



HARRINGTON EMERSON

JAMES W. ELLIOTT

DR. FRANK CRANE

Photos by  
Pete Mac Donald

## Announcing JAMES W. ELLIOTT'S MAN MESSAGE CAMPAIGN

*of Inspiration and Education, devoted to the Fine Art of Selling Yourself in the Business of Life*

*written by JAMES W. ELLIOTT, DR. FRANK CRANE and HARRINGTON EMERSON*

### Now on the Presses and Ready for YOU on or about July 1<sup>st</sup>

JAMES W. ELLIOTT, whose *Man Messages* have been read from week to week by perhaps a half million American Selling Men and Executives representing over seven hundred nationally known institutions, along with Dr. Frank Crane—admittedly one of the greatest moral forces in the world to-day—and Harrington Emerson, acknowledged America's foremost Efficiency Expert, bring to you and me—whoever we are, and whatever we are doing—their combined writing and action-forcing energy on the most vital problem we confront:

*The Fine Art of Selling Ourselves in the Business of Life*

BE we Lawyers, Doctors, Preachers, Teachers, Painters, Business Men or Whatnot, we are—in the final analysis—salesmen. So, we must Sell Ourselves. Our colleges are rapidly realizing the fatal blunder in teaching us that if we become a great This or That, the world will make a beaten path to our doors: the Great Army of Could-have-beens, thoroughly equipped with magnificent tools and lacking the knowledge of how to use them advertises the Great Weakness.

SINCE Dr. Frank Crane's editorials are read daily by millions, and Harrington Emerson's achievements in Human Engineering are so well known to you—no word about them is necessary. The circulation of *Man Messages* having been restricted to Business Organizations, just a word about Mr. Elliott:

JAMES W. ELLIOTT is known throughout the selling world for his unusual ability to develop men and salesmen and to build strong sales organizations. Mr. Elliott came to New York, a boy in knickers.

HE wanted to be a writer, but he realized that he must first have something to write about. Finally, he decided that American business—the American Business Man—was the most dramatic and romantic subject in our daily life. He started after his "story" with the realization that he must first make of himself a success in the business world before he could or had a right to write.

HE had sold goods in every state in the Union before he was twenty, always with the fixed purpose of finding out everything he could about each business with which he came in contact; its sales policies, its attitude toward its employees and toward the public, and the men back of the business.

HIS ten years of brilliant success as a salesman, then as sales manager, and as a business executive and organizer, is the best proof that he got his story.

ABOUT six years ago he organized his own publishing business and sales organization through which the Man Message Campaign was placed in the hands of the sales organizations of over 700 business concerns, including most of the nationally known organizations.

IN the natural course of events he makes a business of developing men for sales and business executive positions. Coming out of the great war, he organized the Business Builders—an Institution Conducting a Continuous Man-Building Campaign, Developing District Sales Managers and Executives for National Sales Forces—its Members Earning while Learning, Selling the Securities of American Business Corporations.

THIS organization started with less than 50 salesmen in a small floor at 620 Fifth Avenue and in one year's time expanded to over 700 salesmen.

Now it occupies two solid floors of the Knickerbocker Building, 42nd Street and Broadway.

CONTRACTS with eight corporations require the development of over 300 men for executives during the coming year, besides the executives needed for the Business Builders themselves. These positions pay from \$5,200 to \$15,000 a year. Over 80 men were promoted from the selling ranks during the past year to positions paying \$5,000 and more. And an interesting thing about it is that about 90% of them had never sold anything before they joined the institution.

*As the SILENT PARTNER recently said:*

"I KNOW of no man who has more of the spirit of 'Keep On Keeping On' than James W. Elliott, writer of this practical, punchful admonition—'Keep On Keeping On.' Mr. ELLIOTT has the thought that never turns back, the eye that is always looking forward. Add to his extraordinary Vision the Power of Purpose, and the more than ordinary power to execute his plans, and you have a thumb-nail reason for the success of his work—Man Messages. There are fifty-two Man Messages in every Campaign, and every one of them is an essay on 'Keep On Keeping On.'"

"EIGHT years ago Evan Johnson, Editor and Publisher of *Office Appliances*, wrote, 'Man Messages make better salesmen of men and better men of salesmen.'"

"And Johnson was right!"

With thoughtful modesty, we take genuine pride in presenting to you, what we believe to be, the greatest action forcing campaign ever written—of vital interest to you in your life and work—for it is devoted exclusively to the proposition that He Who Sells Best Wins Most, *The Fine Art of Selling Yourself in the Business of Life!*

KNICKERBOCKER BUILDING

**The MAN MESSAGE CORPORATION**

42ND STREET AND BROADWAY