

## FRANK S. HAWKEN.

There is a significant sentence in Shakespeare's *Merchant of Venice*. It is the explanation of many discrepancies between intention and performance. It reads in this wise: "If to do were as easy as to know what were good to do, chapels had been churches, and poor men's cottages princes' palaces." In these days of trade journals and text-books dealing with every conceivable phase of salesmanship, it is easy to know what is good to do in order to sell commodities. If no greater difficulties were encountered in putting the knowledge into effect than in acquiring it, every salesman's home would be a Waldorf-Astoria hotel and his children would be playing marbles with 50 karat diamonds. As for princes' palaces, he probably would use two or three of them for storing his spare automobile tires and canceled checks.

It is evident that the perfect salesman has not yet been evolved. Perhaps it is best for us that he is still in process of development. Otherwise, we would all be carrying his sample cases, shining his shoes, writing his letters, posting his daily balance at the bank, or doing the thousand and one things incidental to the production and shipment of the goods necessary to fill his orders. But, stay—isn't that what most of us are doing, anyway? In some fashion or other we are all working on orders turned in by the salesman. The grand opera singer no less than the stove molder is spending efforts of talent and skill to supply demands created by salesmanship.

The difference between knowing and doing is wider than the Seven Seas. The measure of a man in the business world is the degree in which he matches knowledge with accomplishment. No flourish of rhetoric or extravagance of words can serve as a substitute for deeds in making such a valuation. Applying the test to **Frank S. Hawken**, we find positive elements of merit. The main outline of his life is a schedule of progress in which there are very few blank spaces.

**Frank S. Hawken** was born in St. Louis, Missouri, June 13, 1863. He received his education in the public schools of his native city. His first employment was with the Vulcan Steel Company, makers of steel rails

by the Bessemer process. He started to work for the company in the capacity of office boy. Unlike the office boy of vaudeville, he wasted no time in figuring out batting averages during business hours. On the contrary, he was diligent, quick, and ambitious. He contrived to learn many useful facts about steel during the year which he spent in the service of the Vulcan Steel Company.

Inclining by natural aptitude toward the selling side of industry, he secured a position with the Simmons Hardware Company of St. Louis, Missouri. After a year's experience with that firm, he spent four years in the employ of the Battie Manufacturing Company of St. Louis. All the while he was adding to his store of knowledge concerning the marketing of merchandise. He realized that salesmanship is a continuous schooling. Every day brings new applications of old lessons. The realization of this fact became a settled conviction during the ten years which he spent as a traveling salesman in the West, including New Mexico and Arizona.

At the end of the ten years, **Frank S. Hawken** became associated with the Bridge and Beach Manufacturing Company of St. Louis, Missouri, manufacturers of stoves, for whom he acted as traveling sales representative from the year 1897 to 1905. From 1905 to 1907 he represented the Globe Stove and Range Company of Kokomo, Indiana. Then for five years, from

1908 to 1913, he represented the Estate of P. D. Beckwith, makers of stoves and warm air heaters, Dowagiac, Michigan. During the four subsequent years he was engaged in the chair manufacturing business. In 1917, he formed a connection with the Medical Supply Department of the United States Government in Philadelphia, Pennsylvania, where he is now.

The popularity of **Frank S. Hawken** among his fellow craftsmen of the road is clearly manifested by his recent election as President of the Stove Salesmen's Association of Pennsylvania for the year 1920. He dispenses good cheer on all occasions. He likes to read books of almost every kind. He enjoys baseball. He has no special hobby because he gets fun and pleasure out of all hobbies.

