

SELLING GOODS.

Probably more than half the clerks and business men in this country consider themselves competent to sell goods, but not one-tenth of them are first-class salesmen. We are rather inclined to the belief that genuine salesmen are born so; that it is an art which cannot be acquired. How often we see a merchant whose capital is insufficient, whose store is in a poor location—in fact, who seems to contend with every disadvantage, but who, by a superior ability in selling goods and winning friends, succeeds where another man, having all the natural advantages is able to control only a nominal trade. To become a successful salesman, you should in the first place have a thorough knowledge of your goods; to be thoroughly conversant with their origin and the uses to which they are put; also, all other goods which are used for the same purpose, so that you may show the superiority of the ones you are selling—their advantages over other brands and styles. Any exhibition of ignorance of the goods you offer at once loses the confidence of your customers and may lose you a sale. While it is most important that you be thoroughly posted in the article you have for sale, do not make a boastful show of your knowledge, nothing so disgusts a customer as an overbearing, self-important clerk. A model salesman must be of good address—that is, should know just what to say in a polite, deferential manner, and just when to say it. A keen perception to judge a customer, a knowledge of human nature, that will tell you just how every customer should be treated to win his confidence; and right here we wish to say, when you have a customer's confidence never betray it. There are some salesmen capable of selling large bills of goods, who use all sorts of little tricks and deceptions to do so, supposing the customer will never discover them. Such salesmen are seldom able to sell the same person a second large bill, not perhaps because any irregularities have been discovered, but having bought too much the first time, owing to the salesman's persuasive smartness and plausible argument, they naturally stand in dread of him, fearing a repitition. It is better to hold a customer's trade on moderate purchases and increase his confidence in you. Always have the welfare of your customer at heart and show a great desire to satisfy, giving minute attention to his wishes as though it was a pleasure. Show even a greater variety than he asks to see, and explain the difference in quality. If he wavers in deciding, it will then do to suggest, in a quiet, modest way, but never attempt to tell a customer what he wants or ought to buy, unless he asks for your advice, for it is not flattering to most persons' vanity for you to insinuate that they are ignorant of their own needs. The old adage "Goods well bought are half sold," is a good one but there are many articles commonly kept by all dealers on which you cannot expect to undersell. Such goods the buyer will purchase where ever he is most honorably dealt with.

While it is considered impolitic to appear over-anxious to make a sale, it is equally unwise to show a lack of animation. For your customer is apt to be influenced by it and say, "It is of little consequence; I will call again," and perhaps fifteen minutes later, in another store where the salesman makes a show of life, he buys the article even at a higher price.

An earnest effort to please will not be misunderstood for over-zealousness by the customer. Do not be snappish or ill-tempered when a customer does not accept all your assertions, or leaves without purchasing. Above all things, never lose your temper. You can not only retain the advantage by remaining composed, but should you condescend to quarrel or get into a heated argument, even if in the right, the customer will never be convinced, and may leave you altogether and do you injury in many ways. We know you have many unreasonable people to deal with, and we shall take occasion to speak of them in another number, but never forget to be a gentleman. It is one of the requirements of a first-class salesman.—*American Shopkeeper.*

—Every master of a small craft should be commended, says the *Amherstburg Echo*, for exercising rigid economy in the management of his vessel during these hard pan times. Yet it would seem that where a vessel, upward bound, with coal at fifty cents per ton and sailors at two dollars per day, lies in Detroit river for five days for a fair wind, in preference to taking a tug at low rates, her captain is rather more nice than wise.

THE ALLAN STEAMER "SIBERIAN."

The twenty-sixth steamer for the Allan fleet was launched on Thursday, June 12, from the yard of the Govan Shipbuilding Company, late Messrs. Dobbie & Co. The *Siberian*, which has been built of mild steel, is a vessel of 4,000 tons gross, and will, when completed, be able to carry about 4,000 tons of cargo, deadweight, on a light draught of water. She has been specially designed for the Atlantic trade, and as regards construction is altogether much in excess of Lloyd's requirements, in all her scantlings. Every attention has been given to the idea of making one of her special features that of a first-class cattle-carrying ocean steamer, and it is believed that for this particular branch of the Canadian trade she will surpass, in the matter of fittings and accommodation, any steamer coming into the Clyde. But while the great development of the cattle trade, as regards the importation of Canadian animals to Glasgow, has been enormously extended of late years, shipowners in building vessels to carry the cattle properly and keep them in condition are bound to see that the space so allotted, and which can be only thus used on the homeward voyage, is utilized for the outward runs. In this respect the *Siberian* has been so fitted up that she can, if required, carry out to Canada something like 1,000 emigrants, giving all of them accommodation of a superior order. The cabin passenger accommodation is of the most comfortable description. The *Siberian* will be able to put out her full cargo and reload within a little over three days. The launch was a most successful one, the ceremony of christening the steamer being performed by Miss Allan, of Park Terrace, Glasgow. After the launch, cake and wine were served in the model room. Mr. Lithgow, of Newfoundland, referred to the admirable way in which the Allan Line service was conducted, and proposed, Success to the *Siberian*, and continued prosperity to the Owners and Builders. When ready for sea the *Siberian* will be put on the line between Glasgow and Montreal.

THE PRODUCT OF THE MAPLE.

The amount of sugar and syrup taken from the maple has of late years been constantly increasing in Canada and the United States, and attains at the present time very large proportions. At the late American Forestry Congress, a valuable paper was read by Dr. Hough upon the maple sugar industry. From his statistics we take the following as to quantity of sugars and syrups made:—

YIELD IN UNITED STATES.			
1840....	83,508,809 lbs.	1870....	35,812,101 lbs.
1866....	52,898,275 "	1880....	50,944,475 "
YIELD IN CANADA.			
	1850-51.		1860-61.
Ontario.....	2,212,580		6,970,612
Quebec.....	6,057,532		7,324,147
New Brunswick.....	350,957		230,000
Nova Scotia.....	110,411		249,549
P. E. Island.....			
Manitoba.....			
British Columbia.....			
Total.....	8,781,480		14,774,818
	1870-71.		1880-81.
Ontario.....	6,277,442		4,160,706
Quebec.....	10,497,418		15,687,835
New Brunswick.....	380,004		453,124
Nova Scotia.....	151,190		217,481
P. E. Island.....			25,098
Manitoba.....			2,796
British Columbia.....			009
Total.....	17,806,054		20,556,049

—The total exports of merchandise from New York exclusive of specie, showed a falling-off equal to \$24,692,000 for the period up to 24th June this year, as compared with last, being \$146,014,000 against \$170,706,000. The week ending 24th June showed, however, exports of \$7,771,171, which is a gain of \$1,381,971 over previous week.

To SATISFY a judgment of \$8,000 in favor of the Hochelaga Bank, that portion of the Montreal, Portland & Boston railway, which lies between St. Lambert and Frelighsburg—in the Province of Quebec—was to be disposed of at Sheriff's sale on the 26th June. The bonded debt of this road is \$901,000.

TRADE WITH THE CONGO.

The following declaration has just been issued by the International Association of the Congo River, in Africa.

"That it has established as free States the territories situated between the valley of the Congo, and that of the Niadi-Kwiloo rivers, which have been ceded to it by virtue of treaties made with the legitimate rulers of the said territories, and that these States have adopted as their standard the blue flag with a golden star in the centre.

That with the object of enabling civilization and commerce to penetrate into equatorial Africa the said States have resolved to levy no customs' duties whatever on any products of the United States of North America which will be imported into their territories, nor on those which will be transported by the road which has been constructed along the Congo cataracts.

That the said States guarantee to all citizens of the United States of North America who establish themselves in their territories the right of purchasing, selling or leasing any land or buildings, of creating factories, and of trade, under the sole condition that they will conform to the law."

The most favored nation clause is then added, and the United States Government recognises the Association; which, the declaration adds, is prepared to enter into engagements with other nations who desire to secure the free admission of their products on the same terms as those agreed upon by the United States.

GERMAN BEET ROOT SUGAR INDUSTRY.

Germany now produces nearly twice as much sugar as the Island of Cuba, and far more than that rich island ever did in its palmiest days. The growth of the industry is shown in the table below:

In the periods	Beet root consumed by sugar manufactories, tons.	Beet root sugar manufactured, tons.
1836-37	25,345	1,400
1840-41 .. :	241,486	14,205
1850-51	736,215	58,394
1860-61	1,467,702	126,526
1870-71	3,050,645	186,418
1880-81	6,322,208	594,223
1881-82	6,271,947	644,775
1882-83	8,770,989	848,124
1883-84 (estimate)	8,900,000	925,000

For the year 1884-5 there is an increase of sixty-eight sugar manufacturers in that country, the whole numbering 410, and the outturn will reach probably 1,025,000 tons. Of the crop of 1883-2, after supplying all the home wants, there is a surplus for export of 546,600 tons, or more than the Island of Cuba sent out. Though the price is so low there now that resort must be had to more economical methods of manufacture and better systems of disposing of and distributing the export surplus, yet, owing to adaptability of the soil and climate to the growth of the beet, and the high perfection to which the vegetable has been brought, there is no prospect of any diminution of planting.—*N. Y. Commercial Bulletin.*

—That the export trade of the United Kingdom is not in the condition of decline which some would persuade us is the case, may be gathered from the extracts given below by the *British Trade Journal*, from the annual review of the Amalgamated Association of Operative Cotton Spinners. Concerning the increase of our cotton exports to France and Germany. They say:—"In 1881 France took from us 6,145,300 lbs. of yarn, in 1882 it rose to 6,787,300 lbs., and last year 14,045,200 lbs., and that in face of the fact that it is heavily taxed. The exports of cloth show a slight decrease as compared with 1882, but are a considerable improvement on 1881. Crossing to Germany, another place that was a few years ago, "about to cripple our industry," we find we have sent them yarn as follows, during the last three years:—1881, 83,731,900 lbs.; 1882, 85,889,000 lbs.; and in 1883, 83,805,600 lbs.; while we have sent them 46,898,600 yards of cloth for 1883, as compared with 41,822,100 yards in 1881. These comparisons might be carried much further, but we have, we think, said sufficient to show that our staple industry still stands on a firm foundation."