

PROPOSALS FOR PUBLISHING  
THE  
**Latest and Most Eloquent Sermons**

OF THE GREATEST LIVING PULPIT ORATORS,  
**WILLIAM MORLEY PUNSHON,**  
**HENRY WARD BEECHER & CHARLES HADDON SPURGEON,**

With Introductory Memoir of Dr. Punshon by Rev. W. H. Milburn; and Biographical Sketches of Beecher and Spurgeon. Illustrated with Portraits and numerous Engravings.

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The Sermons and Lectures published in this volume are the most impressive of those delivered by three of the most popular pulpit orators living, and the publishers feel confident that the book will receive a hearty welcome into every family in the Dominion. None of the great agencies of the day for influencing the human mind are so potent for good as the power of Pulpit oratory. The great truths of Holy Writ, when clothed in the beautiful and forcible language that springs from the lips of a Punshon, a Beecher, or a Spurgeon, fire the soul and warm the heart to a keener sense of duty, and give direction, tone and elevation to the thoughts of the generation in which they live. In hearing or reading the sermons of these great orators, you are bound as by a spell, and surrender for a time the control of your own thoughts and affections. You abandon for once the guidance of your mind, conscious that a more skillful pilot has taken your place at the helm. You waive at their command your independent consciousness, for you have yielded at discretion, and you are the prisoner of the preacher's eloquence and resistless oratory.

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Always secure the most influential men first. Never fail to do this, as your success depends wholly upon it. Get them conditionally if in no other way. Then scour the whole neighborhood. Don't take more than five conditional subscribers in a hundred.

The Agent will first take up his list of names, then order the books and deliver the list. Our terms are *Cash* or good security with the orders, or by express C. O. D. (collection on delivery), all or a few at a time, as the Agent may direct. In case he sends *Cash* his orders will be placed ahead of all others, and shipped by cheap freight instead of express, thus saving an important item on freight, as Express Companies charge about double the ordinary freight.

1st. Canvass thoroughly each and every Township and Village—by school districts if possible—in the territory assigned you, and carefully avoid trespassing upon territory outside of your limits, as you would thus interfere with other agents. Under no circumstances go into a town until it is allotted to you. Agents who break this rule will have their agency cancelled, and we shall ship them no books though they may have a large list. Devote your whole time to the business. Carry only the order book (prospectus book) when canvassing.

2nd. Report to us once every week, by letter and card, the number of positive subscribers taken in said week. Agents who do not report regularly, must not complain if we are not *always* prompt in filling their orders. Agents failing to report will have their agency promptly cancelled.

3rd. When cash does not accompany the Agent's order, *ten per cent. of the amount is invariably required in advance*, to insure the earnestness of his order. This amount will be deducted from the amount of order. We are obliged to require this, as we are frequently asked by irresponsible Agents to ship books which they do not intend taking from the express office, obliging us to order them back, paying express charges both ways. As we cannot become personally acquainted with each Agent, this plan will be perfectly air. An honest Agent cannot object to this. A dishonest Agent we do not want.

4th. When ordering books be particular to state the exact marks you wish put on the boxes, and to what Post-Office to send the notice of shipment.

5th. Our Agents are not allowed to transfer their agency without first consulting us. When an Agent takes an agency for a town we shall require him to canvass it personally and thoroughly unless excused.

6th. We expect all our agents to devote all their time (when not prevented by sickness) to our work alone, carrying nothing else; to follow our Rules and Plan of Operations as stated here; to begin the canvass at once on receiving the outfit; to spend one week with every 1,000 or 1,200 population (we have statistics of population); to report to us weekly; to sell only to actual subscribers, and in no case to book-stores; to not transfer their agency without permission from us; to finish canvassing every town they commence, and to study and learn by heart before starting out, our "Hints to Agents."

Agents average about 30 subscribers to 1,000 inhabitants, and about that number is expected of them. Agents can judge of their success by this. In every communication give us your address, naming Province, County and Post Office. *Be careful and remember this.*