

# Office of the Excelsior Sewing Machine Company,

No. 90 & 92 King Street East, and 44 Church Street, Toronto, Ontario.

## STRICTLY PRIVATE AND CONFIDENTIAL.

### TERMS TO AGENTS.

PLEASE READ CAREFULLY.

DEAR SIR.—Herewith enclosed you will find a full description of the justly popular and rapidly selling EXCELSIOR SEWING MACHINE. This Machine is having a sale unequalled by any other ever brought before the public. If you wish to engage in a light, pleasant, healthful and highly profitable occupation, you can find nothing that will pay you one-half as well as this.

### Profits of the Business.

Our poorest agents are averaging the sale of two machines per day, and we have many whose sales amount to four or six per day. Besides this, enough extra needles can be sold to more than pay travelling expenses; so that all the profit on the machines can be kept clear. We honestly believe there is no business in which you can make half as much, to say nothing of its being a very light and pleasant occupation. Families who have them in use frequently obtain a great many orders from neighbors and friends, and others, seeing them in operation; and a storekeeper, postmaster, or trader, in almost any place, by keeping them on exhibition, can sell large numbers without travelling at all.

### Wholesale and Retail Price List.

| Machines, gold-leaf finish, including cloth guide, screw-driver, half a dozen needles, printed directions, oil can, hemmer, and table clamp, &c. | Wholesale | Retail  | Agent's Profit |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|----------------|
| One dozen at a time, each                                                                                                                        | \$8 40    | \$15 00 | \$7 00         |
| Any number less than half a dozen                                                                                                                | 9 00      | 15 00   | 6 00           |
| Tables, best design                                                                                                                              | 6 00      | 8 00    | 2 00           |
| " second quality                                                                                                                                 | 5 00      | 8 00    | 3 00           |
| Half cabinet, plain                                                                                                                              | 10 00     | 13 00   | 3 00           |
| " extra finish                                                                                                                                   | 12 00     | 15 00   | 3 00           |
| Needles, 4 sizes, per doz.                                                                                                                       | 9 75      | 1 20    | 0 45           |
| " per 1,000                                                                                                                                      | 50 00     | 75 00   | 25 00          |
| Hemmers, each kind, with machines, gratis.                                                                                                       |           |         |                |
| Others,                                                                                                                                          |           |         |                |

These are inducements perfectly unparalleled, and we hope you will give the matter your immediate attention, and if not otherwise engaged, send in your order and commence selling at once. The sewing machine business is just in its infancy everywhere. Ten years from to-day the trade will be better than now. Notwithstanding there are a great many machines in the country, statistics show, taking the United States together, that on an average only one family in three hundred have a machine. The time is coming when every family will have a machine as much as they now have a cooking stove. The people will not travel by stage coach when there are railroads, nor will they sew by hand when they can get a rapid wonder-working machine for the trifling sum of \$15. Those agents who commence first will, of course, stand the best chance, and it is not a business of a month or a year, but will last years if you choose to continue it.

### How to Send Money and Orders.

Each order should contain full directions for shipping, &c., on what railroad, steamboat, stage line, &c., and be accompanied with cash in full. When it is not convenient to send cash in advance, we will, as an accommodation, send the goods by express, and C.O.D.; or, in other words, collect the amount through the express agent when and where the goods are delivered. You can send money in registered letters at our risk. You can also send money by express, post-office order, or bank check, by mail with perfect safety.

Agents are authorized to deduct 5 per cent. from the amount of their bills when they send cash, in full, with their orders. This five per cent. saved by an agent is usually sufficient to pay the express or freight charges on his machines, and saves us the expense of sending a C.O.D. bill and collecting and returning the money. Machines in lots of a dozen and upward can be sent by freight nearly as quickly as by express, and at one-half the cost; but they cannot be sent C.O.D. except by express. Therefore, the best way, when you can, is to order in large lots, send your money in advance, save your 5 per cent. and have your machines sent as freight, and thereby save one-half the usual express charges. After all do as you choose. We merely state these facts.

### A Word to the Wise is Sufficient.

You will, no doubt, find machines in different parts of the Provinces offered for a less price than ours, but take notice and you will see all these machines are made in the most rude manner. They are made merely to sell, never expecting they will sew; they are hardly worth their weight in old iron. Our machine is made by the most careful workmen, and under the immediate supervision of one of the most eminent inventors and machinists. Please compare it with any high-priced machine of the day, and see if it is not fully equal in point of finish and style. We do not class our machine with the cheap machines sold throughout the country. They sell you a worthless machine for \$12, and charge you \$1 for a hemmer, and give you only four needles. We sell you a perfect machine, in fine order, for \$15, hemmer and all included, with half a dozen needles, competent to do the work of any \$30 machine.

Acknowledged by the best judges to be the most practical Sewing Machine before the Public.

No Man can Succeed in any Business, without Perseverance.

## Practical Hints to Agents.

The first thing to be done is to provide yourself with some machines, or, at least, a sample. Agents who sell by sample proceed in this manner: take their machine, go about and procure names, same as for a book or periodical: after procuring a suitable number of orders, they send on to us for the machines, and fill their orders, collecting their money at the time they deliver the machines. Other agents, who travel by some conveyance, either public or private, take with them from half-a-dozen to a dozen or two dozen machines, and sell them as they go, so as to save the trouble of delivering afterward. Any quantity of them can be sold in either manner, although, of course, the number you sell will depend somewhat on the territory you are in, and very much on the exertion you make. In common territory you ought, at least, with proper exertion, to sell from two to five machines per day, while in good territory you will often sell a far greater number. While in a poor territory there may be days when you will sell but a single machine, and in very few cases agents have travelled all day without making a single sale; we are almost willing to guarantee you, however, that if such agents in those cases had offered the same families a barrel of flour instead of a sewing machine, they either could not or would not have bought it. At the end of each month or week you will find your sales have averaged almost always greater than you expected at the beginning.

Many of our Agents are beginning to employ others to solicit orders for them, giving so much, usually \$1.50 or \$2 for the order of each person to whom a machine can be delivered; the Agent generally delivering the machine himself.

This method is working to a charm—three or four men often being sufficient to keep an Agent delivering constantly. Generally, the Agent should not pay for orders until he has delivered the machines.

Before exhibiting a machine to others, become perfect master of it yourself at home, and then you are prepared to teach others how to use it. When you sell a machine, don't leave the house until the purchaser understands perfectly how to operate it successfully. Always sell first, upon going into any section, to the most influential citizens. Upon entering a house, always ask the privilege of showing your machine, and put the people interested before saying anything about selling. In speaking of your machine, never take any second ground, but prove it to be the best low-priced machine in use, as it certainly is, and equal to any high-priced machine ever manufactured. Carry with you your own cloth for sewing, together with some nice samples, that you may prepare by yourself. All machine-sewing shows to better advantage on unbleached cotton cloth, and soft woollen goods, than any other, but it will work on anything.

Arguments which you can use in favor of this machine, you will find in the public circular, which it will be well to make use of.

Make it a point to sell in every house you enter; but you will make money if you only sell in one in ten; but if you do not enter a house with the determination to sell, you certainly will not be as likely to succeed. When you are nearly out of machines, make your calculations so that you can have more on hand by the time you need them. Our machines are all packed, a dozen in a box; needles, clamp, screw driver, oilcans and hemmers, etc., all put in. When agents order less than 12 it makes considerable extra trouble to repack them, hence we have concluded to throw off \$12 when they are ordered by the dozen or full box. Agents, after they get started, never think of sending for less than 12 at a time, and more than half commence by ordering that number at first. However, we are willing to send any number; but by ordering a dozen, agents not only save the discount on each machine, but extra express charges, as it costs as much nearly to send 3 machines as 12; for most express agents call a box a box, large or small.

In speaking of your machine, confine yourself strictly to facts, not allowing yourself to exaggerate; for this is not only honest, but the surest and safest road to permanent success.

With these few hints, we bid you a hearty "God-speed," believing that if you prosecute the business properly, you will reap a rich and abundant harvest. In short, there is no business for the capital invested that will yield you one-tenth of the clear dollars that this will; the truth of this statement you will find by trial. If you sell but two machines per day, you will make more clear money than any dry goods merchant with a capital of \$10,000. They will make more money, but will not save any more, because their expenses will be heavy and yours very light.

Should you wish to engage with us, you have nothing to do but comply with our terms, as above stated, and forward your orders, and you have an equal opportunity to get into a profitable business. If you cannot travel, you can sell quite a number of machines as a local agent, without interfering with your other business. If, however, you cannot accept an agency in any way, please do us the kindness to pass our circulars into some other hands.

Hoping, however, you may conclude to accept our proposition, and that we may secure your services, and hear from you soon, we remain yours truly,

**W. A. WHITE & Co.,**

60 & 62 King Street East, and 44 Church Street, Toronto.

P.S.—We ask it as a favor of you to keep our "Terms to Agents" strictly private, whether you take agency or not. We make this request because some parties receiving our circulars have thoughtlessly—not meaning any harm—told the wholesale price. This always injures an Agent afterwards, and does the one telling no good. We therefore express the above wish, feeling confident that it will, in every case, be cheerfully complied with, and thereby very much oblige us and our acting Agents.

We have anticipated questions, and tried to answer every one that would be likely to be asked; hence the length of this circular. We cannot, under any circumstances whatever, vary from the terms stated in this circular. They are positively our best and only terms.

**KEEP THIS FOR FUTURE REFERENCE.**

No goods need be paid for until received and delivered to you by the Express Agent, unless preferred otherwise.

NO MONEY REQUIRED TO BE SENT IN ADVANCE UNLESS PREFERRED.