)	1 00
Gents' Imitation Diamond Pins	1 00
Genuine False Moustaches	50
Enchanted Bottle (a very amusing trick)	30
Egg of Pharaoh's Serpent (a serpent a foot long comes out of an egg the size of a pea nut)	35
Vanishing Photographs (a splendid amusement)	20
Magic Whistle, for imitating birds & animals	25
Microscopic Watch Charms, in handsome Opera-glass tubes	30
Invisible Ink, for secret correspondence	25

And over 100 others which will be found in our Catalogue, which we will send free on application.
Address orders to

UNION SUPPLY COMPANY,
Brooklin, Ontario.

AGENTS' HEADQUARTERS

THE ONLY PLACE in the Province where Agents can find everything they want in Subscription Books, Maps, Charts, Chromos, Engravings, Plain, Colored and Black-ground, Lithographs all sizes, Photographs and Frames. Terms unusually liberal.

For Catalogue and Circulars, address:

Schuyler Smith & Co.,

185 DUNDAS STREET, E.

LONDON, - ONTARIO.

WANTED. We will give energetic men and women

Business that will pay

from \$4 to \$8 per day, can be pursued in your own neighbourhood, and is strictly honorable. Particulars free, or samples worth several dollars that will enable you to go to work at once, will be sent on receipt of fifty cents.

Address J. LATHAM, & CO.,
292, Washington St., Boston Mass.

EMPLOYMENT. — Men, women and agents, we have just what you need. Our 9 x 11 Mounted Chromos outsell anything in the market. Mr. Persons writes: "I struck out yesterday, and by working easy four hours, cleared \$7." A lady has just reported her profits for the forenoon as \$5; yesterday up to 2 o'clock she cleared \$7.50. We can prove beyond question that one agent ordered 500 of these chromos in eleven working days. We have the largest and finest assortment in the United States; hundreds of choice subjects from which to select. We will send you an assorted 100 of the best free of charge on receipt of \$3.50. Send in your orders or give us a call. samples by mail 25c. or 12 for \$1.

BOSTON FRAME AND CHROMO CO.,
292, Washington St., Boston, Mass.

WANTED-AGENTS EVERYWHERE

To collect small pictures to copy and enlarge. A rare chance.

Most Liberal Commission Paid to Canvassers.

Write for Circulars to

E. P. GEROULD & Co.,
Concord, N. H.

THE LAST JOURNALS
OF
DAVID LIVINGSTONE,
IN CENTRAL AFRICA,
FROM EIGHTEEN HUNDRED AND SIXTY-FIVE TO HIS DEATH.

CONTINUED BY A NARRATIVE OF HIS
LAST MOMENTS AND SUFFERINGS,
OBTAINED FROM
HIS FAITHFUL SERVANTS CHUMA AND SUSI,
BY **HORACE WALLER, F.R.G.S.,**
RECTOR OF TWYWELL, NORTHAMPTON.

WITH PORTRAIT, MAP AND ILLUSTRATIONS.

HARPER & BROTHERS, Publishers,
FRANKLIN SQUARE, NEW YORK.

A CARD.

Wide awake agents know that no authorized "LIFE OF LIVINGSTONE" has ever been published, and that the works that have been offered for sale are made up from other sources than the private papers of the Great Explorer. These have at last reached England and are now in the hands of an eminent writer, who has nearly completed a work shortly to be published *simultaneously* in London, England, and in New York by the Messrs. Harper Bros. Books will be ready for delivery about March 15th, and prices will be as follows:—Cloth, \$5; and Sheep, \$6. Outfits will be ready January 15th—price, \$1.25 by mail, prepaid. Applications for territory and outfits must be addressed to the undersigned, who has been appointed General Agent for Ontario. Remember that there are thousands who have refused to buy any work yet published, knowing an one as this would be issued from a reliable source as soon as the papers could be collected. Now is the time to secure your agencies and to commence a vigorous canvass. Address:—

GEORGE WRIGLEY, General Subscription Agent, London, Ont

**IMPORTANT
Announcement to Agents!**

It is the duty of every Agent to ascertain as far as possible, what class of goods is most likely to sell, before he decides what he will canvass for. We have, therefore, made arrangements whereby we are enabled to offer the readers of THE COMPANION an article that is entirely new—has never been canvassed in Canada—will sell everywhere, in city, town or country—in store, shop or dwelling, and in many cases to more than one individual in each place. We have reference to

VISITING and ADDRESS CARDS.

We are prepared to supply any number of good agents with these cards at such rates, that while they have themselves a handsome profit for their labor, they may sell for half what is usually charged for them. Our samples include White Bristol, Tinted Bristol, Enamelled, Marbled, and Snowflake Cards, which may be printed in either of twelve different styles of type. No additional charge is made for printing address on cards below the name. Our material is all first-class, as we propose to make our business permanent. An Agent may canvass for these Cards in any locality every three months, and thus establish a permanent and lucrative business, for as he and the cards become known, his business will correspondingly increase. Our White Bristol Cards retail at

60cts. per Hundred.

In cities the price is usually \$1.50, while in country places it is impossible to get a neat card printed. Intelligent Agents will therefore, see that there is no class of goods so likely to prove remunerative to agents this winter as these. Any Agent, no matter what he is doing, can carry them. The outfit consists of twenty-five Sample Cards, which we mail [post paid] for 25cts. Or, we will arrange the cards neatly in an oblong, cloth-covered canvassing book, which can be carried in the pocket and in which agents may record their orders. This is decidedly the best way to carry the cards, as it keeps them clean and nice. Sent [post paid] to any address for 75 cents.

Remember that we give

A HANDSOME COMMISSION!

On each order, and that Agents may canvass for them anywhere.

Address all orders for cards and outfits to

GEORGE WRIGLEY,

General Subscription Agent,

LONDON, - ONT.

WATERS' NEW PIANOS AND ORGANS

WATERS' CONCERTO ORGANS

are the most beautiful in style and perfect in tone ever made. **THE CONCERTO STOP** is the best ever placed in any Organ. It is produced by an extra set of reeds, peculiarly voiced, the



EFFECT of which is most **CHARMING** and **SOUL-STIRRING**, while the **IMITATION** of the **HUMAN VOICE** is **SUPERB**. Terms liberal.

WATERS' Philharmonic, Vesper

and **Orchestral ORGANS** in **UNIQUE FRENCH CASES**, are among the best made, and combine **PURITY** of **VOICING** with great volume of tone. Suitable for **PARLOR, CHURCH, or MUSIC HALL**.

Waters' New Scale Pianos have great power and a fine singing tone, with all modern improvements, and are the **BEST PIANOS MADE**. These **Organs and Pianos** are warranted for 6 years. **PRICES EXTREMELY LOW** for cash or part cash, & balance in monthly or quarterly payments. Second-hand instruments taken in exchange. **AGENTS WANTED** in every County in the U. S. and Canada. A liberal discount to Teachers, Ministers, Churches, Schools, Lodges, etc. **ILLUSTRATED CATALOGUES MAILED.** **HORACE WATERS & SON, 481 Broadway, New York. P. O. Box 3567.**

TESTIMONIAL OF**WATERS' PIANOS AND ORGANS:**

THE WATERS CONCERTO PARLOR ORGAN.—We are glad to chronicle any new thing or any improvement upon an old one that tends to popularize music by rendering its study either easier or more attractive. Lately our attention has been called to a new patented stop added to the Waters Reed Organ, called the Concerto stop. It is so voiced as to have a tone like a full, rich, alto voice; it is especially human in its tone. It is powerful as well as sweet, and when we heard it, we were in doubt whether we liked it best in solo or with full organ. We regard this as a valuable addition to the Reed Organ.—*Rural New Yorker.*

WATERS' NEW SCALE PIANOS

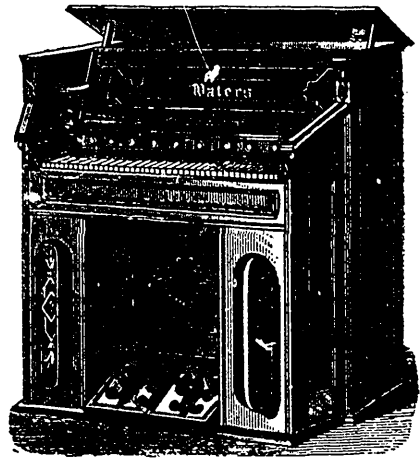
Are the best made. The touch elastic, and the tone powerful, pure and even.

Waters' Concerto Organs!

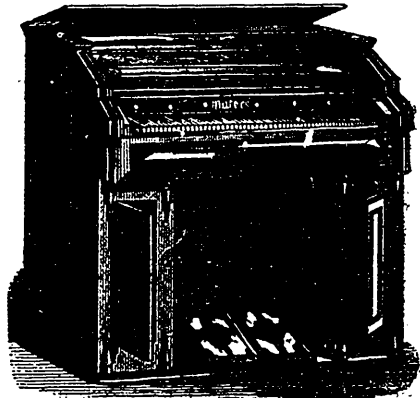
Cannot be excelled in tone or beauty; they defy competition. The Concerto stop is a fine imitation of the human voice. Prices extremely low for cash during the holidays. Monthly instalments received. Second-hand instruments at great bargains. Travelling and local Agents wanted. A liberal discount to Teachers, Ministers, Churches, Schools, Lodges, etc. Special inducements to the trade. Illustrated Catalogues mailed. **HORACE WATERS & SON, 481 Broadway N. Y. P. O. Box, 3567.**

SONGS OF GRACE AND GLORY.

The very best Sunday School Song Book. By W. F. SHERWIN and S. J. VAIL. 160 pages. Splendid Hymns, Choice Music, Tinted Paper, Superior Binding. Price in boards, 50cts. \$3.60 per dozen. \$50 per 100. Mailed at retail price. Publishers, **HORACE WATERS & SON, 481 Broadway, New York. P. O. Box, 3567.**

WATERS' PHILHARMONIC ORGANS,

In Unique French Cases, are among the Best Made, and combine Purity of Voicing with great volume of tone. Suitable for Parlor, Church or Music Hall.

WATERS' VESPER ORGANS.

In Walnut Cases of Unique French Design, having lamp or flower stands, book closets, with lock and key, and Patent Double Forte swell, beautifully voiced and capable of a variety of fine musical effects. Are allowed by competent judges to be among the Best and cheapest Reed Organs ever offered to the public.

HORACE WATERS & SON,

481 Broadway New York, P. O. Box 3567.

ECHOES FROM ZION.

Things New an Old for Sacred Song. Edited by W. F. Sherwin. For Prayer, Praise and Revival Meetings, comprising the leading favorite songs with many choice new ones. The most desirable collection of Devotional Hymns and Music ever issued. It contains 128 handsome pages. Price: paper, 25cts. \$20 per 100. Boards, 30cts.; \$25 per 100. Cloth, flexible, 55cts.; \$50 per 100. Mailed at retail prices. Publishers, **HORACE WATERS & SON, 481 Broadway, New York. Box 3567.**

WATERS' NEW SCALE PIANOS.