

THE MODERN COMMERCIAL TRAVELLER.

The *Sample Case* gives the following extracts from a sermon delivered before the C. T. A., at Hutchinson, Kansas, by the Rev. A. F. Irwin, last month, and is well worth a careful perusal:

"He is a comparatively modern invention, differing in many respects and to his advantage, from the old-time itinerant merchant. He is an outgrowth of the strong competition of modern commercial life. Some one has said that our modern inventions are simply the enlarging or elongating of our common faculties or organs. The telegraph is the extension of the fingers by nerves of wire, so that we write 100, 500, or 5,000 miles away from us. The telephone is the extension of our voice tones to somebody's ears so as to eliminate space. The bicycle is the lengthening of the legs so that we step ten feet instead of two.

The telescope stretches our vision from five miles to five million miles. And the great modern army of travelling men extend the office of the various firms, corporations, mercantile and manufacturing establishments represented, beyond the confines of some dark, dingy, mysterious corner in a great brick building, to the counter of every customer, bringing the brain, the heart, the social atmosphere of the office into vital touch with the personal of every customer.

The jobber is able at once to communicate with a great many distributors. The social influence of the office is carried everywhere, and the character and business methods of its customers observed by keen, practical business men.

The position of the commercial traveller holds between the jobber and the customer requires rare qualifications and peculiar tact. He often represents large interests. In the closest competition he speaks, thinks and acts for the home office. In emergencies he decides for it. He signs contracts that bind it and makes promises which it keeps inviolate. Socially he makes friends for his house, or repels men from it. The office may employ untried or irresponsible men at the desk, or behind the counter, where they can be supervised, but not upon the road without great risk. A machine can work in the house where it can be regulated, but not for the house. He who takes the road to success must be a man, in the highest sense a man. Manly, generous, sociable, shrewd and reliable. I am glad that the travelling man has set a high standard for his own profession. One of our own papers, *The Sample Case*, in an article on "The Science of Salesmanship," emphasizes the following as the important qualifications.

1. Brain, viz., a good, healthy, well-balanced brain.

2. Moral, viz., moral character and force.

It requires brains, good and quick judgment, and all this in a constitution of healthy, happy temperament.

There must not only be a comprehensive knowledge of the line of goods handled, and those kindred to them, but there must be also a keen, ready insight into human nature. There are no two men alike. One is jovial and hearty, another is quiet and

dignified, and must be handled very respectfully and with circumspection; a third likes to chat and can not be hurried, while his neighbor is nervous and quick and anxious to get through.

Here is one who waits for the social cigar or drink before he talks business, and another who would consider such a proposition an insult. These things the travelling man must read as by instinct. Quick and accurate must be his judgment of men. The other qualification is moral. For permanent success there is nothing more important than true, manly sincerity. He deals with sharp, shrewd business men who are accomplished in detecting ing counterfeits, and recognize and appreciate the ring of a genuine man. This moral quality must not be assumed, but real. When the buyer is assured that he deals with a true man who is above artifice and low trickery, who deals in candor and honesty, he will appreciate both the man and the firm he represents. A yielding to anything irregular or dishonest in order to secure a large order, even though it be suggested and encouraged by an unscrupulous buyer, will only secure temporary success, and will be a permanent detriment both to the salesman and the house he represents.

The first qualification - brains makes the successful and brilliant commercial traveller; add to this the second qualification - a good moral character and you have the travelling man who wears, and whose commercial value to his house is increased the longer he remains upon a route.

The reputation that a man thus makes is his business capital and it has a high commercial value in the market.

We find, therefore, that the successful commercial traveller has the traits of character, mental, moral and social, that will secure his success in this life. He will be able to look out for himself here, but the Apostle James makes bold to intimate that he may be tempted to forget or underestimate the life to come. A young man came to Jesus. He was influential, successful, moral, and was asked for a policy that would ensure him eternal life when he died. Jesus says to him. "One thing thou lackest." He was unwilling to follow Christ. He wanted his own way more than eternal life, and he went away with a deeper shadow than ever upon him. Even the ideal man needs the forgiveness of God, the religion of Jesus, the Christ, to round out his life and perfect it.

FRIENDSHIP IN TRADE.

This is business, not sentiment," said a man of affairs in this city in the hearing of the writer the other day, "and business is business," he added. "Why I wouldn't do what you ask for my own mother, because it isn't business."

Business is business, there is no question about that, and the man who seeks to effect a transaction on the strength of personal relations, rather than on the merits of the negotiation he proposes, is quite likely to find he "isn't in it" with the business world.

At the same time there is another side to this question. Or rather the question

presents a paradox, for a great deal of business is transacted on the basis of personal friendship. This fact was recently illustrated in one of its phases by Prof. Sizer, who said: "It is sometimes said there is no friendship in trade. There never was a greater fallacy. Suppose a man has travelled night and day among strangers, 1,000 miles to a great market town. He has left his family and friends, and his heart is hungry. He remembers perhaps, a salesman who is cheerful and has shown himself friendly, and when he crosses his threshold his heart bounds with delight as with a smile like a burst of sunshine that man takes him heartily by the hand, and in a moment becomes to him, as it were, a substitute for the family and friends he has left behind, and it only remains to select the goods; they are already sold, and if the man be honest and name only fair prices for the goods, why should not that man be a life long customer? Who could win him away or prevent him from bringing his own friends to be well treated and become permanent customers? Suppose a salesman has 500 such. They cannot be coaxed away from him, unless goods are offered at prices below their market value by others."

Therein is the real secret of how friendship profits in trade: If the salesman name fair prices and is honest, then the buyer may become a lifelong customer. There is no gainsaying the fact that friendship thus applied means very much in business relations, because it is an important means of introduction; it opens the path to preference; it gives the negotiator the first advantage; but when he has achieved that, it, after all, is as nothing unless he can also offer good goods at fair prices, for without these he cannot hold the custom he may have won in the strength of his own personality. *North-west trade.*

THE DAIRY IN B. C.

It is announced that Australian butter is fetching higher prices in the London market than anything, except the best qualities of Danish, and this, according to the importers, only because Danish has been longer in the market. From the colony of Victoria alone, England has taken this season two thousand tons of butter, or double the Victorian shipment last season. If Australia can successfully export butter to the mother country, why should not British Columbia do so? There are in this province vast extents of the most valuable grazing lands, but, even with them, our farmers do not produce half enough butter to supply the home demand. With our mothers and grandmothers, the dairy used to be a most material contributor to the results of the year's farming operations, but here in the farmers' families the novel and the plow have supplanted the churn and the wash-tub. There are lots of money to be made in the dairy and among the poultry, but the latter are to a great extent neglected, while the practice is in many quarters to utterly ignore the farmer. In these particulars, wives and daughters are not help-mates as they were designed to be.