

# TO BOOK AGENTS

## AND THOSE DESIRING EMPLOYMENT.

In entering on a business undertaking, especially where two or more parties are mutually interested, it is befitting that they should have an intelligent understanding of the relations they sustain to each other, and what is to be expected of each.

### ON OUR PART

we shall make it our steady aim to publish, and act as General Agents for, books of a higher order of merit than those usually issued heretofore by subscription—at the same time the mechanical execution will, in all respects, be equal to the best.

We shall deal with our agents in an honorable and straightforward manner, giving them the most liberal terms possible; but remember, just here, that no first-class book, sold at a fair price, can afford an inordinate discount.

We shall secure to our agents the exclusive control of their respective fields and seek to identify them with us on the ground of common interest and a common cause.

### ON THE PART OF OUR AGENTS

we shall expect each to be a gentleman (or lady).

A canvasser worthy of the name is always courteous. If he is conscientious, and heartily believes himself the statements he makes, he will find no trouble to convince others. His sincerity will be apparent, and his earnestness will win his cause.

We hope persons applying for agencies are seeking a permanent business.

Finally, we expect our agents to ask only for so much territory as they can thoroughly work. Agents of long experience—veterans in the work—never ask for a large field. Ordinarily a few townships should be sufficient. He should know every foot of their surface, and be familiar with every countenance.

Briefly these are our views—after long experience—with regard to the business; and this the kind of agents we especially desire.

LANCIEFIELD BROTHERS, PUBLISHERS,  
James St. South, Hamilton Ont.