

Men Who Sell Things

Little that is worth having is secured in this world except by unceasing toil. *The salesman must be glad to do a salesman's work.*

"Few battles are ever finally won. There are always positions to be held and new ones to be conquered."

The enormous pressure of new business and the constant tightening of competition seem to crush out the hope and energy of a large proportion of salesmen. The great problem of modern business progress to the salesman is how to deal with this tendency,—how to prevent being crushed out and shoved to one side in the mad commercial whirl for conquest.

The well-rounded salesman who has husbanded his strength for the onrush will find odds to preserve his talent and energy from decay. The preservation will come, not through boasting or through the acquisition of new territory and accounts, nor through the magnification of past achievements, but through the natural law of infinite patience, constant study of new conditions, clearer adaptation of means to ends, infinite devotion to instant duty, and absolute fidelity to his house as it is and yet may be.

There can be no more accepted time than the present as the arena of this action. The success of the efficient salesman will be greater in proportion