

Selling Newspapers

W. Clement Stone, the insurance mogul, tells about an important lesson he learned in his boyhood days. "Selling newspapers on Chicago's tough South Side wasn't easy, especially with the older kids talking over the busy corners, yelling louder and threatening me with clenched fists. The memory of those dim days is still with me, for it's the first time I can recall turning a disadvantage into an advantage.

"Hoelle's Restaurant was near the corner where I tried to work. It was a busy and prosperous place that presented a frightening aspect to a child of six. I was nervous, but I walked in hurriedly and made a lucky sale at the first table. Then diners at the second and third tables bought papers. When I started for the fourth, Mr. Hoelle pushed me out the front door. But I had sold three papers. So when Mr. Hoelle wasn't looking, I walked back in and called at the fourth table.

"Apparently, the jovial customer liked my gumption; he paid for the paper and gave me an extra dime before Mr. Hoelle pushed me out once again. But I had already sold four papers and got a 'bonus' dime besides. I walked into the restaurant and started selling again. There was a lot of laughter. The customers were enjoying the show. One whispered loudly, 'Let him be,' as Mr. Hoelle came toward me. About five minutes later, I had sold all my papers."

In the centers of Life Care and American Lifestyles and in the work of Life Care at Home, it's important to find out what works for you and stick with it.

After all, by perseverance, the snail reached the ark.

--Beecher Hunter