

Office of W. J. White & Co.,

80 KING STREET EAST.

Toronto,

1872.

Mr.

DEAR SIR,—Being desirous of obtaining an energetic Agent in your locality, for the sale of our Champion Family Sewing Machine, we take the liberty of addressing you our descriptive circular.

For the first, or Sample Machine, we charge the retail price—\$26. We do this to protect ourselves and our Agents, as many persons would apply to us for an Agency simply to get a Machine at the wholesale price. We do not sell Machines retail at wholesale prices; but as a special inducement to get parties to order sample Machines, and introduce them, we have concluded to make the following very liberal offer of a premium, to hold good, provided the Machine is ordered within THIRTY days from the date of receiving this circular:

To every FIFTH purchaser of one of our Sample Machines, No. 2, as described in our circular, price \$26, we shall present one HUNTING CASE, FULL JEWELLED, STERLING SILVER WATCH, worth \$16.

When we put up our circulars to send out to applicants and others, we place in every FIFTH ENVELOPE, a Premium Certificate, showing that the holder of such certificate is entitled to No. 2 Champion Family Sewing Machine, with Table and Treddle, all complete, as represented in descriptive circulars, and one SILVER HUNTING CASE LEVER WATCH—ALL FOR \$26. And in addition to this, we require parties who are so lucky as to receive the Premium Certificate, to send one dollar extra to pay expense of boxing and packing, so as to have them in a safe condition to ship.

All parties ordering Machines sent by freight, must send the full amount of money with their orders. But if they do not choose to send the full amount, we will send the balance, \$22, by Express, C. O. D., provided \$5 is remitted with the order.

Parties receiving a WATCH, as a premium, are entitled to Machines hereafter at wholesale price, the same as our regularly established Agents. And with the Sample Machine we will enclose you a Certificate of Agency and PRIVATE terms to Agents, which will give the wholesale price and every particular in full.

Our Machine has lately been greatly improved, and is now superior to any Machine in the market for family use.

You may think that we have some worthless humbug that we are trying to palm off on the people. But you will find THAT a great mistake, for we do nothing but a square, straightforward, legitimate business. We have been established upwards of five years, and our house has a first-class reputation, and we have no desire to disgrace it by any humbug arrangement. Parties can easily satisfy themselves by applying to any of the references given in our Public Circulars, in regard to the reputation and responsibility of our establishment. We, as well as other Sewing Machine Companies, have to spend several thousand dollars annually, advertising and introducing our Machines. Some do it in one way and some in another; but, after several years experience in the business, we had the Premium system for the best. We have found by a close estimate that one thousand dollars distributed as Premiums, with Machines, throughout the country, will introduce and build up more trade than two thousand dollars will laid out in any other way. Consequently we give a Premium of a first-class Watch to the holder of one of our Premium Certificates, to induce them to purchase a Machine, and act for the sale of them in their vicinity.

Any person receiving a Machine and Watch, and are not satisfied, if returned in one week in good order, their money will be refunded.

Hoping you may be fortunate enough to get a circular containing a Premium Certificate, and that you will forward your orders and act as our Agent in your locality.

We remain, respectfully,

W. A. WHITE & CO.

ULYSSE PERRET LEVER WATCH.

These watches are made on the most improved style, with adjusted and tempered hair-spring, and with ruby jewels in fifteen actions, with self-acting click and improved stop works, engine-turned and beautifully engraved, with

Solid Sterling Silver Hunting Cases.

WORTH \$16.

We give one of the above described Watches as a Premium, with a Sewing Machine, to the holder of one of our Premium Certificates, to entice him to introduce and encourage the sale of our Machines.

These watches are first-class in every respect, and will give perfect satisfaction to every one. They are reliable timekeepers, and the best style and material of any in the market.

We give below the testimony of one of the principal jewellers in the city, as their being what they are represented.

Toronto, 1872.

TO WHOM IT MAY CONCERN:—

I have examined, oiled and adjusted the Watches which Messrs W. A. White & Co. are sending out as Premiums, and find them to be good reliable timekeepers, of solid sterling silver cases, jewelled and adjusted as described in the above circular.

I am, dear Sir, respectfully yours,

PAGE & CO.,

99 KING STREET EAST

Practical Watchmakers, and Dealers in Watches & Diamonds.

The Machine is the Cheapest and Best Family Machine in the Market without any Premium.

DON'T FAIL TO SEND FOR ONE

Samples of Sewing done on the Machine will be sent on application showing what the Machine will do.

If you have not time yourself to attend to it and do not want a Machine, please pass these Circulars to some neighbor or friend whom you think is in want of a Machine.

Hoping you will favor us with your orders soon,

We remain, respectfully,

W. A. WHITE & CO.