

Salesmanship as a Fine Art.

The following address, delivered by Hugh Chalmers before the Advertising Club of Business Men in Minneapolis, contains so much of human interest and so much of vital importance to every salesman and every business man, that The News here with reprints it in full, as taken from the July issue of Elbert Hubbard's "Prairie."

Every one is an advertiser, whether he wants to be or not. Our manners, our clothes, our appearance, our speech, everything that we do or say advertises us. As you are walking advertisement of himself.

Now, the same is true of your city, or any city, because a city advertises itself. Every stranger that comes to Minneapolis leaves this city with a certain well-defined impression, whether it be a good impression or a bad impression.

Now, since you have to advertise, why not do it right? Advertising is nothing but teaching people to believe in you and in your goods. Your city is nothing but a collection of individuals, and your town will impress itself as your advertising impresses.

I am a great believer in advertising cities as well as business. Chicago has a "Booster" Club composed of three thousand members, as you probably all know, and they pay an advertising manager ten thousand dollars a year to boost Chicago, and yet we do not think Chicago needs much boosting. Other cities are doing the same.

The Age of Publicity. Now the most important feature of all is to have some one whose business it is to attend to the advertising of your city. This is an age of publicity, and unless you keep after the people all the time they soon forget you.

I often use the word "booster," although my neighbor, Mr. Warnock, says he does not like the name. It is perhaps not an elegant term, but I have seen good action come from the work of "boosters."

The Problem of Distribution. The business problem before the American people today, commercially speaking, is the problem of distribution—of getting things from where they are to where they ought to be.

Definition of Salesmanship. If I were asked to define salesmanship in one sentence, I would say it was nothing more or less than making the other fellow feel as you do about the goods you have to sell.

So advertising and salesmanship have pursued this world ahead faster than anything else. Advertising is a process of salesmanship. We have said that advertising is salesmanship on paper.

Three Ways of Selling Goods. All goods are sold in three ways: First, by word of mouth; second, by pictures and illustrations, and third, by printed matter.

The Main Chance. We must keep fixed in our mind that which we want to accomplish. Speaking of the object reminds me that I want to reach you by expression in Boston because the man I was working for thought I could brush up a good deal in speaking to salesmen and others in public if I went to that school.

Now, then, I want you to make a speech to me. I am the audience and you are the speaker. Now before you begin to talk, remember these three things: First, when you get on your feet, always rise up on your toes and then back on your heels—that leads you to know you are on earth.

Second, if you are ever called upon at a dinner or a banquet to make a talk unexpectedly, don't get up and tell the people it is a great surprise, that you are wholly unprepared—they will find that out soon enough.

The Making of an Advertising Man. The object of salesmanship and advertising is to distribute goods at a profit. The only way to do this is to sell them to the people who want them.

No Necromancy in Advertising. There is no mystery about this advertising and selling of goods. Some would have you think so, and some do not take it up because they think it is too hard.

Three Kinds of Men. I find just three kinds of men in this world: The kind you tell once to do a thing, and you can bet your life it will be done; the second class, you tell four or five or a dozen times to do it, because they do not think.

Now then, I believe advertising copy should be so written that its first two lines shall be the attractive feature of it, because if a man starts to read your copy and does not finish reading it, do not blame him—blame yourself, because he gave you the time.

Convincing the Prospective. So, we ought to express our small selves, and we ought to express our words for this reason: no sale was ever made until a man was convinced.

Thorough Knowledge of Business. Next to that I think a man ought to have a thorough knowledge of his business. I was at a convention in Berlin, Germany, of 200 salesmen.

Another quality we need is tact. Tact! What is tact? That ability—although it is rare—that enables one man to deal with other men of different temperaments in the right way.

Health. It is hard to analyze the successful man; but after all, the analysis gets down really to the personal equation, personality.

Honesty. The next quality is honesty. I do not refer to it in the baser sense, because a man is a fool nowadays unless he is absolutely honest.

Sincerity. Now, then, sincerity is a quality we ought to possess. Next to being honest and able we ought to be sincere.

Second, an increased desirable opinion. Some people seem to think that population is everything in a city. There is not a city in the United States but what would be better off without 10 percent of its population.

Fourth, provide efficient schools. Fifth, publicity. Tell the people what you have got up here in this great northwest territory.

There are five things you should decrease: First, unnecessary expense. Second, decrease your debt if you have any.

Third, decrease dirt and unsanitary conditions, which are the worst things any town can have. Fourth, decrease law breaking.

Fifth, decrease the number of useless and inefficient city employees. You will progress just as fast as you solve these things in your city.

The New Code of Ethics. I want to say this in conclusion: We know that in the last five or six years there has come a great change in the code of ethics of doing business, and whether we admit it or not, whether we like it or not, whether the spirit prompting it is in Africa or America, really makes no difference.

Deliberate after considerable missionary work had been performed upon the delegation from Osmond, which had come to the convention with the purpose of "whooping her up" for Jim Dahlman for the next governor of Nebraska.

Two, and I am a firm believer in keeping oversold. You have got to deal with human nature, and human nature always has wanted and always will want those things which are the hardest to get.

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legs (unless lost by accident), two eyes, two ears, a nose and a mouth, and, considering their height, they weigh about the same. What is the difference in men? Power, ability? Some people may have that developed more than others, but I say nine-tenths—yes, ninety-nine one-hundredths—could develop ability. Some remind me very much of the parable of the talents.

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we must perfect this quality of sincerity if we are to attain success. You know men in whom you absolutely believe, because they are sincere. You say you like a man you can believe in, because he can sell the goods. Insincerity has taken some orders, but it has never held a job.

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You Can Have a Model Kitchen

as cool and white as a dairy. No smell, no smoke, no heat, no dust. No old-fashioned contrivances. The

New Perfection Oil Cook-stove

is the latest practical, scientific cook-stove. It will cook the most elaborate dinner without heating the kitchen.

Boils, bakes, or roasts better than any range. Ready in a second. Extinguished in a second. Fitted with Cabinet Top, with collapsible



Cautionary Note: Be sure you get this stove—see the name-plate reads 'New Perfection.'

Standard Oil Company (Incorporated)

Every dealer everywhere; if not at yours, write for Descriptive Circular to the nearest agency of the

rests, towel rack, and every up-to-date feature imaginable. You want it, because it will cook any dinner and not heat the room. No heat, no smell, no smoke, no coal to bring in, no ashes to carry out. It does away with the drudgery of cooking, and makes it a pleasure. Women with the light touch for pastry especially appreciate it, because they can immediately have a quick fire, simply by turning a handle.

No half-hour preparation. It not only is less trouble than coal, but it costs less. Absolutely no smell, no smoke; and it doesn't heat the kitchen.

The nickel finish, with the turquoise blue of the enameled chimneys, makes the stove ornamental and attractive. Made with 1, 2 and 3 burners; the 2 and 3-burner stoves can be had with or without Cabinet.

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