

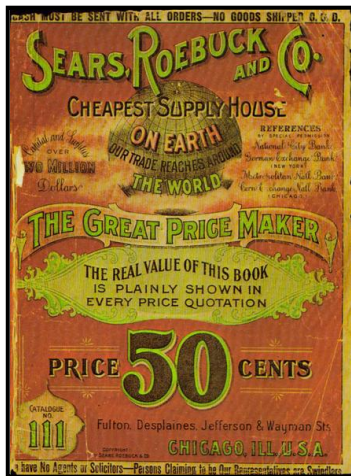
THE WATCHES STARTED IT

Many years ago, a young Minnesota railroad clerk found himself in a bit of a quandary. He had just received a shipment of watches that were addressed to a local jeweler.

Upon delivery, however, the jeweler refused to receive them. The clerk contacted the watch distributor, who refused to take the shipment back because of the expense associated with the return.

What was the young clerk to do with a shipment of watches that no one seemed to want?

After careful consideration, the clerk decided to purchase the equipment for himself. He drew pictures of the watches and included a brief description of each one. He assembled the drawings into a catalog that he distributed to other railroad clerks, and in a matter of weeks he had sold all the watches at a considerable profit.



The success of this plan prompted him to order a second shipment of watches and create another catalog. For the next year, Richard Warren Sears managed a successful mail-order catalog business that sold only watches.

Later, he moved to Chicago, developed a partnership with Alvah C. Roebuck, and expanded the products offered in the catalog to include farm supplies, sewing machines, sporting goods, and even automobiles. The rest is history.

What is the lesson for us? What may appear to be a serious problem in reality can be an opportunity knocking at your door. To open that door will include vision and creativity – and taking a risk to fulfill the dream.

– Beecher Hunter