

"Twenty-two miles from the center of the city, I found a worn-out fifty-acre farm priced at \$8,500. I bought it, paying only one-third down and working out a mortgage with the owner for the balance.

"Next, I planted pine seedlings where there were no trees. I did this because a real estate man whom I feel knows his business told me, 'People want trees these days, lots of trees!'

"I wanted my prospective buyers to see that in a few years their estate would be covered with beautiful pine trees.

"Then I got a surveyor to divide the fifty acres into ten five-acre plots.

"Now I was ready to start selling. I got several mailing lists of young executives in the city and put on a small-scale direct-mail campaign. I pointed out how, for only \$3,000, the price of a small city lot, they could buy an estate. I also described the potentials for recreation and wholesome living.

"In six weeks' time, working only evenings and on weekends, I sold all ten plots. Total income: \$30,000. Total costs, including the land, advertising, surveying and legal expenses: \$10,400. Profit: \$19,600.

"I made a nice profit because I let myself be exposed to ideas of other intelligent people. Had I not accepted that invitation to attend a luncheon with a group completely foreign to my occupational interests, my brain would have never worked out this successful plan for making a profit."

There are many ways to get mental stimulation, but here are two that you can incorporate into your pattern of life.

First, join and meet regularly with at least one professional group that provides stimulation in your own occupational area. Rub shoulders—and minds—with other success-oriented people.