

THE COMMERCIAL

A Journal of Commerce, Industry, Finance and Insurance, devoted to the interests of Western Canada, including that portion of Ontario west of Lake Superior, the Province of Manitoba and British Columbia and the Territories.

Sixteenth Year of Publication

ISSUED EVERY SATURDAY

SUBSCRIPTIONS, CANADA AND UNITED STATES, \$1.00 PER ANNUM IN ADVANCE OR \$2.25 WHEN NOT SO PAID; OTHER COUNTRIES, \$2.50 PER ANNUM IN ADVANCE.

Changes for advertisements should be in not later than Thursday Morning.

Advertisements purporting to be news matter, or which profess to express the opinions of this Journal, will not be inserted.

Office: 151 McDermot Street.

D. W. BUCHANAN,
Publisher.

The Commercial certainly enjoys a very much larger circulation among the business community of the vast region lying between Lake Superior and the Pacific Coast, than any other paper in Canada, daily or weekly. The Commercial also reaches the leading wholesale, commission, manufacturing and financial houses of Eastern Canada.

WINNIPEG, JUNE 11, 1895.

CASH FOR FREIGHT.

Winnipeg wholesale dealers have paid out enormous sums during the past few weeks for freight. This is one of the disadvantages connected with doing business in the West, particularly in cases where capital invested in the business is not ample. On some commodities the freight represents a very considerable portion of the cost to the dealer, and it must be paid out in spot cash. With freight and duty payable in spot cash on receipt of goods, the amount which must be paid out by importers, long before they can receive any return from the goods, is very large.

The large amounts which have to be paid in cash on account of freight charges, by dealers in the west, on account of the long railway haul, is one urgent reason why business should be conducted on as near a cash basis as it is possible to get it. There has been considerable improvement of recent years in Manitoba, in respect to giving credits, but there is still room for much further improvement. When we consider what a large percentage of the cost of goods has to be paid for in cash in the shape of freights and duty, it seems remarkable that credit is so freely dispensed in this country.

The greatest abuse of the credit system, it is true, has attained in the country retail trade, and the retail trade, it may be said, does

not feel the heavy draft for cash on account of freight charges, to say nothing of duty on imported goods, to the same extent as the jobbers. Western retailers who buy to a considerable extent in the east, of course have to meet freight charges with cash, but on goods purchased in Winnipeg, the city jobber has to bear the brunt of the heavy cash outlay for freight. This is one of the great advantages which the local market offers to retail dealers throughout the country. The jobber has to carry the cost of the cash outlay for freight, and the retail dealer who buys at home, saves the interest on the cash which he would have to pay for freight on goods brought from a distant market. Providing it cost exactly the same to lay down goods at a given point from Winnipeg as from a distant market, there would still be an advantage in favor of the local market to the extent of the interest on the cash freight charges from the distant market.

A PLEA FOR THE TRAVELLER.

While there may be some fascination about the life of a travelling salesman, there are many disadvantages and hardships connected with the calling. Many travelling men do not select the road from choice. We are all more or less the creatures of circumstances and with most travellers they have become such more by circumstances than selection. They have to make a living in this world of keen competition and some how or other they have chanced to get into this business. Once established as a travelling salesman, it is not so easy to secure employment in some less trying occupation, where more of the ease and comforts of life can be enjoyed. If there is any particular fascination about the calling of the travelling salesman, it is with those who are young at the business, or who are only looking forward to such an occupation.

The travelling man cannot enjoy the comforts of life to the same extent that those earning equal salaries can do at home. As for home life, the traveller can only get occasional tastes of the comfort of the home, beside which all other comforts of life sink into insignificance. He is compelled to spend the majority of his days absent from his family, and this to the average married man, possessing even moderate domestic tastes, is robbing him of much that is really worth living for. He is toiling to build up a home the comforts and happiness of which he himself is debarred from enjoying, except when he is allowed an occasional rest at home.

On the road, his life must be irregular. He must take his meals and his rest when he can snatch the opportunity. It is true he usually tries to secure the best that is going in the way of hotel accommodation, but this is only a poor recompense at best for the discomforts and irregularities which he is compelled to endure. In addition to these discomforts inseparable from the mode of life of the travelling salesman, he has to put up with many little indignities and annoyances which he might be spared were his customers or those he would like to make customers more thoughtful as to his feelings. The travelling salesman may sometimes deserve rebuke, through indiscretions committed by an over anxiety to do business. On the other hand he is often not fairly treated by the merchants. Travellers as a rule are courteous, well informed men, and good judges of character. They know when they have said enough and recognize when it is desirable not to press further for an order. No discreet traveller would show any feeling, under ordinary circumstances, on account of a failure to secure an order. The plea The Commercial would make for the traveller is, that he should receive courteous and gentlemanly treatment from the merchant. Do not look sour when a new traveller invades your business in quest of an order, and try to get rid of him as quickly as possible. The merchant cannot have orders for all who call upon him, but he can have a pleasant word and a kind wish for all. It will not cost anything to receive the traveller pleasantly, and it will help smooth down the disappointment resulting from failure to receive an order. It is always good policy to be frank and plain with the traveller. If you cannot give him any business, do not lead him to hope for it by excuses, or by putting him off temporarily, with the idea that he may see you again. It is very trying to call several times without receiving an order, when one visit could have settled it. Merchants are often busy with their own affairs when the traveller calls, but they sometimes delay the visitor unnecessarily. The life of the travelling man is a busy one, and time is usually precious to him. Do not delay him unnecessarily. In conclusion The Commercial would repeat the request to the merchant to deal gently and considerately with the travelling salesman, for he certainly has more than his share of the worries, inconveniences and hardships of life. Treat him kindly, and if you can do anything for his entertainment and enjoyment while he is visiting your town, it will help to make up for the comforts of life which he is obliged to forgo by nature of his calling.