

Have You Secured Your Vacation Job Yet?

One of our salesmen, a University of Nebraska student, remarked the other day:

"Last summer, man after man said to me: 'Is your company going to put out a **History of the War** after the war? Like everybody else I want a reliable history, one that is absolutely authentic. If I am sure that it is **really good**, I would be willing to pay almost any price for it.'"

Your parents and friends feel the same way; so does every patriotic, progressive merican citizen.

The Barnum Corporations — of which The R. C. Barnum Company is the largest—are meeting this demand. They are publishing a **History of the World War** so authoritative that General Peyton C. March has consented to write the Introduction. General Pershing has written the story of America's participation in the war. And such men as Secretary Baker and Secretary Daniels are among the thousands of America's prominent men who have purchased copies of it. **A Barnum Book is a Good Book**—Selling our books, you can be absolutely sure that you are selling reliable, authentic, and up-to-date works.

We are going to employ 50 University men next summer to sell our **History of the World War**. We are going to contract these men immediately, spend an average of \$50.00 to \$60.00 on each of them, give them

the most thorough training course in salesmanship offered University men and send them to the field prepared for a big success.

Barnum-trained men—90% of them college students—average from \$7.00 to over \$40.00 a day in profits, and from \$400.00 to \$3000.00 in a single summer vacation of three months. The Barnum motto is famous—"Barnum's Success depends upon making Students Successful."

You must be interested in securing a job for next summer; otherwise the headlines of this advertisement would not have attracted your attention. You must be interested in the position which we have to offer; otherwise you would not have read as far as you have. We shall be glad to invest our time and our money to train you thoroughly for this work—providing first that you yourself believe that you have "**The Three Success Essentials**":—

First, Ambition—of such quality and quantity as will make you tackle a hard job and carry it through.

Second, Willingness to learn—to throw yourself 100% into the training course which we offer, take it thoroughly,

Third, Hard Work—the determination and the sticking qualities to put in a full summer of concentrated effort selling books—at the rate of ten hours a day six days a week for ten weeks.

These are the men—University of Minnesota students—whom our new Lincoln manager contracted and trained last year. These records were made during the summer of 1918 without the war book to sell and with war time conditions to overcome. Only six of the men named had previous selling experience. "**Barnum's success depends upon making students successful—Barnum-trained men make good!**"

| NAME | DAYS | PROFITS | AVERAGE PER DAY |
|---------------------------|------|----------|-----------------|
| Admundson, B. C. | 60.4 | \$484.65 | \$8.02 |
| Anderson, Minton M. .. | 62.0 | 443.50 | 9.29 |
| Bergh, Earl G. | 62.3 | 1,178.35 | 19.07 |
| Bliven, Ransom | 60.4 | 481.80 | 7.97 |
| Boman, Paul G. | 69.0 | 812.45 | 11.77 |
| Busch, ohn S. | 60.1 | 371.85 | 6.31 |
| Crolley, William F. | 60.5 | 643.65 | 10.63 |
| Dillan, James A. | 60.2 | 523.45 | 8.70 |
| Dixon, Kenneth R. | 60.2 | 679.00 | 11.11 |
| Dolce, Paul R. | 17.5 | 435.00 | 24.86 |
| Gjesdahl, Maurice S.... | 61.0 | 497.70 | 8.48 |
| Henry, Arthur C. | 61.6 | 493.95 | 8.01 |
| Houghton, Raymond ... | 32.0 | 210.00 | 6.56 |
| Howefi Frederick M.... | 60.1 | 545.80 | 9.08 |
| Kolda, Anton G. | 60.0 | 695.80 | 12.12 |
| Larson, Frans A. | 48.4 | 1,604.00 | 30.78 |
| Lavold, L. O. | 61.6 | 462.50 | 7.50 |
| Joachim, Jerome | 60.4 | 1,737.00 | 28.75 |
| Lilja, Paul G. | 61.8 | 533.20 | 8.62 |
| Nelson, Anthony A. | 58.2 | 413.15 | 7.09 |
| Ouellette, Ernest J. | 53.2 | 860.00 | 15.90 |
| Peterson, Miss Anna ... | 62.0 | 1,692.65 | 27.30 |
| Rimer, Mrs. Marion ... | 84.2 | 619.00 | 7.35 |
| Rudolph, Joseph | 30.7 | 334.75 | 10.90 |
| Schey, William | 54.7 | 418.85 | 7.67 |
| Sederstrom, Elmer G. ... | 60.9 | 1,884.00 | 30.93 |
| Selander, Arthur | 96.7 | 1,873.00 | 19.35 |
| Stewart, Rolla I. | 69.0 | 2,457.55 | 35.61 |
| Westin, Erik | 46.6 | 602.60 | 12.93 |
| Wick, Milton | 60.1 | 1,846.00 | 30.75 |

For an Interview Fill Out the Blank Below and Mail Today

The R. C. Barnum Co.

CLEVELAND

SOUTHWESTERN BRANCH:

THE R. C. BARNUM COMPANY,

804 Terminal Bldg.,

Lincoln, Nebraska

Phone L-7181

The R. C. Barnum Company,
804 Terminal Building,
Lincoln, Nebraska.

Gentleman:

I have read your advertisement very carefully and am interested in the position you have to offer. I should like an interview.

Name

Name Age.....

Lincoln Address Phone

My University Course is

This is my year in College.