

AGENTS' CIRCULAR.

CONFIDENTIAL.

DEAR SIR:—With this we mail to you the enclosed circulars giving you all the particulars in reference to our new Victoria Machine, as well as the plan acted upon by the Company. It was decided that in order to place our new machine upon the market, and in competition with the higher priced machines, whose reputation is already established, that no better method could be adopted than to appoint local and travelling agents, both male and female, to solicit orders for them, and by this means place our machines at once in a prominent manner, before the people. By reference to Book circular A, you will notice an electrotype of the machine, by which you will at once see the design of the machine is an entire new feature—no other cheap machine in Canada ever having been constructed on this new principle.—This design, with several other new and valuable improvements, we have patented, so as to protect our Company's right to the exclusive sale of them.

By the late census we find by comparing the population of Canada with the number of machines sold, that there is but one family in every 30, take the whole country through, that has a sewing machine. By this, you will see what a large field for canvassing is open to an energetic agent to introduce our Victoria Sewing Machine. We do not wish you to look upon this new machine as belonging to the family of cheap worthless machines, which are hawked around the country at prices ranging from \$10, \$12, to \$15. We do not come in on the same category with them as you will at once see by comparing our machines with them. The Victoria is worthy of its name, and is the only first class cheap machine ever introduced in Canada or elsewhere. In order to obtain good and reliable agents, our Company have decided to employ them by giving a stated salary and expenses, or allow them a large commission on each machine sold, and if you are not already employed, it will be to your interest to give the matter your early attention with a view to secure to yourself a business which we are confident will pay you far better than any other agency in the country.

You will agree with us, we think, that there is but one way we can ascertain what salary an agent may be worth to us, and that is by actual business experience with him. We will employ good, trustworthy men, by the month, after selling one month on commission. After an agent sells thirty days on commission, we can tell pretty nearly what he can earn. We will pay him all he can earn, provided he can furnish us satisfactory references as to integrity. We are paying from \$50 to \$150 per month, and travelling expenses, just according to the agent's capacity. While the agent is selling on commission we will allow him a profit of 26 on each machine sold. Most of our agents prefer to sell on commission, saying, "If I can make money for the Company, I can do so for myself," and after a month's trial he becomes so well satisfied that he can do better for himself than for the Company, he continues to sell on the commission terms. Yet there are many who prefer to take no risks but had better make sure of a good salary; and to this class we can say we will accept of their services knowing full well, as we do, by experience that we can make money by employing them.

Parties desiring to engage with us on salary terms are requested to forward, with their order for sample machine, three good and reliable references with whom we can correspond as to the applicant.

We charge nothing for territorial rights, but allow all our agents to sell wherever they think would be the best section unless occupied. But here allow us to say we do not mean by this, that an agent can go indiscriminately here, there and every where, without *closely canvassing the respective townships*. We expect you to do *thorough canvassing in whatever locality you may decide upon*. The number of machines sold does not depend on the distance a person can travel in a day, and we want our agents to bear this one fact in mind. The market is, as you may say wholly unsupplied with a good Family Machine, and as the Victoria is the only first class cheap machine in the market yet introduced, you will at once see that the demand for them will far surpass every thing ever known in the history of the sewing machine trade. We would therefore, urge upon you the necessity for close canvassing, and the importance of getting to work at once.

Our Machines.

In establishing prices for our machines, the Company have decided to place the retail price *lower* than it really ought to be, when we take into consideration the high price of labor, and material of every kind, which go

into the manufacturing of them, trusting to an increased demand to remunerate us for the extraordinary low price we sell them for. If we charged in proportion to their cost, as high for them as is charged for the high price machines, we should place the price at \$30 or \$40, instead of \$15. We have put the price at \$15 to convince the people, *en masse*, that they are, and have been paying from \$25 to \$40 too much on each of the large \$50 and \$100 Machines; and to prove the assertion, we place before you an entirely new Victoria Machine for only \$5, and ask you to compare it and its work, with any of the high price machines of the day. The decision, we are confident, will be in favor of the Victoria. With each machine we sell we give free all the extras which generally go with a machine—a silver plated hammer, gauge and screw a full assortment of needles screw driver and clamp, also full printed instructions for using the machines, an order book for agents, and plenty of circulars to hand to your friends, and to leave at residences. All these are packed and put in the box with the machines.

All our machines are thoroughly tested on all kinds of goods before packing in order to detect, if possible, any defect in sewing and no machines are sent out but those which are perfect in every way, and ready to sew as soon as received by the agent.

By the engraving you can get a very good idea of the style of construction of our machines, and as you will observe, it resembles the letter **G**. The workmanship and finish of them is not surpassed by any machine in the world, the ornamenting being done by the most skillful artists to be found in this or foreign countries. The weight of the machine is about six pounds, which is quite an item of advantage to an agent in carrying it. Our machines are so constructed as to be run either with or without a table and treadle, and by this arrangement the agent can dispense with the carrying around the country a heavy and cumbersome table and treadle. Our experience is, that people care but little about a treadle—they want the machine first—something to help the household and relieve the care of the mother from the constant dread of hand sewing. *It is this want we are now supplying.* Our machines are the long looked for blessing that the common class of our people have, with anxious eyes looked and prayed for.

Tables.

As many of our agents after selling machines find customers for the treadle we have concluded to manufacture them, and expressly for our machines.—These tables are gotten up as nice as any table and treadle can be made, with iron legs foot power and balance wheel, the top of the table being of black walnut. We pack them in boxes, ready to ship to any point, and the agent or any person can set one of them up in a few minutes. They retail for \$8 and we supply them to agents for what they cost—\$6. They are an article that it is not expected to make any thing on, but merely as an accommodation to the purchaser of the machines.

Oil, Thread, Needles, &c., &c.

For the accommodation of our agents and customers, we have decided to hereafter keep on hand a large stock of the above named articles which we intend to supply our agents with at the lowest prices, thus giving them the profit which would otherwise be paid to retail stores. Good machine oil is an essential point in the successful operating of sewing machines. We frequently have had machines sent in to be fixed, the only trouble being common oil had been put on, and in a short time had become gummy and sticky, thus effectually putting a stop to its operating. We manufacture and put up in bottles, and made expressly for Sewing Machine use, a very fine quality of oil, which will not gum up or become sticky. Agents sell it for 25 cents a bottle, and we supply it to them for 15 cents.

As for placing a price on thread, the market fluctuates so that this would be useless, but we can supply you with the best of silk twist cotton and linen spool thread at the lowest quotations of the market.

Terms to Agents.

In order to commence business, the first thing for an agent to do will be to supply himself with a sample machine, with which to canvass and show in obtaining orders. For the Sample Machine we require the full Retail Price, \$15, the same as all other Sewing Machine Companies. This we are obliged to do to secure our agents and ourselves against loss by persons applying for an agency merely to get one machine for their own use. A real agent loses nothing by this, for when six machines after the sample are

ordered, we pay back \$6 by deducting it from his bill. As we are dealing almost entirely with strangers, we are obliged to require all new agents to pay us in advance for the sample machine, this being the only way we can secure our Company from loss. An applicant may be responsible for a thousand machines, yet it is impossible for us to spend the time to learn that fact, until the sample machine is ordered, and references are sent. And here allow us to remark, that the *sample machine* is like all the rest of our machines, in every particular, and we do not, as many irresponsible parties do, manufacture one kind of a machine as a sample for agents to receive orders from, and after that fill their orders with an inferior article. We deal right on the square, from the first to the last, and if you engage with us and become our agent, you will find us reliable and prompt every way, and your orders will be attended to just as well as though you were here in person, and attended to it personally.

Machines Warranted.

Our Machines are Warranted as follows: When any part of any Machine Breaks or Wears Out, with proper usage, within three years from the time of sale, by sending us the Broken Piece, we will send a Duplicate piece Free of Charge.

HOW TO CONDUCT THE BUSINESS.

As many of our agents write us after having a sample machine, wishing information how to proceed, and how to make it pay, we have thought it best to give them, in this circular, the necessary information.

Before exhibiting the Machines to others, become perfect master of them yourself, at home, and then you are prepared to teach others how to use them, as a good operator invariably can effect more sales than a poor one.

When you sell a machine, don't leave the house until the purchaser understands perfectly, how to operate it successfully. No matter how simple a Machine may be, it takes a little attention to use it.

Always sell first, upon going into any section, to the most influential citizens. An influential name at the head of your list, will do you more harm than good.

Upon entering a house, always ask the privilege of showing your machine, and get the people interested before saying anything about selling. Should there be any children around, always get them up and sew, thus showing the simplicity of the Machine, that any child can use it as well as a grown person. Answer all questions politely, and be prepared to meet all objections. Never lose your temper, whatever may occur.

In speaking of your Machine, never take any second ground, but prove it to be the best low priced Machine in Canada, as it certainly is, and equal to any high priced Machine ever manufactured.

The following are some of the arguments that may be used in favor of this Machine:

1st. It has an under feed instead of an upper, same as the high priced Machines, which is a *great advantage* in doing all kinds of work, and in turning your cloth every way you wish, in sewing curved seams and embroidering.

2nd. It has a more perfect tension than any cheap Machine, the thread passing between the spirals, prevents the tension from slipping or changing in sewing different fabrics.

3rd. Its stitch combines elasticity and strength, with durability, and the greatest economy of thread and time, more than any other.

4th. It will never require, and is not susceptible of adjustment, and can be run either way.

5th. It will use coarser or finer thread than any Machine in the world, high price or low; It will use from a small cord up to No. 200 cotton.

6th. It will sew heavier cloth than any Family Sewing Machine in use, and will even sew leather with leather needles.

7th. It uses the thread directly from the spool, without any re-winding, thus saving an immense amount of time and trouble.

8th. To use this Machine, you have but two things to learn, to govern the tension and regulate the length of the stitch. Any person can learn to use this Machine successfully, before they can learn to thread any of the high priced Machines. When a lady learns to use a high priced Machine, it takes her the first week to learn to thread it; the second week to use her hands and feet at the same time, and by this time she knows just enough about it to get it out of order the third week. Ours you can use successfully in fifteen minutes. You may select any county, village or city in Canada, where our Machines are in use, and compare the number of ours that have been sold, to the high priced Machines sold, and we will forfeit \$100 if you do not find three of the high priced Machines to one of ours out of order, in proportion to the number of each sold.

9th. It takes less thread to do the same work of any Machine in use; only one-half as much as Grover & Baker's. It will save its price in thread every three months.

10th. It makes the strongest and most elastic stitch ever invented. You can cut every third stitch of the seam, and then be unable to pull the cloth apart. (By the way; always do this when showing the Machine, as it is the most convincing argument you can produce. Take a pen-knife or scissors, and cut every second or third stitch, and then let some bystander pull on the cloth.)

11th. Any Machine can be operated much more successfully by hand than by foot power. You can sit up straight, and the action comes all on the wrist and elbow whereas that motion required in running a treadle Machine is not only the most laborious of any thing else, but is also most conducive to the spinal complaint. But few ladies can run a treadle Machine any length of time. Not a day passes in this city but more or less sewing girls, who are running treadle Machines, are obliged to give it up, and either procure a hand Machine, or sew by hand, with the common needle. However, any one wishing a table, can get it by sending us the price according to our circulars. When any one wishes a table and treadle, we advise our Agents to direct them to send to us, and have one come directly. This they can do at any time afterward, and it will be the means of saving the Agent considerable trouble, inasmuch as we are obliged to charge so much for tables and treadles, that there is very little profit on them to Agents.

will send you a sample machine for 10,

1867. Victoria Machine

12th. This Machine is so simple that it will seldom get out of order, and has so little machinery that it will outwear any high priced Machine ever made. Our Machines that were made years ago, and have been in constant use ever since, are just as perfect as the day they left our office.

12th. The Machine uses a straight needle, and cannot be injured by running backward. Never run from place to place, in pursuit of better territory, for where you are is always the best, if you only canvass thoroughly and systematically. 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. If you have a horse it is better to carry the Machines with you, but if you have not, take a sample Machine and go around on foot, and then hire a horse for a short time to deliver your Machines. However, if you travel by public conveyance, and sell only in towns and villages, you can take the machines with you without any horse. When you are nearly out of Machines, make your calculations so that you can have more on hand by the time you need them. When Agents order less than 12, it makes considerable extra trouble to repack them, hence we have concluded to throw off, when they are ordered by the dozen or full box. Agents, after they get started, never think of sending for less than 6 to 12 at a time, and more than half commence by ordering that number at first. However, we are willing to accommodate, and will send any number after you become an Agent, 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 as 12, for most Express Agents call a box a box, large or small.

Carry with you your own selection of the kind of goods you wish to sew, such as unbleached cotton, drilling, or woollen goods. Also, have some nice samples to show, such as tucking, &c.

In carrying the machine most of our agents carry them around in the same box they are received in, putting a hinge on one side of the box and a hook to hold it in its place, and a strap on the top of the box to carry it by the cover.

With the sample we give a paper gotten up in proper form for the subscribers to sign, but where an agent has a dozen or half dozen to take with him, the paper would not be necessary, for then they can deliver the machines and take the pay as they go along. In ordinary territory you can sell from 3 to 5 per day, some days doing far better than others. We have agents that sell from 5 to 15 daily, by means of hiring sub-agents, giving them from \$2 to \$3 for the name of each subscriber, but an active person can get from one to three orders per day, and if only one per day, his profits amount to \$182 per month, or \$42 per week, besides all you make on Silk Thread, Stands, Treadles, Needles and Machine Oil, which will pay travelling expenses. We have agents who double the above amount. There is no business at the present time that pays so large a profit for the money invested as the agency for our Sewing Machines. Some of the wealthiest men in the country have made their first thousand dollars by accepting an agency which did not pay one quarter the profits we here offer, and there are hundreds, yes, thousands, now working from ten to twelve hours per day to earn from \$1 to \$2, who could earn five times that amount by selling our machine.

In writing to us be particular and write plain, and also your name in a full, plain hand. In many of our letters, ordering machines, the writer omits to sign his name or if not that, they omit to give name of town or county they write from, or omit to inform us to what station they wish the machines sent, the consequence is we are obliged to wait until the party, after waiting a proper time, write us again. This delay is very annoying to the agent as well as ourselves, and is wholly the agent's fault. This you will please bear in mind when ordering, for if there is a mistake it is not the fault of the Company or any of its employees.

PRICE LIST.

	Wholesale.	Retail.	
Machines, per dozen.....	\$105 00	Machines, each.....	\$15 00
Machines, per half dozen.....	54 00	Stand and Treadle.....	8 00
Less than quarter dozen, each.....	30 00	Needles, per dozen.....	1 00
Stand and Treadle.....	6 00	Needles, each.....	16
Needles, per dozen.....	75	Machine Oil.....	25
Machine Oil.....	15		

Above you have our terms, by which we would be pleased to supply you with machines and extras, and we believe the terms will prove satisfactory to you.—The detail of the whole business is before you, and should you accept the agency, we know it will pay you from \$1,000 to \$3,000 per year, if you give it your attention.

In case you do not accept our terms and become our agent, you will do us the favor of handing these circulars to some one whom you think would be glad to avail themselves of the opportunity.

All business in regard to the agency can be transacted by mail, equally as well as though you were present in person.

P.S.—1st. Remember that no goods will be sent from our rooms unless 20 per cent, of the amount accompanies the order. The balance to be paid at the Express Office when and where the goods are received.

2nd. Goods must be taken IMMEDIATELY from the Express Office upon their arrival, and we will in no case send goods again to an agent, "C.O.D." if he allow his goods at any time to remain longer than six days in the Express Office, without giving us some good reason by mail.

3rd. Agents should be very careful and not order goods until they are wanted, and then take them IMMEDIATELY.

4th. When we send goods with "C. O. D." bill, we always collect return charges; this expense the agents will save themselves by sending us cash in advance, either by draft, in a letter, or money by express, or in registered letters. In these ways it can be sent at our risk.

5th. We furnish a reasonable number of large circulars, like the one inclosed, for general distribution, free of charge. Should you want them in large quantities, we will furnish them at about cost, viz; 50c. per hundred, or \$5 per thousand.

Remember bear in mind that orders sent us will receive no attention unless they contain twenty per cent. of the amount of goods ordered.

N.B. We have no connection with any other agency, firm or company whatever.

Be careful and read over our circulars, and become familiar with them. Study the points under the head of How to Conduct the Business, and you will be sure to succeed.

SALESROOM: No. 14 King Street East.

GATES & CO.,

Manufacturers, TORONTO, C.W.

MANUFACTORIES:

Nos. 119 & 121 Bay Street, and No. 37 Adelaide Street, Toronto.