

Sample Machines.

It is sometimes necessary to have a sample machine set up at a country store, hotel, or blacksmith shop, and this is especially a good point, if you have a large territory and find it impossible to canvass it as thoroughly and frequently as is necessary. When machines are left at these places as samples, it is well to appoint some responsible person as sub-agent, paying him a reasonable compensation for exhibiting the machine, talking it up, and making sales whenever he can, you calling on him as often as possible, and assisting him to close up any sales he has not finished.

Printing.

Bear in mind, that while catalogues, posters and other printing are of great assistance, they will do no good, unless you carefully canvass the territory yourself. Personal explanations and comparisons are what sell the machines.