THE AMBASSADORS OF COMMERCE

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The ambassadors of commerce by A. P. Allen

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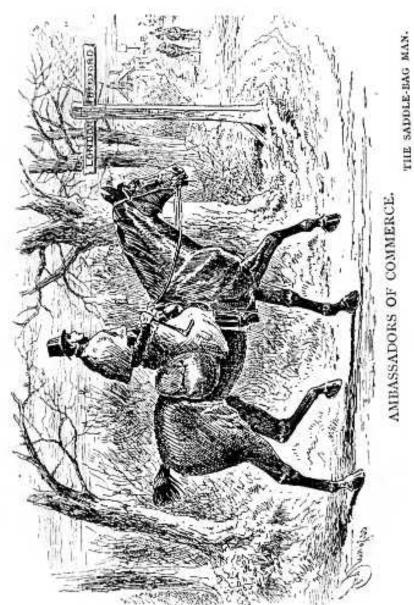
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A. P. ALLEN

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THE

AMBASSADORS

OF

COMMERCE

By A. P. ALLEN . Com

"TRADE IS THE GOLDEN GIRDLE OF THE WORLD."

ILLUSTRATED BY STURGESS

London

T. FISHER UNWIN 26 PATERNOSTER SQUARE 1885

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DEDICATION.

Co the Memory

OF THE LATE

GEORGE MOORE,

AND (BY PERMISSION) TO

THE MEMBERS OF THE BOARD OF MANAGEMENT

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.

In 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 commerce" 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.



CONTENTS.

CHAPTER I.

A DEFINITION.

						55.005-5		PAGES
A Costermonger and th	e Princ	ce of V	Vales-	-Co	mmen	cial T	ra-	
vellers-Charles Dick	ens an	Uncor	nmere	cial T	rayell	ler—7	The.	
Bonå fide Traveller					-000000			1-6

CHAPTER II.

THEIR NECESSARY QUALIFICATIONS, &c.

The Education of a Clerk—A Buyer—A Traveller—The Difficulty of getting the Right Man—Must be a Born Traveller—Round Men in Square Holes—George Moore a "Blockhead"—George Moore a Genins—A Man must Love his Business—Must study Human Nature—Disraeli an Example—The Term Ambassador—A Weak Man and a Sterling Fellow compared—A Hint to Principals—Tact— An Amusing Story—George Moore Selling his New Coat— George Moore and the Snuff-box—Funny Folks—"All the

CHAPTER III.

AS SALESMEN.

A City Principal's First and Last Attempt—The Measure of Toil for each Day's Work—A Governor's Idea—A Bore—A Mumbler—Cheerfulness—"No Friendship in Business"—The Prestige of Old Houses—A Money-Grubber—How to address a Buyer—A Necessary Knowledge of the Goods you are offering—"Honesty the best Policy"—"Shaving" Customers—The Quaker and the Paisley Shawl—Quoting Scripture—Mesmerism—A Scientific Salesman—A Man fuddled and muddled—The Bouncer of the Road—Danger of Exaggeration—Buyer and Seller too—How to get and retain the Confidence of your Customers—Serpents and Hurlingham Pigeons—Good Travellers will make Good Customers—The Miserable "Commercial"—The Happy Traveller—Taking Stock of your Opponents—Faith in your own Firm

CHAPTER IV.

THE COMMERCIAL ROOM.

Its Cheerfulness and Coziness—As a Reception-room—How the Uncommercial is Detected—The Furniture, &c.—The Freemasonry of the Room—The General Conversation—Its