

Confidential Terms to Agents.

DEAR SIR :

We send you herewith the Terms to Agents for our New Book,

The LIFE, TRAVELS and FINDING of DR. LIVINGSTONE,

with the assurance that they shall, in all cases, be considered by you as *Strictly Confidential*.

This Circular is not intended for general distribution, but for those only whom we have every reason to believe ready to engage in the sale of this Book. We want an agent in every City and Township in Canada, and the inducements offered below are, we are confident, more liberal than those offered by other publishers.

This work will be sold only by subscription, and cannot be obtained except through our authorized agents. Owing to the thrilling nature of the work, territory is being rapidly taken, and if you decide to take an agency, you should apply without delay, naming your first, second, and third choice.

On receipt of \$1 we will send you by mail, postage paid, a Prospectus Book, which represents the paper, print, engravings and binding, nearly as well as the book itself, and on receiving if you can commence taking orders at once.

For the benefit of those who have had no experience in the business, we append the following

PLAN OF OPERATIONS.

We allot to each agent two or three townships, and if thoroughly canvassed, other territory from time to time, as he may desire, and so long as he canvasses thoroughly, no one will have the privilege of operating on said territory, when occupied by him. The agent will be required when operating to devote his undivided time to the business, (unless otherwise agreed when he takes the agency,) to confine himself exclusively to our books, and to sell at the subscription price, except to editors and ministers of the gospel, and to report progress weekly, and whenever the business fails to remunerate the agent he can discontinue his operations by giving due notice. *We require, in all cases, a thorough canvass of territory assigned.*

The agent will first take up his list of names, then order the books and deliver the list. Our terms are *Cash* 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. Remittance by post office money order or registered letter, will be at our risk.

All books remaining unsold may be returned at prices originally charged, if in good condition; provided they are returned within one month from the time of shipment.

OUR RULES.

1st. Canvass thoroughly each and every Township and Village—in the territory assigned you, and carefully avoid trespassing upon territory outside of your limits, as you would thus interfere with other agents. Devote your whole time to the business.

2nd. 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 neighbourhood. Don't take more than five conditional subscribers in 100. *Don't neglect to call on the ladies, for thousands will subscribe.*

3rd. Report to us once every week, the number of positive subscribers taken in each week. Agents who do not report regularly must not complain if we are not always prompt in filling their orders. If Agents fail to report, we give their field to other applicants.

4th. When cash does not always accompany the agent's order, *ten per cent. of the amt is invariably required in advance*, to insure the earnestness of his order. This amount will be deducted from the amount to be collected on taking the package from the express office. We are obliged to require this, being frequently asked by irresponsible agents to ship books which they do not intend taking, 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 fair. An honest agent cannot object to this. A dishonest agent we do not want.

5th. When ordering books, be particular to state, the exact marks you wish put upon the boxes, and to what post-office to send the notice of shipment. When books are returned, put your name on the boxes thus—"From John Smith," that we may know to what agent to credit them.

Agents average about 41 subscribers to 1,000 inhabitants, and about that number is expected of them in all cases. The agents can judge of their success by this. One week should be spent with each 1,000 inhabitants. Carry but one book and nothing else. In every communication give us your address, naming county and post-office. **BE CAREFUL TO REMEMBER THIS.**

We will allow agents who give their whole attention to canvassing for this work the following liberal commission:

TERMS FOR THE BOOK.

	To Subscribers.	To Agents.	Agents profits.
Substantially Bound in Muslin.....	\$2 00	\$1 20	\$0 80
For Prospectus Book, by mail, pre-paid.....		1 00	

12 The Prospectus (Canvassing Book) is now ready. We will send copies of the book when ready to agents, post paid, on receipt of \$1.50.

School Teachers, Experienced Agents and Ladies should embrace the favorable opportunity now offered for making money, by canvassing for this, the most popular subscription book now being published. Now is your time.

You should apply for the field you wish to canvass without delay, as territory is being speedily taken up.

MACLEAR & CO.,

PUBLISHERS, TORONTO.

N.B.—Should you fail to take an agency, please hand this circular to some acquaintance who would be likely to engage in the work.

IN PREPARATION.

THE LIFE, EXTRAORDINARY ADVENTURES, UNTIRING PERSEVERANCE,
AND INVALUABLE DISCOVERIES

OF

DR. DAVID LIVINGSTONE,

DURING ABOUT

THIRTY YEARS TRAVEL IN AFRICA.

BEING A CONNECTED NARRATIVE OF

THE GREAT EXPLORERS LIFE FROM HIS BIRTH,

DOWN TO

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