Abstract
Did current marketing theory grow from the practice of personal selling or is modern selling an outgrowth of marketing? To that end, the authors reviewed the history of personal selling from the period 1600 to the present by examining the available literature. Major approaches to selling and selling thought are identified. The conclusion is drawn that the relationship is reciprocal - modern selling has been molded by a combination of tradition and marketing theory.

Introduction
The emergence of marketing theory, in spite of evidence and assertions supporting other causes, appears inseparable from the evolution of personal selling. The two social institutions (Breyer, 1934; Todsal, 1957) are so intertwined that an attempt at cross-sectional analysis during any period of this century would lead the investigator toward a "Chicken and Egg Paradox"--has the field of marketing been developed to augment and complement personal selling, or has personal selling matured to assume its appropriate role in the field of marketing?

As the Twig is Bent, So Grows the Tree: 1650-1900

Toward the middle of the 1600's, the population of the Americas began to shift inland. The move was precipitated by a need to find new farm and timberlands to support the emerging agric-economy, facilitate European trade, and accommodate the rising influx of immigrants.

The "pack peddlers" fulfilled an important role in the pre-revolutionary society. Operating between the established seaports of New England and the burgeoning frontier, they provided the rural settlers with notions and nostrums from industrial Europe and news from the outside world. They proffered some of the civil niceties that might otherwise have had to be foregone in the outlying districts.

As the roads grew longer and wider, the manufacturing capabilities of the country became more sophisticated and diverse, and the demand for manufactured goods more expansive, the "foot peddlers" metamorphosed to meet the changing times. Some of them merely altered their means of transportation so they could go farther and carry more--these became the "wagon peddlers"--others, perceiving opportunity in the larger settlements, ceased their "wandering ways" and became the early "retailers" (Brisco, 1920).

The establishment of retailing, during the first quarter of the Nineteenth Century, fomented some additional changes in the range of selling practices. The "panic" of 1836 (Terry, 1882) caused producers to re-evaluate their liberal credit policies. In response to mounting retail business failures, suppliers sent out field credit investigators to monitor the credit worthiness of their customers and to speed the collection process. Because they provided such a convenient and rapid communications channel between the supplier and retailer, many of these "commercial travelers" arrived home not only with payments for outstanding accounts but, also, with orders for additional merchandise. As the economy began to stabilize, in 1842, an increasing number of credit investigators were gradually converted into traveling salesmen (Brisco, 1920).

As competition among suppliers increased, some of the more enterprising houses sent greeters to intercept potential buyers when they arrived at their hotels. With the passage of time, hotel greeting became so common that the more aggressive greeters began to make contact at the railway station when the buyers arrived in town. A third generation of greeters began boarding the trains several miles out of town and establishing contact with the buyer while in transit.

As merchandise and trade practices became more standardized, and salesmen pursued their contacts ever further from the plant gates, the transition achieved maturity and drummers and selling agents began to make regular visits to retailers at their respective places of business. By 1875, the traveling salesman was as much a part of the national transportation system as were the Pullman Car and the Concord Coach (Russell, 1924).

After the Civil War, improvements in communication and transportation enabled producers to parade a seemingly endless chain of potential "satisfiers" under
the nose of the consuming public. For the drummers the boom represented a once-in-a-lifetime opportunity. Rising to the occasion was a group of "hucksters" who roamed the country. The consumer backlash to their unacceptable practices was slow in coming but impactful by 1866. The swindlers were so outrageous and widespread that, in 1879, Fidelity Publishing Company distributed a book to warn potential victims about the abuses perpetrated by "...designing men (who) have preyed upon the rural sections of this country, draining it of a large proportion of its wealth, as tribute to cunning, lazy canvassing agents and downright criminal swindlers of all kinds." Thus, during a period when the number of books on personal selling could be counted on one hand, one of them concentrated on unethical practices. The first wave of consumerism was, it seems, born out of selling improprieties and the reaction to those improprieties imbued sales theory with a consumer consciousness that has yet to abate.

Samuel H. Terry's book, How To Keep a Store, was written during the period 1864-1869 and was into its fifteenth edition by 1888. His two chapters on selling and the sales force had implications that transcend strict retail applications. While others were looking for natural salesmen, Terry addressed the subtleties of selection, the method and content of sales training, motivating and maintaining sales employees, and controlling and disciplining personnel. During a period of charismatic selling, Terry demonstrated a sensitive and probing insight into buyer behavior, situational selling techniques, and qualifications of good salespeople.

The Turn of the Century: 1900-1920

The Federal Bankruptcy Act of 1898 dealt the final blow to the remaining field credit investigators. Innovations in manufacturing methods and equipment, supported by a healthy economy, provided, for the first time in history, a potential for an industrial surplus. The Sherman Act eased access to the marketplace, the bankruptcy laws reduced entrepreneurial risk, and an abundance of inexpensive immigrant labor was available for the taking. Industry began to "hitch its wagon" to Taylor's Scientific Management Approach. Competition raged.

During this period some 35-40 books were written which dealt exclusively with selling. Most of this early literature, in turn, could be classified into three general categories:

1) common sense approaches

2) principles approaches

3) self-perfection approaches

Most noteworthy of the "common sense" approaches was William Maxwell's (1914) Salesmanship. Beginning as a field credit investigator and graduating to a salesman, Maxwell bore witness to the "coming of age" of personal selling. Maxwell perceived selling as a "meeting of the minds." The "meeting" came about as the result of a four-step selling process which included: 1) gaining attention, 2) arousing interest, 3) creating belief and accord, and 4) impelling resolution. Successful accomplishment at each stage was portrayed more as an artistic fete than an application of learnable skills.

The books of the principles approaches were closely tied to the influence of Fredrick Taylor. As a political economist and sociologist, Norris Brisco proved himself to be a quick study of Taylor's approach by publishing Fundamentals of Salesmanship in 1916.

Brisco responded by engaging in a "careful analysis of the methods of sale" which resulted in "the reduction of salesmanship to fundamental principles" which, in turn, could be taught to just about anyone.

Brisco, like Maxwell, reasoned that successful salesmanship was, in essence, a meeting of the minds. Unlike Maxwell, however, Brisco did not see anything mystical about the process, it was simply a matter of effective forensics. To present a sound argument, salespeople were instructed to determine the points they wished to establish, gather the necessary materials to support the proof, arrange the materials in the most persuasive manner, and then present them in good form.

Defining the stages in the selling process as introduction, attention, interest, desire, resolution, and action, Brisco determined that customers could be pulled through the process by appealing to their desires for "profit, pleasure, comfort, convenience, vanity, and style."

The second major "principles approach" text was copyrighted a year after Brisco's first work and was into its third edition by 1923. Harold Whitehead's Principles of Salesmanship differed considerably from its contemporaries. As a sales relations specialist, not an economist or sociologist, Whitehead had actual sales training experience from working with Rexall Drugs and J. C. Penney Company. Like Taylor and Brisco, he felt that natural ability could be improved through the systematic study and