

Men Who Sell Things

The real purpose, character, calibre, and life of the commercial traveller have too long been depreciated by the general public. He may be suffering in this respect for the sins of his forefathers on the road; but things have changed. No one has a right to look upon any phase or sphere of American manhood as subject-matter for a joke-book, and the travelling salesman is becoming very tired, and justly so, of being regarded as a five-ring circus, or a wild beast going about seeking whom he may devour.

True, the law of "the survival of the fittest" has caused business on the road to become a contest of wits; but it is also true that the travelling salesman has elevated himself and his work by force of character and dint of his own energies.

Many writers on matters pertaining to salesmanship have not yet discovered the real character and work of road salesmen. We are looking to a higher and better sphere of usefulness in the business and social world than much of the stuff written to portray real road life would indicate.

"John Henry," "It's Up to You," and other modern compilations are side issues compared to the vernacular of the road as served up by some writers in object-lesson style to attract the attention of salesmen as a guise for a course in salesmanship.

The salesman who regards his work from a