

THE FOLLOWING LETTER TO "JOE COLLEGE" WAS WRITTEN BY HAL BOYLE OF THE ASSOCIATED PRESS:

"I see by the papers that when you hang up your cap and gown next month you are looking for a job holding down a swivel chair rather than packing a salesman's sample case. This is sad. Why should a young fellow your age be so anxious to join the indoor battalions of business? There is nothing wrong with wanting to be a chemist or an accountant, a personnel executive or a business administrator.

But, why, Joe, are you so reluctant to take up a selling job? Do you think being a desk technician offers you more security? Are you trying to hide from life and its struggles behind your bright new sheepskin? Get out in the rain, Kid, and meet the public. Join the great foot infantry of business - if you really want to learn your business. You have a better chance of becoming a captain of industry if you first serve as a private on patrol, scouting for new customers and new ideas.

Maybe you heard too many jokes about traveling salesmen when you were young. Maybe that Broadway play, "Death of a Salesman" scared you into believing a salesman's only reward is to die, leaving insurance money to make the last payment on a house he never wanted to own. If so, you have got the salesman's role all wrong, Joe. He's the reconnaissance man of industry, the lead fellow for all to follow. He may wear out a Pullman Mattress in his travels, but he's as much of a pioneer as those who journeyed west in covered wagons. All business is built on selling. All living is selling, too, - the art of selling yourself, and your faith in yourself, to others. This is the first thing a salesman learns. If he can't get people to buy his belief in himself, they won't buy his product - whether it be a better skyscraper or an air-conditioned mousetrap.

The advantage of being a salesman is it offers you the quickest, surest way to get to understand and know people. If you get out and shake enough hands, and listen to the other fellow's troubles, you will get to know the landscape of your country. A real first-hand knowledge of people, Joe, will not only bring immense personal satisfaction, it is the most priceless asset you can have in business. Only people buy things. And, it is only natural that the salesman, as the keystone of industry, should reap the greatest rewards.

A good salesman doesn't have to wait for an older man at the desk ahead of him to die or retire before he can get ahead. His opportunity is endless so long as he can sell his first and finest product - HIMSELF. If he can do that, any company will bid for his services.

Better think it over, Joe, before you anchor yourself to a desk at 21 or 22. They've got new machines coming up that are going to make a lot of those jobs obsolete. But, they'll never invent a machine to replace a good salesman. So, grab the first sample case they offer you, Kid, and head for the open road and start knocking on all those closed doors. Let some desk jockey in the home office envy you as he totes up your commissions every month. You're too young to rust."