

# Are You One of the Men We Want?

## SALESMANSHIP.

By Frank Crane.  
Famous Editorial Writer.  
(Copyright 1913)

Every young man should some time in his life have experience in salesmanship.

**Selling goods is the best known cure for those elements in a man that tend to make him a failure.**

**The art of success consists in making people change their minds.** It is this power that makes the efficient lawyer, grocer, politician, or preacher.

There are two classes of men; one seeks employment in a position where he merely obeys the rules and carries out the desires of his employer. There is little or no opportunity for advancement in this work. You get to a certain point and there you stick.

Such posts are a clerkship in a bank, a government job, such as letter carrier, a place on the police force, or any other routine employment requiring no initiative. These kinds of work are entirely honorable and necessary. The difficulty is, they are cramping, limiting.

Some day you may have to take a position of this sort; but first try your hand at selling things.

Be a book agent, peddle washing machines, sell life insurance, automobiles, agricultural implements or peanuts.

**You shrink from it because it is hard, it goes against the grain, as you are not a pushing sort of fellow. And that is the very reason you need it.**

Salesmanship is strong medicine. You have to go out and wrestle with a cold and hostile world. You are confronted with indifference, often contempt. You are considered a nuisance. That is the time for you to buck up, take off your coat, and go in and win. For the youth that proposes even to enter the ministry, a year's drill as canvasser for an encyclopedia is of more value than two years in the monastic seclusion of a theological seminary.

A young lawyer will gain more useful knowledge of men and affairs by selling real estate or fire insurance than by law school.

I have just read a letter from an office man fifty-seven years old. He has lodged at \$1,600 a year for twenty years, while two of the salesmen who entered the business about the time he did own the concern.

Get out and sell goods. Hustle. Fight. Don't get fastened in one hold. Take chances. Come up smiling. So the best and biggest prizes in America are open to you.

Selling things, commercialism, business, is not a law affair; it is a great big, bully game. It is a thoroughly American game, and the most sterling qualities of Americanism are developed by it, when it is carried on fairly and humanely.

There is incitement in it for all your best self, for your honesty, perseverance, optimism, courage, loyalty and religion. Nowhere does a man mean so much.

I mean to cast no slurs upon faithful occupants of posts of routine. They have their reward.

But son, don't look for a "safe" place. Don't depend upon an organization to hold your job for you. Don't scheme and wirepull for influence and help and privilege.

Get out and peddle maps. Make people buy your chickens or your essays. Get in the game. It beats football.

**"A successful man acts while the other fellow thinks about it."**

## THE YOUNG MEN'S CHRISTIAN ASSOCIATION, OF LINCOLN, NEBR.

April 5th, 1919.

My Dear Mr. Hosford:—

It has been my pleasure and good fortune to conduct two groups of men through a series of lessons in Salesmanship, before going out for the R. C. Barnum Company.

They are one of the most generous companies that I have ever known in the matter of equipping and training their men and in boosting and helping each man to make a "go" of it. Not many companies have so few failures and I know of none with a smaller per cent failing to make good.

In my personal dealings, both with the Home office and their representatives in several capacities, I have never found a single questionable act. **They employ only men of high moral qualities and soon weed out any others that may have strayed in.** They have a wonderful capacity of enthusing and "pepping" up their men.

Some of the records made by young men sent out from the Lincoln office, without an hour of previous experience, sound like fairy tales, but they are on file in the office and may be inspected. I have seen some of them, and have talked with the men who made them.

Yours sincerely,  
(Signed) Fred W. Park,  
Educational Secy.,  
Y. M. C. A.

These are the men—University of Minnesota students—whom our new Lincoln managers 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 College Men Successful—Barnum-Trained Men Make Good!"

NAME	DAYS	PROFITS	AVERAGE PER DAY
Amundson, 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, John S.	60.1	371.85	6.31
Crolley, William F.	60.5	643.65	11.63
Dillan, James A.	60.2	523.45	8.70
Dixon, Kenneth R.	60.2	679.00	11.11
Dolee, Paul R.	17.5	435.00	24.86
Gjesdahl, Maurice S.	61.0	497.00	8.48
Henry, Arthur C.	61.6	493.95	8.01
Houghton, Raymond	32.0	210.00	6.56
Howell, 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	642.50	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 H.	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.	60.0	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

These are the University of Nebraska men in school today, whom the R. C. Barnum Company has employed during their college vacations. Ask them how much money they have made. Ask them what the experience was worth. Ask them if they think that **YOU** can make good with us next summer. If they answer "Yes," ask them to introduce you to our Lincoln Managers.

John Burley	Leonard W. Kline
Ray E. Koken	J. S. Marten
Harley McCoid	F. M. McKenny
D. P. Sprecher	G. J. Leuck
Dwight E. Slater	O. B. Ziggafros
Milton I. Wick	K. S. Slothower
Homer Barron	H. J. Wing
Harry P. Troendly	L. H. Mayes

For Interview Write Us Today

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 American 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, highest officer in the American Army, 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 Quality 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 between \$50.00 and \$60.00 on each of them, give them the most thorough training course in salesmanship and personal efficiency ever 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 \$3,000.00 in a single summer vacation of three months. The Barnum Motto is famous—"Barnum's Success depends upon making College Men 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 we have to offer; otherwise you would not have read as far as you have. We shall be glad to invest our time and 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, and spend at least thirty minutes every day studying our work.

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

# The R. C. Barnum Company

Southwest Branch--Lincoln, 804 Terminal Building