

GEORGE MUNRO, "THE PUBLISHER"

By A. J. CROCKETT

III

With the American News Company, 1862-1863.

AFTER six years with the Appleton firm, Munro left their employ and found work with Ross & Tousey or the American News Company, as they were later called. Ross and Tousey had been employed by the Beadle firm, but decided they could do better distributing and selling the Dime Novels than in working for the man who published them. In 1864 they organised as the American News Company, but it was the same two men, doing the same work with a more impressive name. The first of the Dime Novels appeared in 1860 and the name of "Ross & Tousey, General Agents" was on the title page.

At that time the distinction between the publisher, the bookseller and the librarian, was not as clearly defined as it became later. On the title page of many American books there appeared as usual the name of the publisher together with the names of the various booksellers, who shared with the publisher the responsibility of marketing the book.

In Dr. George Patterson's LIFE OF REV. JAMES MACGREGOR, the pioneer Pietou minister, which was published in Philadelphia in 1859, for example, the name of the publisher is given on the title page, together with the names of various persons, evidently booksellers, sharing responsibility. In the list appears the name of "J. DeMill, St. John, N. B." This may explain the cause of Professor DeMill's financial difficulties which ended his career as a bookseller and brought him in 1860 to the faculty of Acadia and later to Dalhousie. His market was too limited for the responsibility he had assumed.

It seems clear that it was to obtain a practical knowledge of the distributing and selling of books that Munro went to work with Ross & Tousey. His employment with them was an introduction to Erastus Beadle. Beadle's methods of getting his books into the hands of the people, differed from those of the Appleton firm. They differed from the system in England where men of means subscribed to a publishing venture, which would be published by instalments and as the different parts or volumes appeared could be obtained by the subscriber from his bookseller. By this means the publisher could calculate the number of books to be printed and accurately estimate the risk of publishing.

The selling methods of the Beadle firm differed from anything with which Munro was acquainted. They differed from the work of the colporteur, who visited the homes of the countryside and brought his books with him, being generally sponsored by some Book and Tract Society. The book agent was still active, selling a large attractive book at a high price, but his methods had no interest for the publisher of cheap books. The Book Clubs lay still in the future. Ross & Tousey had far different ideas, or rather Mr. Beadle had the ideas for them.

Beadle used the idea of a news company which sold newspapers, magazines and other small articles which sold for small sums and in large quantities. He printed the Dimes at stated intervals with paper covers, or better still with no covers at all, and he used the Post Office, for with a list of subscribers, and issued at stated intervals, he secured the cheap postal rate for periodicals. In short, Beadle had adopted the principle of mass production and distribution.

In 1863, Munro left Ross & Tousey and took a subordinate position with the Beadle firm. His work is said to have been that of a bookkeeper, but Munro was ready to undertake any job about the plant. One result of this obliging habit was that when anything special was to be done, the tendency was to turn it over to Munro.

Erastus Beadle was an ingenious character who was exploiting the field of cheap literature in America. He had a different education, different experience and different associates from Munro. He was not a man who could be wholeheartedly approved, but he was not a man to be ignored. He had the ability and good qualities which are usually associated with success.

Munro worked for Beadle for three years and the question naturally arises as to how much and in what way was he influenced by Beadle and his methods. It is therefore of interest to follow the early career of Beadle as publisher in New York, particularly during the war years, 1860-1866. During the latter part of this period, Munro was one of his staff of workers and this was the final period in the preparatory years before launching out for himself. Our interest is in the rise and prosperity of Beadle and not so much with his decline and fall.

IV

Working for Beadle and Adams, 1863-1866.

The position which Munro obtained with Beadle and Adams was a very subordinate one. It seemed strange that

after working for six years with a reputable firm of publishers he should leave and take a much less desirable position with another firm. To the compilers of the American Dictionary of National Biography this was an extraordinary situation. They seem surprised that a gifted man of mature years was to be seen working most industriously in the Beadle plant at the work of wrapping up bundles of the firm's periodical books—Dime Novels. Even to Beadle himself it seemed an extraordinary situation.

The story is that the proprietor, Mr. Beadle, was showing Edward S. Ellis, one of his most prolific writers, around his great plant. He called the attention of his visitor to Munro working in an outer room. "That man", he said, "has worked for us for nearly two years. I pay him \$16 per week. He is perfectly satisfied with that. He will never wish to change his situation or try to improve it".

Beadle was mistaken. In less than a year his industrious employee had left him to start a business of his own.

Much that has been said and written about Munro, stems from this incident. Much of the space allotted to Munro in the American Dictionary of National Biography is given to this circumstance as if it were the crucial turning point in Munro's career. It has seemed so extraordinary that it has affected the thinking of readers and students down to the present day. The impression is given that Munro, the quiet, discreet, industrious employee, during these three years was learning the methods and absorbing the ideas of his employer, and then, when he had become personally acquainted with all the details of the business, unfairly competed with the man who had given him employment by starting the publishing of Dime Novels of his own, and so pushed him to the wall. Nothing could be farther from the truth.

This much may be said at the start. It was during the Civil War years that Munro worked for the Beadle firm. He served the firm faithfully, honestly and well. But when the war was over and the problems of reconstruction had to be faced, there were new problems for the nation and new problems for the publishers. There was the building of railroads, the expansion and development of the settlements of the West, the flow of immigrants into these new and growing areas, and much of the character of the nation's future citizens depended on how wisely these problems were handled. It was a problem for the publishers of books and reading matter as well as for the nation. For such work Munro was more fitted by education and training

than the Dime Novel firm. Beadle and his Dimes continued to flourish for about a quarter of a century after Munro left him and it was not the competition of Munro that brought about his fall, but his own inadequacy and the deterioration of his standards.

On the other hand Munro's education, training and experience fitted him for the task of providing good, cheap, readable and wholesome books and periodicals to meet the need of that crucial period in the nation's history.

V

The Early Career and Work of Erastus Beadle.

I write of Erastus Beadle and his early publishing ventures because of his association with Munro. To appreciate Munro it is well to know the world he lived in, the people with whom he associated, and the kind of work they were doing.

It is not my purpose to follow the fortunes of the Beadle firm beyond its first decade, 1860-1870, although a writer in the New York Times extends his approval of the "brief and roaring life" of the Beadle Dime Novels to the early eighteen-eighties, when degeneration set in. It was only then, he said, that this became evident to the reading world and soon after became a favorite menace for the public to talk and write about. But we can see now that deterioration set in soon after 1870. Indeed, it would seem that their finest hours ended with the close of the Civil War, and this, 1863-1866, was the period of Munro's association with the firm.

Like the lad from Pietou county, Erastus Beadle left his home at the early age of twelve. For a time he worked in a country grist-mill not far from his home. Here, the observant lad noticed the crude lettering on most meal bags and soon devised a remedy. He whittled out a complete font of letters from rock oak, his only tool being his good jack-knife.

In time his thought widened. Other mills and other places needed the lettering which he could provide. With his moveable blocks, which he carried in a burlap bag on his back, the lad set out on his travels, up and down the country, from Ohio to Salem, Massachusetts. As he travelled, he left behind him block-lettered bags, tool chests, farm implements and many other articles, all neatly lettered. For a cent a letter he would stamp anything and the pennies rolled in. The business was profitable but it had its limitations and no future. It was his ambition to become a master printer.

In the course of his travels he learned that Mr. Elihu Phinney of Cooperstown, N. Y., occasionally took an apprentice to learn the printing business and Beadle, still in his teens, went to Cooperstown in central New York state and to the print shop of Mr. Phinney. There he stayed for six years and learned all that Mr. Phinney could teach him. Cooperstown was noted as the home of James Fenimore Cooper, world famous as the author of "The Last of the Mohicans" and other Indian stories. While a town of some importance, it was not large enough for two printers, not when one of them was Erastus Beadle.

The young master printer had ideas and ambitions of his own. He wanted a business for himself and at the age of twenty-six went to Buffalo and set up his printery. From the start he showed he was an unusual young man. He was not satisfied with orders for bill heads, letter heads, notices and other commonplace jobs. His first venture was to collect the popular songs of the day. Originally these songs were printed in the form of hand bills, or "broadsheets" and sold on the streets for a penny. Beadle put fifty or sixty songs into a single volume, in size about eight by five inches, printed them on salmon colored paper and sold them for ten cents. It was his first "Dime Song Book".

The venture was a success. Material was so easily obtained that he continued to publish these song books until he had published over two thousand popular songs and ballads. He did not print them because of their quality, poetic or otherwise, but because they expressed the thoughts and ways of a generation that would soon be gone and forgotten, and besides it was profitable. It is a mistake to think Beadle thought only of money. He thought the songs were worth preserving. His idea was good and the work he set out to do was well worth doing. He also published some popular books and two periodicals, "The Home" and "The Youth's Casket", using the word casket in its original sense, a small chest or jewel case.

Associated with him in Buffalo were his older brother, Irwin Beadle, and Robert Adams, one of his stereotypers, a handsome, curly-haired young Irishman. Adams remained with the Beadle firm until his death in 1866, the year in which Munro left them. The group remained in Buffalo for about four years and in 1855 we find them in New York city, the two Beadles and three Adams, Robert, William and David. Probably Irwin Beadle made the move to New York first and took a leading part in the work.

The venture in Buffalo had been so successful that they were soon ready for another. Beadle wished to do for the ordin-

ary reader what he had done for the singers. Instead of songs and ballads, which everybody sang, he would publish stories which everybody would read. A prominent author in the United States has said that "no one knows precisely how he hit upon the idea of the dime novel", but he thought the germ of the idea was in the dime songbooks, and a keen young publisher, like Beadle, would likely see that a steady supply of wholesome, well-written stories would be eagerly absorbed by a comparatively literate people of fifty million.

A recent writer in the London Times Literary Supplement, however, says that James Fenimore Cooper was the literary grandfather of the authors of Beadle's Dime Novels. Beadle spent six of his most impressionable years in Cooperstown, the home of Cooper, one of the world's great romantic writers. He is still most widely known for his stories of the American pioneers, the Noble Red Man, the Deerslayer, and the Pathfinder. His stories were not studies of character nor of the perplexing problems of human nature. He described the wilderness of America and the people in it, using plenty of incidents and adventures which gave him his many readers and absorbed their attention. The last of this series, *The Leather Stocking Tales*, was published in 1841, three years before Erastus Beadle arrived to take up his apprenticeship with Mr. Phinney.

It was a strange new world to the lad of sixteen, a community of pioneers and the home of Cooper, the man who induced them to settle there. Even today the town prides itself on its connection with the great popular writer. It would be natural, almost inevitable, that the young printer's apprentice, coming into such a community, would be influenced by the reputation and work of the founder of the town and its most noted citizen. Beadle could not write such stories as Cooper, but he could print them, and when the opportunity came, he did so.

VI

Erastus Beadle in New York. Plans and Writers for his Dime Novel Venture, 1855-1860

The Beadle and Adams group arrived in New York in 1855, a year before Munro came to the city. An influential member of the loosely organised group was Irwin Beadle, but his brother, Erastus, was the dominating member. He had the ideas, the energy, the push and experience, and naturally became the head of the firm. His experience in Cooperstown and Buffalo led him to consider collecting stories of the experiences of the pioneers

in opening and settling the American frontiers, especially the American West. Fenimore Cooper had made good use of this and others could follow a similar vein.

Beadle knew he could not write like Cooper but he could employ reputable men who could write swift, moving stories of their own experience of frontier life and he could print them on cheap paper and in numbers hitherto inconceivable. He would thus be able to sell the books for a dime and reach a vast number of people, and at the same time preserve the flavor of pioneer American life and particularly Western life. To ensure this, he made long journeys through the American West to engage Indian scouts, trappers, fighters and explorers to write their reminiscences. Among his galaxy of such hero authors, the two best known were Colonel William F. Cody (Buffalo Bill) and Colonel Prentiss Ingraham. There were also Captain Bruin Adams, Major Sam Hill (Buckskin Sam) and many others whose names mean little or nothing today but who were beloved by the teen-agers of that day.

These writers were strange characters. There was, for instance, Edward Judson (Ned Buntline), a man of varied experience and a prolific writer. He was credited with writing over four hundred novels and he wrote a play for Buffalo Bill which had long runs in Chicago, St. Louis and New York. He was at one time a temperance lecturer, a sailor before the mast, a midshipman in the American navy, and he narrowly escaped lynching in Nashville, Tennessee, for killing a man in a duel. At one time he won a reward for the single-handed capture of a murderer. He was not only a Western hunter but, in the East was a leader in the Astor Place Riot in New York in 1849, was a prominent member of the anti-Catholic, anti-Foreigner "Know Nothing Party" and, last but perhaps not least, was the husband of six wives.

Another type was Captain Mayne Reid, the son of a Presbyterian minister in northern Ireland. His mother set her heart on his following his father; she would rather see him minister of the poorest parish in Ulster than Prime Minister of Britain, but he would have none of these things. He was all for a life of activity and adventure, fought in the American Civil War, becoming a captain, and afterward fought with the Indians. His tales were marvellous and entrancing and were read by boys of all classes and creeds. Henry James, the eminent author and critic, said that when he was a boy there were no books like Mayne Reid's.

Naturally it would take some time to round up such charac-

for pure pleasure



have a *Player's*
"MILD"

THE
MILDEST
BEST-TASTING
CIGARETTE



The Business Executive



The criterion of a successful businessman is not primarily a knowledge of facts and figures, but the ability to analyze a problem and arrive at a logical solution. To do this, the executive consults specialists who can give him the facts and figures on which he can base an intelligent analysis.

When investigating the complex problems of establishing an estate, may we suggest that you consult the Canada Life representative.

A specialist in a highly technical field, he can illustrate the protection and savings features of life insurance.

The CANADA LIFE
Assurance Company

Enjoy Life To-day - While Saving for Tomorrow.

ters and organise a staff of writers and much would depend on the choice of an editor to edit the stories and sift the bad from the good. Beadle's first major decision was the choice of Orville J. Victor as editor and much of Beadle's success was due to Victor's good judgment, general ability and experience. He was something of an author himself, having written a life of Lincoln and other books. For thirty years he personally read and passed upon and edited, not only the Dime Novels but all the publications of the Beadle firm.

His success as an editor led one admirer to say that "he was one of the most remarkable figures in the history of American Literature", that "he changed the reading habits of the nation". Be that as it may, he was influential and too important to be ignored. He was a friendly kindly man, respected and loved by every author who worked for him. Withal he had an air of austerity for those who were dilatory, deficient or delinquent in their work.

Beadle and his editor knew the value of publicity and went after the best known American authors who could write an interesting story. It is therefore not surprising to find that the author of the first of the Beadle Dime Novels was Mrs. Anna S. Stephens, one of the most popular authors of the day. Her name and nearly all else about her and her work is now lost in obscurity. She is unknown now except for the fact that she wrote the first Dime Novel. Her story "Malaeska, the Indian Wife of the White Hunter", for which she received \$250.00, renouncing all royalties, was a money-maker, the rich reward from its enormous circulation going to the publisher.

"Malaeska" was published in the summer of 1860, the first year of the Civil War. It was a small volume of 128 pages, printed on salmon-colored paper, and 65,000 copies were sold in a few months, the demand continuing for a long time.

Beadle had in mind the cultivation of another field, the religious life of the people. Religion was a subject as absorbing as frontier life or Indian fighting. This was shown by the popularity of "The Prince of the House of David", a book by J. H. Ingraham, which had a circulation second only to that of "Uncle Tom's Cabin". It was to be found in every town and village library, No Sunday School library was without it. It was in every pious home and, indeed, in homes which made no pretensions to piety. It was an interesting book, popular with old and young. The nature of the book was set out in its sub-title, which ran:



Prescription for Better Living



"Being a series of letters of Adina, a Jewess of Alexandria sojourning in Jerusalem in the days of Herod, addressed to her father, a wealthy Jew in Egypt, and relating as by an eyewitness, all the scenes and wonderful incidents in the life of Jesus of Nazareth, from his baptism in Jordan to his crucifixion on Calvary."

It is hardly to be wondered at that many of the militantly pious considered the book to be semi-inspired.

Beadle engaged its author to write for his Dime Novel Series but about pirates and Indians. Ingraham seems to have had a trunkful of such tales awaiting publication, and he and his son, Colonel Prentiss Ingraham, were most prolific in their output.

Thus far Beadle did well, his enterprise and foresight being rewarded with great success. Other factors, however, combined to increase his business and profit.

VII

Beadle and the Dimes in the Civil War Years, 1860-1865.

This period is important for our purpose since it was about half way through these war years, in 1863, that Munro joined the Beadle staff. It is neither possible nor necessary to give a detailed account of the doings of the firm. It is enough to show the character of the work and the factors which made the enterprise a success. From these we may appreciate why Munro stayed until 1866 and then left the firm together with Irwin Beadle, the brother of Erastus.

For the first ten years the enterprise grew and prospered amazingly. Many things combined to bring this about. Beadle was particularly fortunate in his choice of Orville Victor, his editor. He was also fortunate in his choice of writers who could retell the adventures of the wild western days. As time went on, not a few of the writers were not western men at all, but all such men, if they wrote about the West, were required to take at least one trip to the far West. It was not across the wide Missouri they were to go; Beadle was satisfied if they had actually crossed the Mississippi. The trip was often brief for the cost of the trip was paid by the writer himself. One writer has confessed that most of the Western color in his stories was obtained from a car window and from books. There were grave doubts whether one writer was farther west than Philadelphia. Some writers were never west at all. They could write and that was the principal thing.

One of the writers came to the firm unexpectedly in its early

Atlantic Canada

**ATLANTIC CANADA**

By Miriam Chapin. In this companion book to *Quebec Now* and in the same sparkling prose, Miriam Chapin writes about Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland—politics, industry, education, agriculture. \$3.50.

OFF-TRAIL IN NOVA SCOTIA

By Will R. Bird. The author takes you exploring an unknown half of Nova Scotia lying at the end of narrow winding shore lanes, hill roads and back settlement reaches. A charming book on the best part of sea-conditioned Nova Scotia. \$4.00.

SELECTED POEMS OF SIR CHARLES G. D. ROBERTS

Edited and with an introduction by Desmond Pacey, University of New Brunswick. This book is important not only for its selection of the best of Roberts' poems, but also for Dr. Pacey's fifteen-page critical introduction. "Has much of the magic of great poetry."—*Ottawa Journal*. \$3.50.

THE STORY OF L. M. MONTGOMERY

By Hilda M. Ridley. This is the first biography of L. M. Montgomery, author of the immortal *Anne of Green Gables*, to appear in book form. The author presents the background of L. M. Montgomery's youth and creative period and shows how her character developed. Illustrated. \$3.50.

THE RYERSON PRESS
209 QUEEN STREET WEST
TORONTO

WHOLESALE
HARDWARE
+
PAINT, APPLIANCES
+
PLUMBING &
HEATING SUPPLIES
+
INDUSTRIAL
SUPPLIES
+
CONSTRUCTION
MACHINERY

STAIRS

WM. STAIRS, SON & MORROW, LTD.
HALIFAX, N. S.

F. Mervin Cornell H. Darroch Macgillivray

Cornell, Macgillivray Limited

INVESTMENT SECURITIES

HALIFAX, N. S.
CANADIAN PACIFIC BUILDING
TEL. 3-1253

ST. JOHN'S, NFLD.
BOARD OF TRADE BLDG.
TEL. 4163

Members of the Investment Dealers' Association
of Canada.

beginning. One day a youth of eighteen walked in to the city from his home in New Jersey, appeared at the Beadle and Adams office and asked for the editor. He had a neatly written manuscript in his pocket, a story about post-revolutionary life in northern New York state, and the youth had given it the title "Seth Jones or The Captives of the Frontier."

This story the young man handed to Mr. Victor, the editor, who looked on it as just another story, but it is said, that when he read it, he nearly fell off his chair in his surprise and delight. It was his idea of a perfect Dime Novel. Within a year 450,000 copies were sold and countless editions have been printed since. Everybody seems to have been reading it. It is told that W. H. Seward, Lincoln's Secretary of State, came in late to a cabinet meeting with one of the Beadle books in his hand and waving it with unconcealed delight. It was "Seth Jones", the novel written by Edward S. Ellis, the new writer for the Beadle firm.

"Seth Jones" was No. 8 in the series of Dime Novels. More than anything else, it showed the Beadle firm that they had started a trend.

Ellis, the eighteen year old school teacher, was paid \$75 for his story and was given a contract to write four novels a year. He was an unusual character. He wrote his four novels a year, and in addition wrote articles or stories for eight magazines, all in spare time from his school work. During the decade of the eighteen-eighties he wrote such things as an Arithmetic Book, a book on Psychology, and fifty volumes of History, but he never did anything else quite as good as "Seth Jones."

Ellis was one of the best of the Beadle writers. He is the Ellis referred to in the story in which Beadle took him round the plant and pointed out Munro busily at work wrapping up bundles.

Beadle was also fortunate in starting his business at this particular time. The nation was on the verge of civil war. Much was being said and written about the abolition of slavery, and when a great political party adopted it as a plank in its platform, it became a burning question.

Mrs. Harriet Beecher Stowe, sister of the great pulpit orator and abolitionist, the Rev. Henry Ward Beecher, undertook to write "something about slavery" and produced "Uncle Tom's Cabin." When it appeared serially it received little attention, but when it was produced in book form it took the world by storm, and was read by almost every English-speaking man, woman and child. It was translated into practically every major language and was read and liked by Queen Victoria, who was not easily pleased but liked Mrs. Stowe and her book.

THE **EMPRESS OF BRITAIN**

Proud new addition to the famous
WHITE EMPRESS FLEET

The Empress of Britain, newest of the world-famous fleet of White Empresses, with its 26,000 tons of functional beauty offers you scores of luxury liner features . . . air conditioning, swimming pool, spacious decks . . . and the gracious service that seasoned travellers have long identified with White Empresses.

See any Canadian Pacific office or your travel agent.



Canadian Pacific

**CURRENT
WHITE EMPRESS
SAILINGS**

Rates:

First Class from \$230;
Tourist from \$157
according to ship
and season.

EMPRESS of FRANCE
From Montreal:
June 19;
July 10, 31.

EMPRESS of SCOTLAND
From Montreal:
June 5, 26; July 17.

EMPRESS of BRITAIN
From Montreal:
June 12;
July 3, 24.

Maritime Life

Maximum Protection

HEAD OFFICE :



Minimum Cost
HALIFAX, N.S.

Compliments of

THOMPSON, ADAMS & COMPANY, LIMITED

General Insurance
(except Life)

166 Hollis St., Halifax

Phone 3-7371

This widely read book had much to do with clarifying the issues and in a way hastened the outbreak of hostilities. Even after the war it was a great weapon for the abolitionists and continued to stimulate the zeal of the supporters of the government at Washington.

In these circumstances, it was inevitable that many of the early stories in the Dime Novel series should be anti-slavery stories and more or less of the nature of propaganda. Naturally the Civil War stimulated the sale of the new cheap books. The government, appreciating their propaganda value, shipped them by the carload to the Northern armies. They were soon considered regulation equipment. These tales were devoured around campfires, swapped till they were worn to shreds, and, finally, in a fraternising period, passed on to the Confederate soldiers in exchange for rum and tobacco.

One of the series was "Maum Guinea", a story of plantation life modelled on "Uncle Tom's Cabin". In one of his anti-slavery orations, Henry Ward Beecher said that "Maum Guinea" was a shot in the right direction," while Lincoln declared it was every bit absorbing as "Uncle Tom's Cabin." Its full title was "Maum Guinea and her Plantation Children, or a Holiday Week on a Louisiana Estate." It was written by Metta V. Victor, wife of the Beadle editor, who wrote many of the Dimes.

In 1861 the Beadle firm opened a branch in London under the name "Beadle's American Sixpenny Publishing House" and many of the Beadle series of anti-slavery stories circulated widely in England. They were the more effective in that they were subtly written, appealing to the ordinary reader who cares little for descriptions and analyses of character. It is well-known that the working people of England favored the Northern side while the ruling class generally favored the South. Meanwhile the Beadle firm grew and prospered.

Such is the story of the rise and progress of the Beadle enterprise in the publishing of cheap books and such the conditions and background, as I find it, when the Civil War ended in 1865. A new post-war period followed bringing new problems and new duties. It too meant new decisions which must be made by both the Beadles and by Munro. It was for each the parting of the ways.

(This is the second of a series of articles on George Munro.—Ed.)

Solve Your Spring Cleaning Problems!

if you don't need it

GET RID OF IT . . .

someone can use what you don't need.

SELL IT FOR CASH

WITH A LOW-COST WANT AD IN

The Halifax Chronicle-Herald and The Halifax Mail-Star

What do YOU have to sell ?

Musical
Instruments
Books, Toys
Bike, Guns
Tables
Rugs, Camera
Beds, Dresses
Tackle, Boats
Washer, Dryer
Baby Cabs

Movie Equip.
Refrigerator
Golf Clubs
Clocks, Tools
Desk, Suits
Typewriter
TV, Radios
Chairs, Chests
Paintings

LOOK FOR
THEM IN YOUR
ATTIC, CELLAR,
CLOSETS, GARAGE

PLACE A WANT AD NOW!

Phone, Write or Come In to

THE HALIFAX CHRONICLE-HERALD

and

THE HALIFAX MAIL-STAR

Six Consecutive Days 24c Word

3 Consecutive Days 14c Word

1 Day 6c Word

(Minimum Charge 75c)

PHONE
3-7221