

commercial travellers in the Cape alone. Although commercial travellers enjoy certain privileges on the railways, inasmuch as they may travel first class at second class rates and are granted reductions in respect of their luggage, yet commercial travellers' expenses are as a rule fairly high. After referring to costs of licenses, e.g., Cape Colony, £25 annually; British Bechuanaland, £10; Natal (from January 1, 1899) £10; the pamphlet states that some German firms have already adopted the system of other competing countries and pay the agents who introduce their goods a fixed salary besides commission, with additions for travelling, advertising, etc. Travellers for single firms or for combinations of firms have to be supported liberally by their principals if they are to be successful. The South African Commercial Travellers' Association was recently formed in Cape Town to protect the interests of travellers; its members soon numbered 300.

The travellers of larger houses, as a rule, only visit important wholesale and importing firms; these are situated principally at the ports, and in some of the larger inland towns. Owing to the keenness of competition some commercial travellers have sold goods on credit to small inland firms, but there is considerable risk about business of this kind, as many of the smaller houses are not supported by sufficient capital, and are too ready to engage in larger transactions than their means justify, and it is not advisable to depart from the usual plan of selling only to importing firms or agents.

The usual tour of commercial travellers in South Africa is as follows:—Cape Town, Port Elizabeth, Graaff-Reinet, Middelburg (Cape Colony), Graham's Town, East London, King William's Town, Queenstown, Durban, Pietermaritzburg, Johannesburg, Pretoria, Potchefstroom, Kimberley, Bloemfontein, Beaufort West, Cape Town or in the inverse direction, direct from Cape Town to the north and back by the east route. Many commercial travellers start from Delagoa Bay and visit the Transvaal before going south. Expenses amount to from £2 10s. to £3 per day along the lines of railway, and correspondingly more on other routes.

Commercial travellers and representatives should be furnished with complete assortments of patterns and samples. The more familiar types meet with ready sale. The establishment of sample depots is said to answer. The Americans especially attach much importance to exhibiting their samples to advantage; for example, machines and agricultural appliances are shown at work whenever practicable. Although the outlay in establishing such depots is often very considerable, their establishment is as a rule remunerative if they are intelligently and energetically managed. In this respect, as well as in the selection of agents and representatives, economy is a mistake.

Great attention should be paid to advertising, which plays a great part in commerce in South Africa, as well as in other English-speaking countries. Poorly got up placards and catalogues say little for the goods they refer to and their manufacture. Exporters should, like those of other countries, send suitable circulars or cards with each consignment of goods, when the nature of the goods allows of this course. Advertisement for exhibition outside buildings, etc., should be weather-proof and made of sheet-iron or similar material. Catalogues and price lists should be well printed and on good

paper, and if provided with illustrations, they should be printed in the best style. An importer will not throw aside a well-got-up catalogue, but will keep it for frequent reference, so that a durable binding should be provided.

Price lists, catalogues, etc., of whatever kinds, should be drawn up in English and German. If they are intended to reach the Boer population, the "taal" (Dutch-African dialect) should be used. All these points, on which local representatives, knowing the country well in each particular case, would be able to give the best information, should be scrupulously observed by manufacturers and exporters, or else their interests will suffer and the work of their agents be rendered difficult or impossible.

Complaints are frequently heard of careless and faulty packing of goods ordered. The following rules should be observed:—Packing should never be left to inexperienced hands, and should be effected in exact accordance with the wishes of the customer; and only such material as he specifies should be used to fill the interstices between the articles in the package. If, for example, an importer requests that bottles of acid should be packed in carbonate of lime, it will not do to pack them in shavings. Only good, strong boxes should be used for packing, about forty-nine or fifty inches square, and under no circumstances should boxes be selected which are too large for the goods they are to contain, and empty spaces should always be avoided. Several smaller boxes are preferable to one large one. At port towns there are facilities for unloading, etc., but packages have often to be sent long distances in the interior by wagon, when they are subjected to rough handling. The external covering of the goods in the boxes should be, as far as possible, waterproof, and each separate package should be wrapped in good packing paper. The articles themselves should, whenever practicable, be packed in cardboard boxes and the like; for example, knives and scissors should be fastened on cards instead of being wrapped in untidy-looking brown paper. Articles got up in this way are more attractive to buyers, and remain presentable, even though subjected to frequent handling. Breakable articles should be very carefully packed. Broken parts of bronze hanging lamps, articles of cast metal, etc., can only be replaced after considerable loss of time.

Terms on which business is done vary in South Africa as in other countries. Credit of from three to six months is as a rule, accorded to firms of good reputation. Some houses settle against bills of lading at thirty, sixty, ninety and a hundred and twenty days' sight, others again pay cash through German or English houses on sale of the goods. The amount of credit to be given should of course be regulated according to the circumstances of each case, and manufacturers who have never before done a direct export trade to South Africa, should make a thorough study of the market and all relative circumstances, or else leave direct trade to experienced exporters. The chief point is and always will be to supply the customer punctually and rapidly with the exact article he requires and in the exact way he prescribes.

The pamphlet from which the above has been summarized deals with many points likely to interest persons engaged in an export business with South Africa or proposing to start a business there. Amongst the matters referred to are:—Cost of living, native industries and the advantages they enjoy, agricultural produce of South Africa, shipping communica-