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No. j.\end{array}\right\} \quad\) LONDON, ONTARIO, DECEMBBER, 1874. $\quad$| Distributuri |
| :--- |

## "THE COMPANION."

Tee Companion will be published on the 1st day of every month, in the interests of Publishers, Manufacturers, Canvassers and Agents. It will contain advortisements and notices of the latest and best publications and manufacturer, and such hints and information to canvassers as cannot fail to be a very material aid to them in thoir particular line of business. It is designed as a defence against the many attacks tbat are unjustly made against the canvassing business. Its circulation will be gratuitous to all who send uis ten cents, to prepay the postage on a year's numbers. The Conpanion 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. Nattrass, Esq., Shipping and Insuance 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.

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Ten per cent. discount on abore rates will be made for adyertisements continued three months: fifteen per cent. for six months; and twentyper cent. for twelre monthspaqablo quarterly in aduance

On receipt of fifty cents additional, for each insertion, we will disect attention to adyertisements in oux editorial column.

Orders, to reccive attention-should be on hand by the 20 tu inst., but not later than the 25 th of each month, Adpertisements for agents are respectfully solicited. Address all oidèrs to

COMPANION PGBLHGHGCO.,
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## Business Notlces.

The Companion is published in a small, neat shape, and Agents will consult their interests by preserving it for roference.

We are pleased to present our first number to our readers, with a full list of adver. tisements. 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 $u s$ that any one answering our adreatisements should mention The Companion-and it will be money in the pocisets of those tho do so.

Always write plainly, and do not omit to gire your name and address. Your post office and county is all that is needed, un. less you have a box in the post office.
Soveral 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 1875prepaid to the lines. The regular price of the "Waverley" is \$6.

- Do not mrite to any publisher unless you really mean business-and when you do write, do not burden them with long latters. Unless you want to send money, you can say all you need on a postal card.
We would adrise 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 milustrated 25 cent Books soll 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
fact, that we have, during the month ${ }_{2}$ insorted advertisoments in about forty papors in Ontario, the result of which is, that our list of agents is fast increasing.

We know of no periodical in the world that offers the eame value to subscribers as the "Illustratod Weelily:" A large weokly paper- 52 large ongravings-and a superior Chromo; all for $\$ 2.50$. See advortisement.
Many new numes of agents reach us every day, but some of them are so poorly written, that we find groat difficulty to decipher them at all. Good writers often fall into the habit of writing their names carelessly.
This number oí The Companion will be mailed to over 1,000 agents, and we shall feel obliged to any who, when they send us their ten cents for postage, will send us the name of auy agent or agents who have not received it.

If any one receives this who is not now and does not intend to be actively engaged as a canvasser, he will favor us and others, by handing it to some young man who may be on the look-out for just some such employment as is herein offered.

Several American houses have written us within the last wieek, and by putting only a three-cent stamp on their letters, caused us to increase the revenue of our country to the tune of ten cents each time. Gentlemen, this hurts" "A word to the wise, \&c."

We are daily receiving letters from agents who have seen our advertisement in some papers of which we have received no copy. Editors will please bear in mind. that if they want The Companion sent to them, they must send us a marked copy of their paper.

We take ploasure in referring our readers to the advertisement, on the last page, of Maclear \& Co., Toronto,Ont. Their house -established in 1843-bas gained such a reputation that we need hardly recommend them to Agents.

Here is the way to pat it: Advertisers are willing to pay us for advertising their varions classes of goods. Are the agents of Ontario not willing to send us ten cents to prepay positage on our paper?

## Special offer.

In miother column our readers may see that it is our intention to send The Companion for 1875, free to all who, before the 1st Jaunary, send us ten:cents to prepay.
postago. By an arrangoment entered into with a business house in this city, we are enabled to make a liberal offer to intending subscribers. Wo will sond to any agent sending us fifty cents, The Companion for 1875 -prepaid, and 100 bristol board cards with the arent's name, address and business printed thereon in any style of typepostage paid. No agent should be without a package of cards in his pocket. On commencing a canvass in any new place, you are particular to secure good names. If then, on calling on some gentleman, you find him absent, but leave your card, and say that you will call again, you will be far more likely to secure his favor than in any other way. Let us have your ten cents, or fifty cents then, by return of mail, and we guarantee that it will be the best investment in the yoar. You cannot afford to do withont The Companion, as we will have a fresh lot of advertisements in each izsue. Old firms are all the time working up something for you as soon as you get through with what you have, and new ones are always springing into existence. Don't delay this matter-it is a small one-do it now, or at least before the 20th Dec., so that we may have your names properly enrolled on our mailing sheet in good time.

## 3. Tr ERTMERE CLEVELAND; 0.

## Publisher in Ohromo of

## Willaris's Cainit Hums, "Pinct,"



The most popular and best selling goods ever offered to Agenta or the trade. Attention and correspondence invited.

## 1,000 Live Agents Wanted.

To sel? the

## Grandest Work of the Age !

Pronounced by the Press
"A Noble Work, and the Cheapest ever offered to the People:"
SOLD ON PLANS TO SUIT ALL PURSES.
Send stamp for Circulars to.
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No. 8, Howard-St., New York.

## WTHITEME <br> 

Something New!!

## GIASS

CALIING AND

## BUSINESS CARDS

Of the following Colors:

## RED, WHITE, BLUE, GREEN, PURPLE, AND YELLOW.

## Transparent and Beautiful!

These beautiful Cards are an entirely new article; beautifully printed in Gold or Silver, and are the handsomest ever presented to the public. For Address, Wedding, Business or Calling Cards, there is nothing so popular.

## THEY are ALL THE RAGE this SEASON

Your name beautifully printed in Gold or Silver on one dozen, any color or num-
ber of colors, for 40 cts . 3 doz., $\$ 1$. Business fards 83 per hundred.

These cards received the highest comments at the Western Fair, London, and Central Exhibiiion, Hamilton; and were highly spoken of by the "Daily Mail," Toronto; "Westerin Advertiser, London; and "Evening Times," Hamilton, as being something new and nice.

## AgentsWantedEverywhere

Complete Outfits, 25c. Samples $10 c$.
Address all orderis to

# CHAS. WHITE, 

Box "328; GALT P.O.:
Ontario, Canada.

## MMPORTANT

## Announcement to Agents !

It is the duty of every agent to ascertain as far as possiblo what class of goods is most-likely to'sell, before he decldes what ho will canvass for. Books nnd pictures, good and bad, have been sold everywhero and by overybody, so that now it is nimost imposiblo for even a good agent to do a good buslness, however excellent his bonk may be. We have, therefore minde arrangements whereby wo aro ennbled to offer the readers of Tife Companion an articlo that is entirely new-hns nover been canvassed in Canado-will sell overywhere-in city, town or country-in store, shop or divelling-and in miny cases, to more than one individual in each place. We heve reference to

## VISITING and ADDEESS CARDS.

We are prepared to supply any number of good agents with these cards at'such rates, that while thoy 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, Einamelled, Marbled and Snowfake 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 tusiness permanent. An agent may canvass for these Cardsi in any locality every three months, and thus estabilsh 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 impossibleto get a neat card printed.
Intelligent agerits Fill, therefore, see that there is no class of goods so Hikely, to prove: remunerative to agentsthis Wintei as these. Any Agent, no matter what he is doing, can carry thera.
The outfit consists: of twenty-ive Sample Cards, which we mail, prepaid, for 25 cents. Or, wo will arrange the carde neatly in un oblong, oloth-covered, roundcornered, oross lined'canvissing book, which can be carried in the pooket, and in which agents may rocord their orders. This is decldedly the best Fay to carry the cards as it keeps them olean and niee. Bent popt-pald; to any address for 75 conts.
A splendid business can be done with the Cards during the holiday season. Remember that we give a

## HANDSOME COMMISSION I

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

Addressiall orders for cards and outits to

## GEORGE WRIGLEY,

Genemal Sitiscrintion Agemt,
LONDON, ONT.

## IS IT A SWINDLE?

Our readers well know that for many years, Wood's Household Magazine has on joyed an onviable reputation, recoiving from the press the highest rocommendation, and being gencrally recognized as not only the cheapest, but the best Household Magazine published. We rogrot that anything should have cccurred to oblige us to record a change in tho order of things. We state briefly what we know to be the case. Last winter an agent in this city secured nbout 100 subscribers. These received their magazines regularly until the July one was due. In August complaints wero so numerous that the Agent was compelled to write, to ascertain the causetof delay. The following reply was received:

Newburgh, N. Y., Aug. $8,1574$.
Dear Sir,-This year has been disastrous to pubushers generally, and we have borne our full share of the burden caused by the late panic. In consequence of financial embarassment, our late issues were delayed temporarily, but they are now belng brought out rapidy, and by or before the middle of Soptember, all arrears whil boimade up. After that date the publication will be inialled regularly from New York City. Some changes. will be made in the business. In the meantime weiglve you this personal rather confdertial information, and a more otaclal communlcation will be forwarded soon.

Yours sincerely
S. E. SHuTES.

Soon after this a circular was sent to one -and only one-of the subscribers in London, announcing that the "Household PublishingCo.," 41 Park Row, New York, had purchased the subscription books, business, copyright, etc., etc., of the magazine, and that every subscriber should soon receive the numbers due him; and further, that " with the October number' we commence a series of splendidly illustrated articles, which will run through the remainder of this year, and be contieued through 1875." This nice circular closed with this paragraph :-"Snbscriptions for our own and for other publications; may be sent us with entire confidence, and witherery assurance that they will receive, withoot delay, just what they order."

In a few days more the agent received a letter from this Company, stating as follows: "We are in great confusion, moving the business from Newburgh to Now York, and are unable to ascertain whether your subscribers have been tegularly served or not. Can you give us any idea who theyare, and where located? It is impossible to toll everything by the books, as the late bookkeepers have had their own way of keeping. them." The complete list of subscribors' names was then sent them; and they were written to repeatedly, but no magazines
came, nor any reply, until Oct. 23rd., whon the following was received:-"Your postal recnived. The Magazines we aro getting ready as rapidly as possible. We will give to evory subscriber all that is due. The work is one of somo magnitude, and cannot be done in a day nor a week. In a very few days we shall have everything arranged satisfactorily." This is the last the agont has heard from the "Household Publishing Co.," although he has written them again and again, threatening, in one instance, to publish them. No magazines have jet been received hore, or in many other places which we might mention. In view, then, of the many promises made by the old and new proprietors that have not been fulfilled, we close our article by saying:-"It is a Swindle!" and we advise our readers to beware of the "Household Publishing Company," 41 Park Row, Now York City.

Since the abore was put in type, an article in the November Star Spangled Banner has come under our notice.


#### Abstract

"Wood's Housfiold Magazine.-We are happy to announce that inis popilarmagazine is now in the hands of the Household Piibllshlag Co., New York, who are prepared, and with amplo capital intend, to make it not only agreater sinccess than ever betore but will start it on a irm basis and enable it to fulfil its promises, which it has not always been able to do. Mr. Geo..R. West is the treasurer of the new concern and will, we think; soon bring "Wood's" up. to ahligh and wh, we think; son bring wodicals of the country. place among the popular periodicals of the country. former pioprietors, it is about time that it begai to former proprietors, it is about tirac that it began to scriptions are recelved thiough the 'Banner'list."

Well, much as we respect the Banner, we cannot lay aside the evidence which we have before us. We know that both the old and new proprietors have at least boen careless in not informing their agents of any unavoidable delays that may have occurred. We hope to be able, iu our next, to place the "Household Pub. Co." in a better light before our readers.-Ed. Companion.


## ROUN:D THE TEA TABLE.

## Rov: T. DEIFTIT TALNAGE;

Is an overwhelming suocess, and is the fastest relling book ever offered to afents. 500 moro minilsters; tnachera and oxrerionced agents wanted at once to sell ft. For agonos, \& C, apply to
M. M RTCEMOND,

General Agent, Toronte.

## CHRISTLA:N: AT WORK

## FEDV. T. DEWIMT TALMAGF, EDTTOR.

Partlis wishing to make money añ do good; should seoure an agoncy for thla favorite paper-the most popular re. ligions weekly pabished, with a fameas wido as the world. It ls bound tesell, and onn y needs an introduction. W.e'havo room for a few móracood; divé agents: Twenty per eent. discount to Clergymen. For paper and torrtóry, sddréss,

M. 8: RIOMNOND,

General Agent, Toronte.

## ACENTS!

## AFORTUNE

## FOR YOU!

"The Mlustrated weckly," publisiced in New York by T. E. Moore, at $\$ 2.50$ a year, is a large, nety, family and ilterary puper-pure, instructive and amusing; half of its pages full of beautiful pletures overy week and the other half coutaining the choicest reading matter-moral but unsectarian. A large Engraving$17 \times 21-a c c u m p a n i e s t h e ~ p a p e r ~ o v e r y ~ w e e k ~ u s ~ a ~ s u p-~$ plement. These are exquisite fac-similes of the finest steel engravings, copled by the new process of the Graphle Co. ; are on heavy tinted paper, with margini sultable for framing, and are really a fine art galloy every year. Besides, every subsertbor is prosented vith the ciromo "Gold Fitsh Fruit and Fowers" ( $24 \times 30$ ) in 27 oll colors, painted by Ramsay. Not only the largest and finest premium ever given, but the mast wonderfully beautiful Chromo ever produced. The combination is unequalled. it solls itself. Be quick if you want an agency. Anybody can make from $\$ 0$ to $\$ 25$ per day. Liberal termsgiven, and complete outint sent lior $\$ 3$. Money refunded if jnot periectly satsfled. Address at once.

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REV. JOHN WESLEY, M. A. Oompleto in throe voluings-Crown, 8ro.
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Enterprising Agencs of both sexes are making almost fabulous wages by canvassing for it. Time for operation is limited, therefore apply at once for terms.

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1,000 Agents Wianted Immediately,
To sell Dr. CHASE'S Recipes; or, Information for Everybody. Enlarged and improved by the publisher to nearly 700 pages, with 2,800 practical recipes. It sells at sight. Agents are already making from $\$ 10$ to $\$ 25$ per day. Address,

HOOVER \& WHIPPLE, London, Ont.
Wide-Awake Agent-Wanted
For Rumiseller's Daughter; History of the. Presbyterian Church throughout the world; best Polyglot Family Bible, illustrated, and 'beautiful premium ; Second Coming of Christ, and premium, and a variety of other popular Books. Maps, Charts, Chromos, \&c. Best of terms. Address, J. O. 'ROBINSON, Proprietor. Successor to Rev. G. Lawrence, London, Ont.

HELP W ANTED. 100 MEN AND 100

To travel and sell the following:-
ITFW OF JESUS, Por Yong People,
COBBIN'S CHILD'S COMMENTARY ON THE BIBLE, OCEAN STORIES.

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Protestant änd Óatholic.

## "THE AGENTS COMPANION."

The publishers of the Companton greet their agent friends by wishing them " $A$ Moryy Chustmas and A IIappy Now Yoar:" We have long seen the need of a paper such as we intend that ours shall be-a medium between Agents, and those who ueed slyents. We do not intend to Wurden our columns with common reading matter, but shall in each issuc, publish a few useful hints that will be of expecial benefit to inexporienced canvassers, and, we opine, to experienced ones too.. Our colum, ns are chiefly intended, howerer, 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 adrertisers and agent friends; the latter because they have offered to them "without money and without price," remunorative employment in any line thiey may prefer, and that, too, without the trouble of writing to a dozen publishers for circulars, otc.; 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 ton 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 perbaps; send a copy of our firstissue, but we prefer to: worl a small field thoroughly and profitably, to taking a laiger one in which we cannot and do not intend to advertise regularly for fresh recruite to the army of Agents, whose names we have now on our
 sury, a surplus of several millions of dollars, all
of which has been oxpended in the orection of publie works, draining low lands, etc., and now at the close of another term of office, our Govornment announces asurplus of $\$ 5,000,000$. Can any of our sistor States show results equally favorable? Can any of our advertisers name a territory in which canyassers can have an equal chanco of success? If, therefore, Canadian Agents have not been quite so successful as somo in our siater 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 groods for which they have canvassed. We think we may safely herald a new era for Canadian Canvassers. Wo intend to advertise no goods but those that are saleable in every locality, and for no firm that is not reliablo and trustworthy. Publishers must, in overy case, send us circulars descriptivg of their business, else their money will be returned to them, and their advertisement rofused. And if any of our agents havo been defrauded or imposed upon, we will caution our readers against dealing in any way चith the firm complained of. On the contrary, if any of our advertisers notify us of any agent who so far forgets hisduty 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 saccoeding 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 croivded out of this issue.

[^0]
## AGENTS WANTED!

## Hawes' Chart of Universal History,

## Handsomely Colored, New, Novel, Useful and Cheap.

Ihos. B. Birknell, Commissioner of Schools, for Rhode Island, says:
"Wo bave examined a Chart of Universal IItetory, from tho introduction of the human race, to the preathit time. It has beon preparod by Stephen Hawos, the nutho: of "Syuchronol gy of A noient and Mudern Ristory;" and Illustrates in a comprehensive form tho origin, krowth and deony of nationg, and in a mannor most graphio and interesting; presents an onthine easily filled up by rading nod study. The Ubart is related to Eletory as the outifo mup to geog. raphy, and appeals to the mind thirough the oje and the un dorstanding " This map will be of especial inturest ta btu nents, and will bo an invaluable ald to a teacher's library.
"RESOME OF HISTORT"
60 Pages, contains a compiéto copy of the abovo Cliart. Price 50 conts. Sontt for examination by mall for 30 ounts. Póst paid.

A very useful rofeconce book- Largo octavo, 820 pages* Has been introduced Into the Bositon and other sciools "Wo ccommond it he $n$ work of grent value and rellability." - Albany Eveniny Journal. Retall price, $\$ 2,50$. By mail for exaralnation, \$L.75, poat paid.
Agents wanted for all the above publicatlons Terms liberal. Sead 80 cents for "Resume" wish colored Chart, alid for circularsand terms to the publishers,
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