

The New Era

ring in your voice and a good-natured sparkle in your eye.

One of the most successful business men of my acquaintance started life with a shoestring, and worked his way up from stock-boy to salesman, from salesman to buyer, from buyer to the head of the greatest house in the world in his line, besides holding large outside responsibilities.

The most prominent feature of his character was his remarkable earnestness of purpose. There was not a salesman in the long list of those in his employ who could begin to approach him in selling-talk, and he had some of the best men in the business. As buyer, before he became an employer, it is said of him that he could take prospective customers into his office for fifteen minutes, from among the largest and hardest merchants to sell to in the country, and turn them out with an immediate and enthusiastic desire to go through the great establishment and select goods.

He had no time to bandy idle words, and rarely indulged in useless sentences or light remarks. He believed buyers came into his store bent on business; and he despatched them with courtesy, backed up by arguments, every word of which put new ideas into his customers' minds and helped to swell the accounts on the right side of his ledgers.

Basing my calculations on actual experience