

**THE AMBASSADORS  
OF COMMERCE**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649158089

The ambassadors of commerce by A. P. Allen

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**A. P. ALLEN**

**THE AMBASSADORS  
OF COMMERCE**





AMBASSADORS OF COMMERCE.

THE SADDLE-BAG MAN.

55 hix

28 Nov 1885

THE  
*AMBASSADORS*  
OF  
*COMMERCE*

BY A. P. ALLEN 10.11.85

Graduate Institute

"TRADE IS THE GOLDEN GIRDLE OF THE WORLD."

ILLUSTRATED BY STURGESS



T. FISHER UNWIN

26 PATERNOSTER SQUARE

1885

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# DEDICATION.

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To the Memory

OF THE LATE

GEORGE MOORE,

AND (BY PERMISSION) TO

THE MEMBERS OF THE BOARD OF MANAGEMENT  
OF THE

COMMERCIAL TRAVELLERS' SCHOOLS,

AND THE

COMMERCIAL TRAVELLERS' BENEVOLENT  
INSTITUTION,

WHO ARE SO DESERVEDLY POPULAR WITH  
THEIR BROTHER TRAVELLERS FOR THE NOBLE VOLUNTARY WORK  
DONE AND THE GOOD ACHIEVED BY THEIR GENEROUS  
AND UNTIRING EFFORTS, AND FOR  
THE MAGNIFICENT INSTITUTIONS WHICH THEY HAVE REARED  
AND SUSTAINED, CAUSING  
THE WIDOW'S HEART TO REJOICE  
AFTER THE BREAD-WINNER HAS PASSED AWAY,  
AND SOOTHING THE DYING MOMENTS OF  
MANY A TRAVELLER WITH THE KNOWLEDGE THAT THE LITTLE  
ONES WOULD BE CARED FOR BY HIS BRETHREN.

TO THE ABOVE AND TO "ABSENT  
FRIENDS" I CORDIALLY  
DEDICATE  
THE FOLLOWING PAGES.



## PREFACE.

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**I**N this booky age, when the many wish to teach and the few desire to learn, it is necessary in most cases of book writing to make the preface an apology for, as well as an insight into, its contents.

Before Smiles yielded to the wish of Mrs. Moore to write a biography of "George," her late husband, he (Smiles) asked the opinion of a leading City merchant, who replied, "What can you make of the life of a London warehouseman?" A similar question may be asked respecting Commercial Travellers. I do not hope to give so satisfactory a reply as Smiles has done, in the shape of such an excellent biography of so remarkable a man; but being of opinion that the most readable and interesting portion of his book is that which treats of George Moore as a "Commercial Traveller," I venture to presume that if so much of interest can be gleaned from the life of *one* of a class, the fifty thousand to sixty thousand which comprise the whole body should yield sufficient material to reward the general reader for perusing it, and furnish the "ambassadors of com-



merce" with a mirror in which they need not be ashamed to look themselves full in the face. A mirror which will represent and reflect the strongest link in the chain of commerce, which binds in one common brotherhood this our English "nation of shopkeepers."

Having had nearly a quarter of a century's experience of the "Road" and "Rail," I lay claim to have some knowledge of so useful and valuable a body of men, some information to impart, some mistaken ideas of them to rectify, and some hints to give for the benefit of both employer and representative.

I make no claim to merit of a literary character. I am not writing to make money, for if the sale of these pages should have the good fortune to show a profit, "The Commercial Travellers' Schools" and "The Commercial Travellers' Benevolent Institution" will each of them have a moiety of so happy a result; should it be otherwise, I shall ask no one to share in the loss.

My chief object is to place the Traveller in his true position, the one he has a right by merit to occupy in the estimation of the commercial world. In a sentence, to picture him *as he is*, and not as he is often represented to be. More than this they do not require, less than this they have had in the past accorded them.

"An honest tale speeds best being plainly *told*."—RICH. II.

A. P. ALLEN.

MESSRS. BRADBURY, GREATorex, & Co.,  
5, 6, AND 7, ALDERMANBURY,  
LONDON, E.C.



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