

market is determined for them because of the nature of their activities. Every seller, however, must meet the question of selling methods, and most of those who have anything to market must also definitely determine upon the field they are to cultivate.

2. *Traditional factors in distribution.*—For many years it was generally conceded that there were normally six factors to be considered in the distribution of most commodities. These factors were as follows:

Manufacturer
Commission merchant
Jobber
Wholesaler
Retailer
Consumer

At present, however, except in a comparatively few lines of business, the chain of distribution has been shortened. The commission merchant or broker remains an important factor chiefly in the various branches of the textile industry, and in the distribution of raw food products. The functions of the jobber and the wholesaler have largely lost their distinctive features, and the two words are practically interchangeable in business usage. As a consequence of this simplification of the typical chain of distribution, it is necessary to consider in detail the selling problems of only three classes of distributors—the manufacturer, the jobber, and the retailer. These, with the consumer, are the normal factors to be considered in any discussion of marketing problems and methods.

3. *Consumer.*—It is necessary to establish a definite meaning for the name of each of these classes, before we consider in detail the selling problems of each. A consumer, according to the Century Dictionary, is “one