

honest in their manner of treating their best patrons, that they richly deserve having their names and places of business made public in these pages. It is with the greatest reluctance that the writer has refrained from so doing, but a desire to give them one more chance has tempted him to show leniency towards them. If that same is not appreciated, in the sequel to these notes I promise them the full benefit of printers' ink.

There are probably some young beginners in the rôle of a commercial traveller who expect to find in this book some general advice about how to sell goods. This can be done in very few words, and, depend upon it, if attended to, it will never fail of success, viz.: energy, perseverance, and honesty. Josh Billings affirms, that, if you can't strike oil in twenty minutes, it is a sure sign that your augur is too short, or you are on bad territory. Don't heed any such lesson; try on, and try again; it is the constant dripping wears the rock, and it is gentlemanly perseverance that wins the day. If, on your first visit, you fail to make an impression on your customer, be sure and call upon him on your second; never fail to try him upon every occasion, and endeavor to make him believe that it will be to his advantage to patronize the firm you represent; but, above all things, be honest in your representations. Never tell a customer a lie for the sake of selling an extra piece or two of goods; it may appear an apparent gain at the time, but it never fails, in the long run, to injure the house, whose real interest can never be promoted by any such conduct upon the part of their traveller. Many good customers are also spoilt by overcrowding goods. I mean the pressing upon them of wares their business do not really require, but which through, perhaps, friendship for the traveller, they are induced to order. This way of forcing trade, to use a common saying on the road, will not wear; and the man who is travelling, and cramming stock wherever an opportunity offers, on the strength of an acquaintance, will find in a short time that he has killed his connection. Always endeavour to build up confidence in your word. Let your customer understand that you also study his interest as well as your own, and desire only to sell him that which you believe his business requires. I regret to say that but few men practice this golden rule. The consequence is that travellers of many years' standing