

TO AGENTS ONLY!

(STRICTLY CONFIDENTIAL.)

Office—44 Church Street,
Toronto.

DEAR SIR:—If you are out of employment and wish to engage in a light, pleasant, and highly profitable occupation, we think you can find nothing that will suit you better, or remunerate you more largely, than the selling of our JUSTLY CELEBRATED PATENT WHITE WIRE FOR CLOTHES LINES. It is a business requiring but small capital, and if properly conducted it is sure to yield you an abundant profit.

PROFITS OF THE BUSINESS.

100 feet is the amount usually taken by a family, and it is only a common day's work for an agent to sell to ten families 100 feet each. Now, according to our wholesale prices you make $1\frac{1}{2}$ cents per foot. Suppose you sell to ten families per day, your profits amount to \$15 per day, or \$390 per month, and we can refer you to scores of agents who are selling to fifteen families per day. But put it down clear below the lowest possible estimate for the poorest agent, and suppose you sell to only five families per day, and even then you make \$7.50 per day or \$195 per month, fully twice as much as you could possibly hope to get at any employment by the month. Some families will take two hundred feet, while hotels will often take five hundred. We have often known families to take only fifty feet at first to try it, and afterwards order one or two hundred.

Retail Price, 3 Cents per Foot.

Wholesale Price to Agents, $1\frac{1}{2}$ Cents per Foot.

And Five per cent. off for cash in advance.

TERRITORY.

We do not restrict agents to territory, but allow each one to sell where he can do the best. The more wire there has been sold in a place, the better; for every line put up is as good as an advertisement.

An agent will always do better in territory that has been canvassed, or the second or third time going through a place, than the first, for by this time the people who did not buy at first have had a chance to see that the articles is really good, and worth more than the price asked for it, and consequently they buy without hesitation. One of our agents in Elgin, a short time ago, took orders for 5,000 feet in a single day, in a village where he had been a few weeks before, and got the wire introduced.

HOW TO ORDER.

Each order should contain the name of the express office, station, or steamboat landing, to which you wish the wire sent, together with the County and Township, and your own name, very plain, so as to guard against even a possibility of a mistake on our part.

If you choose to send cash in advance with your order, you can deduct 5 per cent. from the amount of your bill. If not, we will send the wire to your nearest express office, C.O.D.; or, in other words, collect on delivery by the express agent.

Five per cent. discount made when cash in full accompanies the order, for it costs us from two to five per cent. to collect bills through the Express, and Agents may as well save that amount as to give it to the Express Companies. This five per cent. which agents thus save, in most cases, will pay the express or freight charges on the Wire, so when received it only costs the regular circular price. We simply make the suggestion, leaving every agent to do as he pleases.

If you send money in advance, and are convenient to an express office, send by express, and mark on the envelope "order for goods by express;" and the money will come free. Another means equally safe is to buy a check on some Bank or P.O. money order, and send by mail. Should none of these be convenient, send bills in a registered letter.

There is no risk in sending by any of the above means, and we will stand all losses that may occur in sending bank checks, P.O. money orders, registered letters, or by express, according to our directions. We also receive large amounts of money in letters without being registered. We think there is but little risk in sending money by mail, if letters are plainly directed, yet it is always better to register money letters, to make sure.

AMOUNTS TO ORDER.

We never sell less than 1,000 feet at wholesale price, and never less than 100 feet at any price. 1,000 feet and upward, $1\frac{1}{2}$ cents per foot; 500 feet and upward to 1,000, 2 cents per foot; 100 feet and upward to 500, 3 cents per foot, retail price. About ten lines to every 1,000 feet. It is always economy for an agent to order in large lots, when he can; for the express charges on small lots are greater in proportion than on large. We can send large lots,—five, ten, fifteen, or twenty thousand feet—by fast freight, in about double the time required by express, and at about one-half the usual express charge. For small lots, under 5,000 feet, the express is the best, by far. Goods cannot be sent C.O.D. as freight.

PRACTICAL HINTS.

On entering a new place always secure the names and influence of the most influential families. Sell to Mrs. PROMINENT, if you can, first. An influential name at the head of your list will always be of service to you, and it is sometimes better to let one or two leading families in a place have lines at wholesale price, rather than not secure their names and influence. Never run from place to place, in search of better territory, but canvass thoroughly and systematically wherever you go. Make it a point to sell to every person you call upon, if it can possibly be done. Never forget the part of a gentleman. Answer all questions politely, and be prepared to meet all objections. Never allow yourself to exaggerate, but confine yourself strictly to facts, for this is the surest road to success.

No tools are necessary in putting up the wire, except a file to cut it off.

BY THE MONTH.

We also hire Agents by the month, so much and travelling expenses. After a person has been in the business thirty days, we will correspond with him in reference to a regular engagement by the month.

We never, under any circumstances, hire an Agent until he has tried the business, and we see just how much he can do at it, then we can calculate accordingly how much we can afford to pay him. We are now paying fifty dollars and upwards per month, and travelling expenses, according to a man's ability for selling; some we can afford to pay as high as one hundred dollars per month and travelling expenses.

We are confident there is not another agency business in the United States that will pay you anywhere near as well as this, and you will fully corroborate our statements before you have been in the business two weeks. It is a waste of paper and ink to write us asking us to vary from the terms stated in this circular, for we know but one proper way of doing business, and that is to deal with every one alike, and with all fairly and liberally. Now, if you wish to go into the business, and stand an equal chance with others that are making money all you have to do is to send on your order, and our part shall be promptly attended to.

With each order for Wire we furnish from twenty to fifty public circulars, free for distribution. Persons wanting them in large quantities, will be furnished at cost of printing them—\$4 per thousand.

NO MONEY REQUIRED TO BE SENT IN ADVANCE UNLESS PREFERRED.

NO GOODS NEED BE PAID FOR UNTIL RECEIVED AND DELIVERED TO YOU BY THE EXPRESS AGENT, UNLESS PREFERRED OTHERWISE.

ca. 1867. White wire.

The following are a few of the flattering testimonials we have received and are constantly receiving:

LONDON, ONT., Sept. 4th, 1867.

G. W. KING & Co.—GENTS:

I can report on White Wire as follows:—I have been out one day and I sold just 1000 feet. My family has been sick, which has kept me at home. My next order will be for 10,000 feet. There is no limit to the amount that can be sold in this country. You will hear from me again in a few days.

Yours, &c.,

H. R. FISH.

BERLIN, Oct. 1st, 1867.

G. W. KING & Co.—GENTLEMEN:

The weather remains bad, hence I have not done quite so much since I received my Wire as I would have done under more favorable circumstances. Very fortunate for me, some one has been through here and sold a few Lines, and they have stood the test, and are highly endorsed by men who are well known throughout the country. My hopes are high and you may expect another large order from me soon.

Respectfully, &c.,

F. F. HAMILTON.

BOTHWELL, Oct. 1st, 1867.

MESSRS. G. W. KING & Co.—GENTLEMEN:

I have used one of your lines, and I am happy to say that it is the best Clothes Line I ever saw. I see by the papers that you still want agents. If you will send me your terms to agents, I am sure I can sell a line here to almost every family. I hope to hear from you soon.

Truly yours,

TITUS BRAINERD.

PERTH, CO. LANARK, Sept. 25th, 1867.

DEAR SIRs—

Inclosed please find a draft, payable to your order, for 5000 feet of your White Wire, which send to my address, per Canadian Express, to Perth. My prospects are encouraging, and I think I can sell large amounts of this Wire. It seems to give perfect satisfaction so far as I can hear.

Respectfully yours,

L. G. EDGERLEY.

SARNIA, Oct. 12th, 1867.

G. W. KING & Co.—GENTS:

Inclosed you will find a check for 10,000 feet of your White Wire. It is now just twelve days since I received my last 10,000 feet, and I have only 300 feet on hand. Don't you consider that about as well as clerking in a store at \$40 per month. Please send immediately and much oblige

Yours truly,

DAVID R. HALL.

BARRIE, ONT., Oct. 3rd. 1867.

G. W. KING & Co.

SIRs—Last Thursday I sold 1,000 feet before noon, but it was in a neighborhood where I had been a few weeks before and got the Wire introduced. I find there is no trouble in selling to almost every family the second time around, but if a man will half work, he can do well the first time. Send me, to Barrie, 5,000 feet, for which please find a bank check enclosed.

Respectfully yours,

A. W. JOHNSON.

Space will not allow us to introduce more.

See testimonials from the Press and Ladies, in Public Circular.

CAUTION.—We have no Branch Offices, and all parties pretending thus are imposters, and our agents are requested to report every such case to us. The genuine PATENT WHITE WIRE, manufactured only by the Canadian Wire Co. (owning and controlling the patent for the same) can be had at wholesale only from our works.

If you cannot engage in the business yourself, will you have the kindness to pass these circulars into some other good hands?

Awaiting your order, we remain, yours truly,

G. W. KING & Co.,

Sole Agents for the White Wire Co.,

Office, 44 Church St., Toronto.

P.S.—We beg to be excused for answering Letters of inquiry entirely with printed circulars, but with our extensive correspondence it is impossible for us to do otherwise. A score of clerks could not answer all our letters, if we were to do it by writing, and then not half so full and satisfactory. We have, therefore, prepared these circulars full and unnecessarily explicit for most people; we have tried to answer every question any one would be likely to ask, and in such a way as to avoid the possibility of being misunderstood by any. If, however, we have omitted anything, we shall be happy to answer any reasonable questions by letter. We trust, therefore, that you will accept these circulars, and treat our confidential terms with the same confidence as though they were written out. Any of our agents or others visiting Toronto, are cordially invited to call upon us at our office. With others not having this opportunity, we can transact all business by mail and express with equal accuracy as though here in person. With present railroad facilities it seldom requires more than two days to receive and fill orders by express from almost any part of Canada.