

The New Era

produced on a given territory subject to high culture in salesmanship.

There is a natural tendency, when big sales are made by the really successful men, to suppose that they are peculiar to some distant or especially favored location, that the golden harvest, the good things, are away off somewhere else, in the other fellow's territory. Those failing to see advantages at home, who are disposed to seek the gold at the rainbow's end, may well ponder the story of the old Persian who sold his little hillside farm, wandered far over land and sea in a vain search for diamonds, and finally died a pauper in a strange land; while the stranger watering his flock at the stream on the little farm found a peculiar pebble glittering in the brook, which proved to be the first of a wealth of gems such as the old man had gone to seek.

All salesmen start with an equal chance, but many are soon distanced in the race. They are content with a steady, plodding, uniform way of doing things, and while they are methodical and obtain good results, those who win figure out some way of getting better results and getting them more easily. They take chances on doing things in other than the prescribed way, often finding the new way the better. Few have the energy to break out and get away into the wide fields of effort worth while.

We get into a certain circular routine, and we go