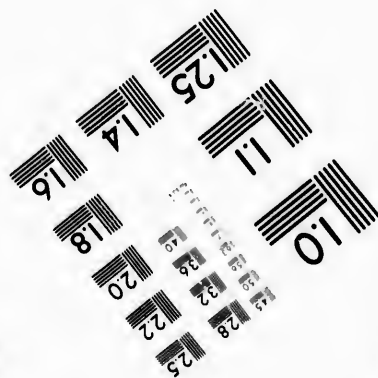
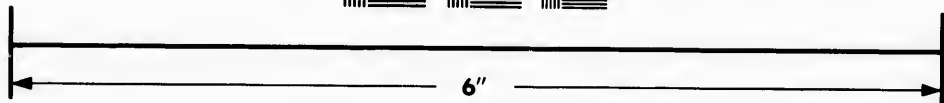
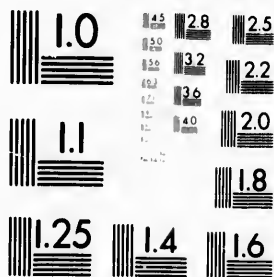


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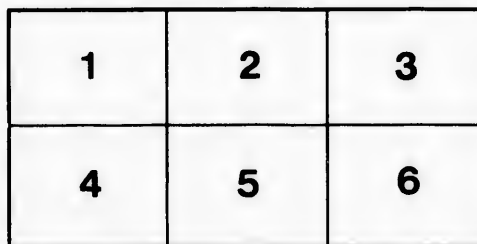
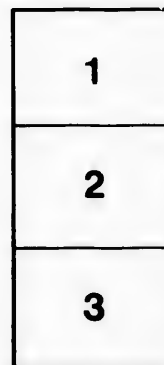
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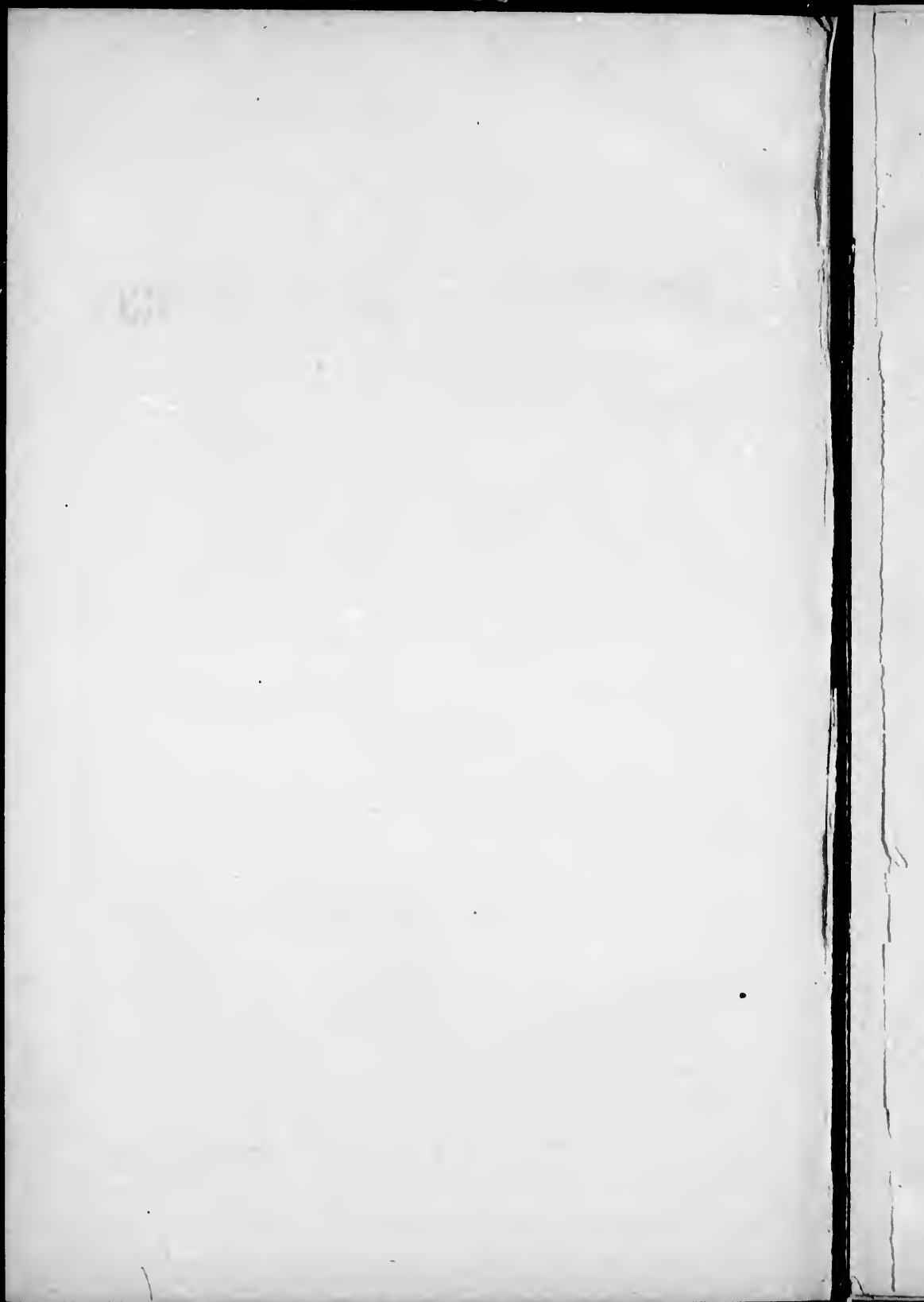
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# HOW TO SELL The Story of South Africa

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We know of no line of work so pleasant and profitable as to solicit for some good, standard publication. Of course, like everything else, it is absolutely necessary for the solicitor, if he desires to make a success of his work, to thoroughly understand what he is doing. For that reason he must study well his prospectus and understand the subject thoroughly. This little pamphlet contains full information regarding the book which we are asking you to sell, and in order to secure your success you must study it carefully and conscientiously follow our instructions. It is absolutely necessary that you should :

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You have also a subject and a book of absorbing public

interest, and it is your work to increase this interest on the part of every customer you meet. Post yourself as far as possible upon the history and geography of South Africa and inject a few interesting facts into your canvass from time to time. Be earnest, enthusiastic and full of business.

#### COMMITT THE FOLLOWING TO MEMORY.

Mr. ———, I know you are busy but I believe you are interested in South Africa and the present war there, and I want your opinion on this new volume just written entitled "The Story of South Africa." (Produce your prospectus). The continent of Africa has come into prominence in the last twenty-five years in a manner that makes the progress of other continents seem tame. The explorations of Stanley, the colonization by French, Portuguese, English, Dutch and Germans, the opening up new regions, building of railroads and telegraphs, the development of mining industries, the rush of emigration and the constant friction between the Dutch settlers, known as the Boers, and the English have attracted general interest. It is a country, too, of which comparatively little is known by the great majority of readers. This book (turning to title page) is written by John Clark Ridpath and Edward Ellis, two of the greatest historians and men of the highest literary ability living, assisted by Jno. A. Cooper, editor of the Canadian Magazine, Toronto, and J. H. Aiken, of London, Ont., who has traveled constantly for twelve years in Africa. Prof. Ridpath is not only the author of the books named here (read titles) but is author of several other Standard Histories, with which you are no doubt acquainted. Prof. Ellis is also a historian of renown. In authorship the book has no equal. A large part of it has been written in Canada, and the balance, proof-read and corrected in Canada.

It is handsomely illustrated. This portrait of Paul Kruger (turning to it) being a fair sample of the work in that line. President Kruger is an interesting character at this time. He was born in South Africa in 1825. He has been President for four terms, and is called "Father Paul," or "Oom Paul," by the Boers. A thorough, bigoted, but deeply religious man, he holds the confidence of his people in a wonderful degree. This cut (turning page) shows the capitol building at Pretoria, the capital of the Transvaal. Quite a pretentious building, is it not? Built when gold was easily obtained by taxing the mines. (Over). Here we have a view of the chamber where the "Volksraad" or legislative body meets. This body consists of

two houses, an "Upper" and a "Lower" Chamber of twenty-seven members each. This is a recent photograph of General Joubert, the Boer commander. A sample of the magnificent portraits in our book. (Over). This portrait shows Joseph Chamberlain, England's Colonial Minister. This is Commercial Street in Johannesburg, a city of 100,000 people, which has grown up in thirteen years, a mining city built to stay, as it is the seat of the gold industry. This outline map of the Transvaal will help us in reading the text. A very complete map in colors (turning to it) also goes with the book, from which the locations of all towns can be more easily found. Such a map is an invaluable addition to the book. (Show each illustration, if time permits, making some appropriate comment or interesting fact suggested by it). Centuries ago Africa was the scene of a war that changed the destiny of nations, and it looks as though history would repeat itself. The cause of this struggle, the events which have led up to it, the principal actors and the principles they represent are set forth here fully and fairly, without prejudice, with an earnest desire to state the facts and let the reader judge whether Briton or Boer is more at fault, and certainly, Mr. \_\_\_\_\_, none could tell the story better than it is here told by the combined genius of Professors Ridpath, Ellis, Cooper and Aiken.

Next we have the Table of Contents, twenty-seven Chapters (read a few lines of the headings). You see, Mr. \_\_\_\_\_, it covers the whole question, including a complete history of Africa. Then comes (page 9) a partial list of illustrations. Sixty-seven titles are named here. There will be at least one hundred and twenty full page engravings in the full book and likely many more. These engravings are the finest of half-tone work, the most expensive to make. They cover every conceivable subject that can add to the value of the book or make the text clearer.

The first Chapter (page 17) takes up the question of Portuguese colonization and outlines the rapid changes that have taken place on the map during the last few years. A strange fact, Mr. \_\_\_\_\_, that Africa is the seat of the oldest and the newest civilizations. It was the first continent to be sailed around and was the first by its wonderful resources to arouse (page 18) the attention of the world. It has been the scene of fierce struggles, all of which our authors describe most charmingly. Then (page 31), our authors take up the question of Portuguese ascendancy. But, interesting as is this story of



Portuguese colonization, we cannot dwell upon it. Enough to say (page 32) that Portugal was at one time ahead of all other countries in the number and variety of discoveries, and developed a large commerce with those regions. She even built factories on the banks of several of the large rivers of Africa. (Show pictures rapidly commenting on each). But, to go on (page 47), the hardy Dutch from Holland were, as you know, among the ablest and the bravest of sailors in the fifteenth, sixteenth and seventeenth centuries. The Dutch were the enemies of Spain. Portugal was a dependency of Spain: So the Dutch regarded the Portuguese colonies on the coast of Africa their legitimate prey. One after another the Portuguese colonies fell into the hands of the Dutch. They seized the trade opened up by the Portuguese. This, at first, was mostly in gold, ivory and pepper, but later the profits of the slave trade tempted the Dutch and they engaged in it.

After the Restoration in England, in the latter part of the seventeenth century (page 54), the English began to push African colonization. In 1662 (page 60), England built the first British fort in the Dark Continent, building it on James Island in the Gambia River. About the same time the Dutch planted their first colony at the Cape of Good Hope. From this time on the two nations came face to face. We cannot tell the whole story here, but our authors tell it fully and accurately in this volume. Germany too (page 83), had some part in African affairs, but her development was rather internal than external, and need not be dwelt upon here. Let me say that it was not until 1834 (page 87) that Germany, under Bismarck, began to colonize in the Congo valley. Following this (page 99), France and Italy, wanting a share in Africa, established colonies, and then (page 101) Belgium began to assert prior claims to the African coast. Meantime France also pushed forward vigorously in Africa. Later (page 111) came the Congress of Berlin, the natural outcome of the events I have related, in which a general agreement was entered into looking to the settlement of difficult questions and determining the conditions (page 113) under which trade should be carried on. All of this question of colonization has to do with the British-Boer War, Mr. \_\_\_\_\_, as you see, and our authors have given just enough of this to make succeeding events clear.

This Chapter (Chapter VII.), deals with some of the minor influences bearing upon the question, notably England's share in the development of Egypt, in which the career of General

Gordon is traced. When you know that England built over 1,200 miles of railway and over 5,400 miles of telegraph lines in Egypt, and made her prosperous and happy when before she was miserable and bankrupt, you can gather some idea of her work and her interest there. In addition, she developed an army of native Egyptians (page 131). Rudyard Kipling seized upon this incident as the basis of one of his most popular poems, from the English standpoint, entitled "Sergeant Whatisname," a couple of stanzas from which are here given. The story of Kitchener's advance up the Nile and of the capture of Khartoum is also related. The career of General Gordon is also traced in the full book. You see, Mr. ———, that nothing is wanting to make the volume complete and accurate.

Having treated of the colonies established in Africa under the control of European nations, our authors (page 167) take up "The Two Republics," "The Orange Free State," and "The Transvaal," where the interest of the civilized world is centered to-day. The Orange Free State was first permanently settled by the Dutch (page 163) in 1852. The first settlers were Dutch Boers, who came from Cape Colony and Natal on the south. It was not, however, until the middle of the present century that the Orange Free State was made independent. The Transvaal was settled by the descendants of these families as they traveled northward to escape conditions they did not like in the Orange River Free State [page 253]. One of the leaders of these was named Pretorius from whom Pretoria, the capital of the Transvaal, is named. Their wars with native tribes, their hardships, their experiences hunting the great game of the country; are all told in a graphic manner by our authors. With the discovery of gold came many miners and immigrants, to whom the Dutch were opposed. Friction followed, factions were formed, and feeling ran high.

We have next another lot of fine engravings. Here is Cecil Rhodes, the most powerful personage probably in South Africa, a millionaire many times over, a statesman and a loyal Englishman. Many call him the uncrowned king, or the Empire builder. This is General White, the man who so successfully held Ladysmith. Here is General Joubert, the commander of the Boers. He, as you know, has opposed President Kruger on many public questions, was his rival for the presidency in the last election, and has proved his ability as a military leader in many wars. The Death of General Viljoen, one of the Boer commanders. All the illustrations show the same excellence,

the same care in every detail and are a great help in reading. Here we have "The Boer Artillery Going to the Front." Their artillery you know proved far superior to that of the British in the early stages of the war. Here we have two more war pictures, "The British at Practice," and "The Boers Reconnoitering." Note the difference in their uniforms.

Here we have a representation of the ovation tendered General Buller when he left England for the Transvaal, and next a troop of Boers entering Johannesburg. One can almost hear them shout, so life-like is the picture. This armoured train is in use by the British, and has proved so valuable that it will have a place in war hereafter. [Show each picture, making some comment on each, the time taken depending upon the interest of your customer. Watch him carefully. Don't let enthusiasm flag].

We next have the full story of the Jameson Raid [page 189]. Here are the demands made by the people of Johannesburg. Let me read them. Nothing unjust in these demands, but you know the fatal results which followed the raid. Since that time, difficulties between Boer and Outlander have increased until war has broken out. Here [page 190] is official correspondence upon the matter, showing that our authors have gone to the root of the matter. The next Chapter [page 211] takes up the "Leaders In South Africa," both Boers and English, and brings before us the makers of history of this generation in that far away land. Paul Kruger leads the Boers. His life-story as here told is fascinating. Bismarck said of him [page 212]. "He is the greatest natural diplomat living." Listen to this description of the man. [Read it]. Other leaders: Rhodes, Warren, Frere, Milner, Joubert, in fact all of them, are presented to us in the same graphic manner.

In Chapter VIII. [page 233] we are given a glimpse of the possibilities of this country, which would prosper and become the richest country in the world, under British Rule. Traveling costs about the same as with us, though accommodations are poorer. Freight charges [page 237] are more exorbitant. Here [page 241] is an interesting chapter on hunting in Africa. Big game, lions, elephants, rhinoceros, gorilla, etc., tempt the hunter, despite the danger. In the Portuguese territory [page 242] smaller game abound, and the man who wants quail, snipe, ducks or wild geese can find them. The book also tells us of farming, cattle raising, mining, etc.

We next come [page 257] to a clear and concise statement of the South African question from the Boer standpoint. To be absolutely impartial our authors quote from Dr. Engelenburg, editor of the "Pretoria Volkstem," one of their ablest and most ardent advocates. The English side (page 273) is set forth by Edward Dicey, who is recognized as one of the foremost champions of British views. In these two papers, Mr. —, are found the arguments for and against, and from which the reader will be able to draw an intelligent conclusion.

In speaking of the "South African Territories" (page 301) our authors give us some interesting news concerning them. For instance, in Cape Town a man earning \$250 a year, occupying a house or able to write his name and address, can vote. Compare this with the Boer ideas of the franchise now, It has a total military force of about 8,500 men, and England keeps fifteen war vessels at the Cape. It has about 2,400 miles of railroad and 6,400 miles of telegraph wires. The policy of Mr. Rhodes and also of the Dutch [page 302] is given. Similar facts are tersely stated of each of the other colonies. Here [page 317] we are told of conditions which led to the monster petition sent to England and demanding protection from England as English subjects. How England viewed the petition is told here [page 331].

In this connection our authors take up the franchise question and then deal with the events which led to war. You know how near the differences came to being adjusted, the main difficulty being President Kruger's distrust of England. England stood for the granting of the franchise after five years' residence. The Boers, to gain time, said they were willing to grant it after seven, but conditions were attached by each party to which the other could not or would not consent, and as soon as the rainy season came, so Boer ponies could live on the veldt, they sent England the ultimatum and forced on the war.

Here are a few more sample illustrations, Mr. —, executed in the best manner known to the printing art. "The War Balloon" has proved its usefulness in this conflict as never before. By its use the British have been enabled to get information regarding the plans, strength and fortifications of the Boers they could not get in any other way. [Treat of each engraving as heretofore directed].

The war itself next receives attention. Here [page 353] the relative strength of the two sides is shown; also [page 371]

the probable allies of each among the native tribes. The actions of the Basutos are being carefully watched, as they have a ready army of 30,000 troops to take the field if they decide to act with either side. The munitions of war [page 387], especially lyddite shells, are also discussed. You know General Joubert has protested against their use, claiming they are inhuman. The excellent marksmanship of the Boers also receives attention. If the war so far has proved any one thing, Mr. ———, it has proved the loyalty of English colonies [page 403]. Canada, India and Australia have responded to her call for men. Incidentally [page 421] we are given the flag and Coat-of-Arms of the Transvaal [describe them].

Next we have the progress of the war [page 485] in its earlier stages. The book will be as complete in this respect as in its treatment of the country as a whole. Our authors pay a deserved tribute [page 474] to the English soldier, and shows what it means to be a British subject. A comparison is also made, showing why victory was with the Boers in the early part of the war. We have here [pages 513-514] the conditions existing "Christmas Day, 1899," and the story of General Gatacre's defeat December 10th. Going on we shall have each battle, each military maneuver, each campaign, treated in detail, as accurately and as interestingly as the parts I have described. In fact nothing will be left undone to make "The Story of South Africa" worthy of a place in every library. The care which has been taken is illustrated here [pages 561-562] where we have a dictionary of terms occurring in the text and which we see in the press to-day. This is the book, Mr. ———, that I am offering on this great question. Don't you think such a work worth having, Mr. ———. [Here make a strong attempt for the order. If the customer does not sign he will doubtless give some excuse, which will be covered in this list of Possible Objections].

A customer may say that he cannot order the book now, but "may take it when the agents make their deliveries or when the agent comes in again." The answer to this is that a thorough canvass is being made in the district, and only as many copies will be brought as the agent has orders for, so that there will not be another opportunity to get the book, as the salesman will not call again.

The excuse is always made that the times are too hard and that the customer cannot afford to buy books. This is really a stereotyped answer, which means nothing. It is easy to say. "I

can't afford it," but, as a matter of fact, almost anyone can afford to buy this book if the desire to possess it is once created. This rests with the salesman. [Having answered the objection, if any, make another attempt for the order; and if unsuccessful proceed as follows: No, Mr. ———, there never was a book like this, and there never can be another in this generation. It is a work of international interest, and such a book will be an acquisition to your library for both reading and reference. The book will be an inspiration to young men and women all over the world, and the story of what Canada has done and the Canadian illustrations make us proud to own the book, and will always be a lesson in patriotism to our children. It is a book of lasting benefit and of high moral purpose and intensely interesting. It's a book that will be talked about—a book that will be asked about and which you'll have to know something about. You'll have it sometime; why not now, so that when asked you can give an intelligent account of it? The cost is only a trifle in any style of binding. Which shall it be, Mr. ———, [here make a final attempt to get signature].

The knowledge that we as a publishing firm have gained of South Africa by 19 years of continuous business on a large scale in that country with several letters coming and going weekly, and with our men returning from time to time, has a very great bearing upon our ability to produce the best book of South Africa. That the war is no sudden affair, but the pre-determined object and end of the Dutch is, in our opinion, beyond question.

Twelve years ago our manager, returning from South Africa, informed us that Mr. Hoffmeyer, of Cape Town, the most accomplished politician in South Africa, was laboring day and night to perfect the Africanderbund throughout Cape Colony, Natal, Orange Free State and the Transvaal, and that the end and object of this Society was the United States of South Africa free and independent of Great Britain. At the proper time Great Britain would be crowded out of the country.

When gold was discovered, in 1887, the revenue of the Transvaal was one million and a half of dollars; last year the revenue was sixteen millions of dollars collected, 95 per cent. of it from the Outlanders. Kruger boasts that the taxes are the same for the English and the Dutch, but the taxes are so placed that it is upon the things that the English and miner wants, and not at all upon what the Boer wants. When gold was discovered the Boers were ready and anxious to see people come in. They could get a franchise by living two years in the country and by paying taxes. They were ready and anxious to sell their farms to mining companies at several times their value: to have the miners come in and make a market for their beef and produce, and the fact of their

selling their land and inviting people to come in carried with it the right to live upon it and develop it, and the complaint of Great Britain is that the laws that were afterwards passed, and the condition of things that afterwards arose, practically amount to confiscation of invested rights.

Paul Kruger, when gold was discovered, was a poor man ; now he is a very wealthy man ; how did he make his money ? One example will suffice. There are many laws and regulations of similar character.

Dynamite is as necessary for the mines as an axe is to cut a tree. Dynamite was required by the miners, not by the Boers, excepting for war material, and for that purpose it was exempt from taxes. Secondly, dynamite was a natural thing for the Boers to put taxes on. The proper price for dynamite was \$40 a case. They put a Government tax for revenue on it of \$7 a case, which was perfectly right and proper, but, then, Paul Kruger and a few of his friends considered that it was a brilliant idea to pass a law that only one firm could import dynamite, giving one firm the monopoly of bringing it into the country. Of course this monopoly was given to a firm of which Paul Kruger was the largest stock holder. They then put the price of dynamite at \$85 a case, \$40 for the dynamite, \$7 for State revenue, and \$38 for Paul Kruger & Co. By acts like this Paul Kruger got rich, and the miner naturally felt very much aggrieved, and thought such laws amounted to confiscation of his invested rights.

As the foreigners began to increase, Kruger discovered that they might out-vote his own people and then he couldn't keep such laws in force. He then started to put on the thumb screws, to pass act after act to make it difficult for the Outlander to become a citizen, so that at the breaking out of the war the conditions for getting a franchise were as follows :— You lived two years in the country, then you swear away your allegiance to Great Britain, or your fatherland. You then live ten years longer in the country without being a citizen of any country, and then, at the end of that ten years, if you can get enough of your Dutch neighbors to recommend you, you could after two years more become a burgher. So it was possible, if you ran all the gauntlet of chance, that you might become a burgher after 14 years in the country. In the face of this law the Dutch say that the Outlander would not apply for the franchise. Who would ? Do you yourself imagine that you would want to if you were in the country ?

Bishop Gaughian, O. M. I., Roman Catholic Bishop of Kimberly, writing on the 10th of last September to the Boston Herald says : The Boers prejudice shows itself particularly as regards the Catholic Church, and secondly, as regards the civilized habits of European nations. The Catholic Church is his bugbear ; Catholics are heathen to him ; in his opinion they worship snakes and wooden images. (See his entire letter as we furnish it to our agents in their instructions).

Among other laws was a very serious tax upon railways going through the Dutch country, which made living extremely expensive, and was a great handicap to the mines. There were four different railroads to reach Johannesburg. The one from Lorenzo Marquez, a little over 300 miles; the one from East London, about 450 miles; the one from Port Elizabeth a little over 600 miles; the one from Cape Colony, a little over 1,000 miles, and to yield the largest possible tax they put the R. R. taxes so that freight rate would be the same no matter which railroad you came in on. So great was that tax that machinery shipped from Chicago to the mines, the freight from the port to the mines was twice as much as it was from Chicago to the port. And when the miners complained bitterly of this great handicap, the only reply that they received was, cheaper to bring in freight on the railway than it was to haul it in on the bullock waggon.

Read Mr. Aikens' description of the Boer farm and the wash bowl. It is very amusing, and better than anything else we can put in our instructions.

The English were not allowed to establish English schools, except by private subscriptions or by the hiring of a governess. They were entirely disarmed and were hardly allowed to carry a jack knife. Practically the only Boers in the great City of Johannesburg were about 200 Boer policemen, armed from head to foot, to keep the Englishmen in order. Out of the immense amount of money paid by the Outlanders in taxes, some millions of it were expended in building fortifications around Johannesburg, with the guns pointing towards the city, and not outward against an approaching enemy, but towards the city to keep the Englishmen and Outlanders in order; built with the Outlanders money, and being the only city in the world fortified in that way.

The above view of the case, which we consider correct, is only useable with certain people, and which you must only use at your discretion.

There are, of course, two sides to the case, and the Boers can present a fairly good story. They are brave, the finest marksmen in the world, are far inland, thoroughly know the country, have the inside of the circle, live on horseback and can move quickly. And when the war broke out, and when many Canadians thought that the war would be over before the contingents would get there, the writer said that the dispute was more serious and difficult than the public imagined.

One of our men recently returned from Africa, related to the writer that he went on a hunting expedition with a number of Boers. He saw a Boer, riding his horse on a hard gallop, suddenly raise his rifle, shooting a jackal 200 yards away, the jackal also running for dear life, but he dropped dead at the first fire. And this is the kind of people we have had to fight, acting on the defensive, behind rocks and fortifications.

We are putting in the book some bold scenery of South Africa;



waterfalls and rocks, made from photographs received direct from our managers, to show the class of country which the English have to operate in and the Boers have to defend themselves in.

It is scarcely necessary for us to give a description in this key of the Canadian Pictures; they explain themselves with the words under them, and will be greatly valued by the Canadian people.

Almost anywhere that you canvass some of these contingents or some of these officers will have friends, and you can almost sell them the book by showing them the pictures.

The instructions that we give you are far longer than you will require to use in most cases. We want you to study them thoroughly that you may have all-round information on the whole subject, and be able to use such portions of them as will best interest your customer. In many cases the order can be secured in a few minutes by showing the Canadian views and their strong points of excellence, the high authorship and the excellent illustrations of the book, but when that fails to secure the order these instructions will furnish you with a large material to draw upon to interest your customer and to finally secure his order.

Do not neglect to call particular prominence to the article written by Mr. Cooper for our book. His article is to be a long one; only a portion of it is shown in the prospectus. There are some patriotic sentences in it that would be grand to read, and you can do so with great effect.

*Re* the article of Mr. Aikens. The article in the prospectus by Mr. Aikens is simply a letter, which we have published with his consent. Since his return from South Africa, he has entered into a signed and written contract with us to write us an article of 5,000 words. He says he is going to make this the best article in the whole book, and surely his knowledge of South Africa is sufficiently good for him to excel all others. The copy for this new article will be delivered about February 20th. and will appear in the complete books.

Mr. Aikens is engaged in lecturing to crowded houses throughout the cities and towns in Canada on South Africa. Mr. Aikens is under contract to write for no other book on South Africa but ours. Four different publishers were anxious to arrange with him to do so. He examined all of their prospectuses, and the styles of their books, and ended by signing contract with us, and with us exclusively.

*Re* our magnificent premium colored picture, which the Guelph "Advocate" notices describe. We have received a limited number of these for Agents to use, but in a few days we shall have thousands of them. The use of this will, we think, double your sales, and also double the profits on those you sell, or, in other words, increase your ordinary profits about four-fold, if you will use it in the way that we direct. It is the most beautiful piece of colored work that has ever been seen in the Dominion of Canada, and looks a great deal more beautiful and hand-

some under glass. It needs to be put in a frame to protect it from injury, from soiling and from being torn. We desire that you have it framed. A light frame, plain oak, would be best with a glass and a mat, and a little strap on the back to carry it with. This picture will gain you a hearing when people would not think of a book otherwise, and it is so elegant it at once secures you your order, and when you get your order it is for the \$8.50 and \$4.50 book, because it is only given with those bindings.

You will, of course, explain to people that it will be furnished to them without the frame, and without the glass, that you are carrying it that way to keep it clean. The portraits of Lord Roberts and Lord Kitchener, which will be full pages in the book, will be completed and ready to send to agents about the middle of February, and they will be equally as good as those on the grand premium picture. These two beautiful portraits will not be found in the million book, but will be in the other three bindings.

We want our Agents to feel that we wish them to make a success. We want them to be convinced that they have got the best book, and to be convinced that they have got the best instructions, and to be convinced that we will treat them liberally. We have had more experience in canvassing than any other firm in Canada, and you will find it to your advantage to follow our advice. Now, so anxious are we that you should frame this magnificent premium picture, which is 17 x 22, we instruct you as follows:

You take it and get it framed, which will cost you about \$1.00. A nice oak frame or white frame, light, with a fine mat around the picture and a glass over it, with a leather strap at the back to carry it by; and for fear that you hesitate to spend this dollar, and as we know it will earn you \$5.00 a day to have it, we will present you the dollar you pay out for framing the picture when you have paid us for ten books, and then you have the picture, frame and all. We shall require your certified statement that you have had it framed and have carried it with you in your canvass. The picture looks worth \$10.00 when it is framed. It is a magnificent patriotic picture; you call it "The Defenders of the British Empire." It increases your profits at least three-fold to have this picture, if not four-fold, because you will sell twice as many books by having it, and practically all that you sell will take the \$8.50 and \$4.50 bindings. Remember this picture goes with the \$8.50 and \$4.50 bindings free, furnished by us.

Should you have hard customers who will not buy at all and you choose to throw in this picture to get their order for a cheap binding, we will furnish it to you for that purpose at a very reasonable price, but we give it free only for the \$8.50 and \$4.50 bindings.

I cannot close this without insisting on your getting this picture framed. Before doing so, put it under a large glass and look at it. You

have no comprehension of the improvement to this picture when under glass, as it makes the colors simply look elegant and grand. The mat should be about two inches wide at the sides, and three inches wide at the top and bottom. When you have seen it framed you will agree with the Guelph Advocate that the majority of the people will consider the picture worth more than the entire amount they pay for the book in the best binding. In fact we have to repeat how valuable this picture is. It is the most magnificent piece of colored work that has ever been seen in Canada, and you never half realize this until you see it under glass. We would arrange to send them to agents framed, but the glass would break and the express charges would be high, and without framing they can go by mail and as we pay for it in the end, we want you to frame it at once.

Hundreds of people that would not talk to a book agent will receive you with this picture in your hand, and then they will look at the book and will buy it.

In addition to the many Canadian illustrations that we have now for the prospectus, we anticipate putting in a number of other important ones which will be sent to you from time to time so that you can paste them in your prospectus. We have got the best book, and the only book, and we shall sell more of them than all of the other opposition books put together—far more.

We want to impress upon your mind that what we advertise we carry out, and what we advertise is true. We state the authorship of our book written in Canada, or proof-read in Canada. Other people, with a very inferior book in our estimation, advertise that they have got the only British-Canadian book, although the main part of it is written in the States. Another firm, with an exceedingly anti-British book, with stray half-dozen pictures of the Canadian contingents in, printed in cheap ink and on cheap paper, and poorly engraved, advertise that they have the only book that does justice to the Canadian Contingents.

We ask you to look at our prospectus and compare it with others, and let your eyes decide.

Always carry your prospectus in a pocket made for the purpose, inside the skirt of your coat, on the left hand side. Look cheerful, for everything may depend on that. When a thing is popular and sells rapidly, people are anxious to buy; if they think every one else is taking it, they are anxious to have it too. A long list of subscribers in a neighborhood acts like a charm, and gives a sort of conscious power to the Agent which carries all before it. Besides the influence of the list is so strong that people cannot resist the temptation to subscribe. When every argument has failed, people will sometimes change their mind, and wish a copy, on being shown the name of people who

have taken the work and recommend it; and their neighbors, who have ordered the book, and all at once become so interested as to wish you to call upon their friends, and tell you their weak points to aid you in making a sale.

No matter how polite or agreeable you may be, if a man does not order the book, he will not be likely to recommend it to others, so as to help you, as the question would at once arise, why did he not subscribe? But if you hang to him for half a day, and finally get his order, you can expect that he will do all in his power to urge others to put down their names, for he wants to hold up the reputation of the book, as he would not like to be laughed at for purchasing a worthless one; and should he ever feel vexed, or that he had been cheated, misery likes company, and he would want others to buy, so that they could not laugh at him.

You must be persevering. It takes a good man to succeed in any business during these hard times, and there is no field where a really live man so far exceeds the ordinary one as in the book business. I have been astonished many times to see two men work in adjoining townships—the education of one as good as the other, and, to all appearance, with equal chances. The one would actually sell from twenty to thirty books each week, and the other one or two a day, and sometimes not even that, the last one complaining in every letter of how hard he had worked, of the ignorance of the people, of hard times and poor territory, and all manner of difficulties and reasons why his report was so small. To test the field, I would have the better man try it a week or two after the other man had gone over it, and to my surprise, received, as usual, good reports from him. I have no faith in agents who forever complain of poor territory.

Some of my best agents, who have been canvassing for years, have seldom or never failed to make a good paying report, no matter where they worked. A man at a trade labors for nine to twelve hours per day to make from one dollar to a dollar and a half, and any agent of even moderate qualifications, who will labor with equal zeal, and think of nothing but his book, will have poor success indeed if he cannot make from three to ten times that much. No one unacquainted with selling books

would believe that a love for your book and your business would go so far towards success. A man to sell books must be a man of one idea. He must read and think of his book until he begins to feel a sort of inspiration toward that particular one, and until he loves to talk about it, and make himself think it has no equal in the English language, then he will find means to make others think the same. I cannot pass this point without putting double stress on this great and never-failing lever to success. It increases your sales in a geometrical progression. If you work yourself up to a kind of inspiration, it is such a stimulus that the agent feels no fatigue, and snow, rain or mud, are only turned into a means of getting orders. The writer once took thirteen orders by making twelve calls in the country on a day when the mud was so deep, and it rained so hard, that not a farmer would venture from his home. They were ready and anxious to listen to the explanation of the book, and all alone which was a big point. One well-to-do farmer remarked, "I have not subscribed for a book in twenty years, and had resolved I never would again, but when I see a young man ready to brave a day like this, I want to patronize and help him." He took one of the best binding, and several of the neighbors said they never knew that man to subscribe for a book before, and that it must be a good thing. That night I enjoyed a good supper, conscious of a well-spent day. When heart and soul are in the work, you love to show the book, and nothing can stop you until you find some one to listen. One of the advantages of a thorough drill, of from one to two weeks, is that the Agent gets himself full of book, and all else out, and by seeing good reports coming into the office, and Agents who are in fine spirits, and who have done well, he gets himself fired with an enthusiasm that knows no bounds, and when he goes to the field he goes to win a victory; in fact old Agents, when they get dull and lifeless, need such another overhauling, which nothing short of four or five days in the office will give. To sell books the Publisher and the Agent must feel their pulse beat with enthusiasm, and each must encourage the other. There is no greater stimulus than a good cheering letter passing each week, and oftener, should there be anything to require it. Always report on Saturday night or early on Monday morning, so that there will be ample time for the answer to reach you before Saturday again. My time, as Publisher, belongs to my Agents, and I am at their service at all hours of the day, and reasonable hours at night during the busy season. I am often at my desk until midnight. The man who wants an easy job, or expects to make money without labor, I advise to keep out of the book business,

Yours sincerely,

JAMES WALTER LYON.

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