

I am not sure that I understand just what this "other self" is, but I do know that there can be no permanent defeat for the man or the woman who discovers it and relies upon it.

The day after Mr. Pelton came to see me in Philadelphia, my "other self" presented me with an idea which solved my immediate financial problem. The idea flashed into my mind that automobile merchandising methods had to undergo a drastic change and that future salesmen in this field would have to learn to sell automobiles instead of merely serving as buyers of used car trade-ins, as most of them were doing at the time.

It also occurred to me that young men who had just finished college and who, therefore, knew nothing of the old "tricks" of automobile merchandising would be the material out of which this new brand of salesmen could best be developed.

The idea was so distinct and impressive that I immediately called the sales manager of the General Motors Company on long-distance telephone and briefly explained my plan to him. He too was impressed by it and referred me to the West Philadelphia branch of the Buick Automobile Company, which was then owned and managed by Earl Powell. I went to see Mr. Powell, explained my plan to him, and he retained me at once to train fifteen carefully selected young college men through whom the plan was put into operation.

My income from that retainer was more than enough to take care of all of my expenses for the following three months, until the returns from the sale of my books began to come in, including the cost of that expensive suite of rooms, over which I had at first been so concerned.

My "other self" had not disappointed me. The money I needed was in my hands at the proper time, just as I had been