

NATIONAL PUBLISHING COMPANY,

BOX 1346 P. O.

PRIVATE AND CONFIDENTIAL.

Toronto, Oct 5th 1892.

Mr M. A. James
Enfield

DEAR SIR,—Your esteemed favor of the.....inst. is at hand, for which accept our thanks. In reply we beg leave to lay before you very briefly the advantages and terms of the canvass for that popular and widely circulated religious, literary and household weekly,

“THE CHRISTIAN UNION.”

This well-known periodical is edited by the Rev. Henry Ward Beecher, of whom it is not too much to say that he stands in the front rank amongst the ablest and most popular of living preachers. The versatility of his genius and the almost incredible amount of labor he performs are the marvel of the age. In connection with him there is an editorial staff and galaxy of contributors of every denomination probably unequalled by those of any single paper in the world; including some of the ablest of our Canadian divine and lay writers. The success it has achieved, and its immense circulation (150,000) the largest in the world, attract the greatest talent to its pages as a medium for disseminating their views. Entirely unsectarian, it is recognized as common ground by every denomination. It is universally acknowledged to be a leading religious journal, and is the most widely quoted of all; the *Globe*, for instance, having credited over 40 articles to this source within four months. Its form, appearance and mechanical execution speak for themselves. It is always forwarded with printed label to insure safe delivery. Calling your attention to the encomiums on accompanying sheet, taken from thousands, we merely add that the intention is to furnish a high-toned, reliable and impartial religious, literary and family paper, and educator of the young, which may enter every household without prejudice to any man's mode of worship or doctrinal belief.

The determination of the publishers is to achieve for the paper a circulation and influence unprecedented in the annals of religious journalism, and with this object in view, and disregarding immediate returns for their outlay, they have determined upon the almost incredible enterprise of presenting to every subscriber

“TWO MAGNIFICENT FRENCH OIL CHROMOS!!”

These choice works of art, (a history of which will be found in accompanying circular) are copies from a painting by a celebrated child painter, Mrs. S. Anderson, and by connoisseurs are pronounced superior in effect to the original. They represent with life-like expression a fair and beautiful child, now full of life and joy, laughing amongst the flowers; now tired and flushed with play, fallen off into a gentle slumber; and are appropriately entitled, *WIDE AWAKE* and *FAST ASLEEP*. They were lithographed by Jehenne, the celebrated chromo-lithographer of Paris, and are printed in oil from 15 stones and require 15 impressions for the various shades. A few of the pictures, which found their way into the New York Art Galleries before the publishers secured the present monopoly, are sold invariably at \$10 per pair, unframed. If you have the curiosity to price oil chromos in Toronto galleries, you will find that works of the same size as these (12 x 14 inches) and of far less artistic merit, would cost you, unframed, from \$10 to \$15 per pair. In brilliancy of color, careful shading and fine effect, chromo copies are generally esteemed as superior to oil paintings. As parlor ornaments, these pictures are *fully equal to the original paintings*, while the originals could not be purchased for \$1,200 the pair. These are presented as *free gifts* to every subscriber to the *CHRISTIAN UNION*.

THE METHOD OF CANVASSING.

Each Agent is allotted his own distinct precinct in which to solicit orders, having his choice of any unassigned territory, and to this he must carefully confine himself, or his orders will not be filled. Additional territory will be given him as needed. He will be furnished with the necessary outfit for canvassing, which consists of the two pictures nicely framed, in a case for carrying, copies of the paper, samples of frames, and the prospectus book for taking names, at a charge of \$3. This amount is not the cost of framing alone, and at the close of his canvass he can readily obtain double what he pays for them. He will then lay out the ground to be gone over carefully, and commence a thorough canvass for subscribers, taking their signatures in his order book, with full P. O. address of each; and promising to call in a few weeks to deliver certificates and the chromos and collect. Each Agent will suit his convenience as to the time between canvassing and collecting; but it is better to leave a few weeks, as many more will sign for future payment than would pay at once; and it stops the excuse that they “have no funds.” Write us every week or so, with your full address, stating the number of undelivered orders you have. When about to commence collecting, send us a *list of the names and full P. O. address* of those who wish certificates and chromos for, and enclose us a P. O. order, or (for small sums) bills in a registered letter, for the net amount thereof. You can order one certificate, or one thousand at a time. Allow about one week or 10 days for their arrival. Subscribers are legally bound to make payment, but should any refuse, return us such certificates and we will send others, or refund the money, at your option. Having delivered the subscriber his certificate and chromos, and received your money, then, but not till then, say to him: that you presume he will, like four-fifths of the subscribers to the paper, want the chromos nicely framed to make them useful as parlor ornaments; that the frames when neat and appropriate, improve their appearance and value ten-fold; that enclosed in these they cannot be told from oil paintings; that, as the publishers have contracted for thousands, they can furnish them at one-half retail rates; that you will supply elegant ones like either sample at the prices given below; that you only require his order, and the charge will be collected when they are delivered. Mark the *Style of Frame* desired in your order book, opposite his name. You had better retain in your own possession the chromos of those who order frames, for the purpose, as you can tell them, of properly inserting them; as this will insure that the parties take the frames from you when you deliver them. Write to us for the quantity of frames you require, carefully stating the *number of each style*, and enclose P. O. order for the net amount thereof. The frames will be promptly forwarded to you by express or freight, as you request; and you have merely to slip in the pictures and deliver. But do not mention frames until you have collected subscription price, unless asked for, lest the cost of paper and frames united might seem large and lose you a customer.

PRIVATE TERMS TO AGENTS.

The delivery of the paper commences with the next number after payment, or at any subsequent date desired. The subscription price is \$3 per annum, and 30 cents to pre-pay the American postage on the paper and chromos (which requires to be paid in advance), and the Canadian duties on the pictures; making the total charge only \$3.30 for the paper and the two chromos mounted, sized and varnished ready for framing. In the States, an additional sum is charged for mounting the pictures, but in consequence of the difference in currency, we prepare them completely ready for use without extra charge. To you the price is \$2.60, and this is the net amount you will send us for each certificate ordered. Thus you make 70 cents on each order. Five orders per day will net you \$3.50, and some of our agents take from ten to forty dollars each day. The frames will be furnished to subscribers at the following prices per pair, viz.: No. 1, Rosewood and gilt, \$2 (to agents, \$1.35); No. 2, Black Walnut and gilt, \$2.50 (to agents, \$1.75); and No. 3, Full Stencil Gilt, \$2.50 (to agents, \$1.75). This gives you another profit of 75 cents on four-fifths of your subscribers. We refund the cost of outfit with the first hundred certificates sent for. The canvases have decided advantages over book agencies. You have two points of attack, the paper and picture. Every family must have a good weekly paper in its reading age to keep them informed; the pictures are a wonderful assistance in getting orders; there are no freights to pay as on books; no carrying heavy bundles about in delivering, for the paper goes to them by mail; and there is the double profit on paper and frames. An old and successful canvasser writes us: "The paper meets the approval of almost the entire reading community, and the pictures are irresistible. I think it is the best business ever offered to canvassers by any firm to my knowledge."

ADVICE TO AGENTS.

It would be impossible in our present space to give full instructions for canvassing. A pamphlet on that subject will be forwarded with outfit. But a few hints on this particular canvass may be useful. Take only this combination with you, and concentrate all your energies upon it. If you can get a good recommendation of yourself from some well known respected person, do so and paste it in your prospectus. Lay out your district methodically. Call upon clergymen, editors, &c., to begin with, and get all the leading names first. Throw off your commissions, if necessary, for this is the turning point of success. Their influence will help you wonderfully, and decide when you call to collect. Get a good notice in the local papers, and we will, on receipt of the paper from you, forward the editor a pair of the chromos free. Remind the clergymen that the paper will furnish them with a vast number of hints in preaching; and the editors with a storehouse of clippings. Then make a thorough house-to-house canvass. Sales are often made in the most unlikely places. Plant them thickly in one neighborhood; you can thus work more economically, and the influence of neighbors' names is wonderful. Men subscribe because others do; and thus your subscription book becomes constantly more valuable. Keep it, and sew in more leaves when full. Do not neglect the poor, but work "delivered." Keep a memorandum of all you fail to see, and call again. Avoid crowds; select a time when your customer is at home and not busy, if possible. Having learned his name at the next house so as to address him familiarly, get into the sitting room, if possible, and open a conversation upon some current topic, the crops, the weather, etc., until a sort of acquaintance is established. Never ask him to subscribe, but open your real business somewhat as follows: "Mr. — I have taken the liberty of calling to show you a pair of the prettiest and most artistic Chromos ever produced. The original pictures were by an English artist, Mrs. Anderson, quite celebrated for rare genius in the painting of children, and they were so much admired that Johannes, the great lithographer of Paris, copied them for reproduction in Chromo-lithography. Of course you know that the difficulty in making good Chromos in oils, such as these, is that each color and shade of color, has to be printed from a different stone, and that makes a very long and tedious process. These, for instance, have to undergo fifteen separate printings. They have been published only about a year, and the original importer could never keep enough of them in the market, although the price was (and is yet) in the picture stores \$10 for the pair." This mention of the price may draw out an expression of their being "too dear," or occasion the party to say that he don't want them. Whistle he out, you should, and go on to say: "But I do not sell them at any price. I give them away, freely. They are not for sale, but are given as premiums (the pair of them) to every subscriber I get for Henry Ward Beecher's great weekly, literary, religious, and newspaper, THE CHRISTIAN UNION." Then proceed to show the real excellence of the Chromos, calling attention to their fine points, placing them for this purpose on a mantle a little distance off; as Chromos, like oil paintings, are improved by so viewing them. If you can get the lady of the house and children present, do so. Call attention to the rich coloring and fine shading and the difficulty of accomplishing it; as also to the innocent and life-like expression. Show what beautiful parlor ornaments they are, how well calculated to please old and young; how much they are esteemed by those who have them; and how highly commended by the press. Then go on to narrate the good points of the paper; its enormous circulation; its able editor and staff; its Canadian contributors; how often it is quoted in the Globe and other journals; its fine appearance and form so convenient for binding, &c. Have in memory, and dwell upon all the leading points set forth in this circular and in your prospectus book. Show that, the amount of profitable and entertaining reading, the ability of its writers, and other things considered, it is the cheapest weekly published without regard to the Chromos. Impress upon him that the gift of these is wholly unprecedented; that no other paper could afford to give them away; that it is only with a view of vastly increasing its circulation and usefulness that it has been attempted. Then read the artistic criticisms and answer all objections to the paper by referring to the commendations of the leading papers of every denomination. If he says, "I already take a religious paper." Reply, "Yes, but that is probably a denominational paper; very excellent for its purposes, but not so complete as to supply you and your good family with all the reading they want. Besides, this one gives what no other paper can give—the writings of Mr. Beecher, and Mrs. Stowe's very best stories and tales, and a great number of admirable contributions from writers of all denominations; and not only that, but a great many valuable articles on all kinds of interesting topics, secular as well as religious. And those beautiful Chromos for nothing—an opportunity such as never occurred before and one that could hardly be looked for again." Perhaps he may say, "So many people will be getting these pictures that they will become common, and therefore not so desirable." To this reply, "This would be true of ordinary subjects; but, as the Chicago Advance says: 'Unlike nine pictures out of ten, that costs a great deal more, one can look at them day after day and not tire of them.' You never weary of seeing the happy forms of real children, neither will you ever tire of seeing these beautiful faces." Objections of this kind are easily met, and need not be dwelt upon. Be polite; be neither obsequious nor over-bold. Be candid and off-hand in manner, but describe and interest. Be thoroughly up on the subject, and do the talking yourself. Give them no time to say, "No," or to state objections. If you find now that you have created an impression, produce your order book and show some of the leading names, and the notice from local paper. Have pen and pocket inkstand in readiness and at the proper moment, hand him the former, with the remark, "please sign here." But do not urge him to sign; create an interest and a desire for the articles thus, and the signature will follow. If necessary, again refer to the pictures. Be polite; be neither obsequious nor over-bold. Be candid and off-hand in manner. Never get ruffled or disrespectful. Answer all objections pleasantly. Preserve your self-respect and confidence in your business; you have only articles intrinsically good and attractive to offer. Lose no time in waiting, rain or shine; canvass incessantly. Time is money to you, and lost time is the bane of the business. Be patient; do not expect too much at first; do not get discouraged; remember the first fifty orders are harder to take than the following two hundred. Experience will soon give you knowledge and tact in dealing with humanity. Have perseverance, and throw your whole energy into the business. There are canvassers with thousands now who look as uphill work at the same Agent as you do at this, because they canvass more thoroughly and slowly. Be economical, be diligent and hopeful, and success will crown your efforts.

*We should be most happy to secure your services in this
Canvassing, & think it would be very profitable to you. Our ability
and energy fully. Should you be unable please hand this to
a friend.* Amos & Sons Stationers & Printers