

Dale Carnegie

5-Minute Biographies

Author of "How to Win Friends and Influence People."



Florenz Ziegfeld knew the telephone numbers of more beautiful girls than any other man living. In his Blue Book of Beauty were listed the names, addresses and telephone numbers of thousands of glamorous girls. Fifty or sixty

spiraling young Venuses paraded before his critical glance every day.

It was the fact that he was called the Glorifier of the American Girl. It was a title richly deserved. He often took some drab little girl no one had ever looked at twice, and transformed her on the stage into a dazzling creature of mystery and seduction. Form and grace—these alone—were the coveted passport to the Ziegfeld stage. The glamor was supplied by Ziegfeld himself.

Ziegfeld was as regal in his extravagances as an Oriental potentate. He squandered millions of dollars on costumes, connoisseurs of the markets of Europe and India and Asia for the most beautiful fabrics money could buy. Even the linings of dresses had to be of the finest silk, for he claimed no woman could feel really beautiful unless she just had beautiful cloth against her skin.

He did everything on a lavish scale. Although he communicated with hundreds of people he never troubled to dictate a letter. Telegrams and cables fluttered in his wake like autumn leaves in a gale of wind. Wherever he went, he carried with him a telegraph blank. He used to get on a train at Grand Central Terminal and use a whole pad of telegraph blanks before he reached 125th Street.

Incredible as it seems, he actually sat in the orchestra during rehearsals and sent telegrams to people across the footlights. He sent telegrams to people who were within range of his voice. He once leaned out of his window and yelled at a man in the opposite: "Say, I sent you a telegram. Why haven't you answered it?"

It was almost impossible for him to walk past a telephone booth without stopping to call up a dozen people; and he got out of bed almost every morning at six o'clock in order to telephone his staff.

He could scheme for hours to save seventeen or eighteen dollars; and the next day, he'd drop a hundred thousand dollars in Wall Street without batting an eye. He once borrowed five thousand dollars from Ed Wynn and spent that five thousand, borrowed money to hire a private train to carry him across the continent.

He made women feel beautiful by the sheer power of his chival-

ry and consideration. On opening night, every girl in his chorus received a box of flowers from him. Even old and half-dead women who applied to him for consideration he showed the rest. He paid most of his famous stars an average of \$5,000 a week; often, at the end of the season they had more money in the bank than he himself had.

When he started in the show business, chorus girls were getting \$30 a week; but under his profligate reign, feminine pulchritude reached a market price of \$125 a week.

Ziegfeld's first venture into show business was made at the precocious age of fourteen. Running away from home he became a truck rider and fancy shooter in Buffalo Bill's Wild West Show. At the age of twenty-five he was cleaning up a fortune as manager to Sandow, the husky strong man of the naughty Nineties.

Two years later, he was in London—broke—without a shilling to his name. He'd staked his luck at Monte Carlo and with a turn of the wheel he had lost his shirt. Being penniless never worried this great entrepreneur. By the sheer witchery of his manner, he got together another show and sailed back in triumph to America with the most sensational star in Europe—the vivacious, scintillating, palpitating Anna Held—the Mae West of her day.

The most canny producers in

America had been, cutting and pleading with Anna Held to come to New York. They had tempted her with extravagant offers. Yet it was Florenz Ziegfeld, only twenty-seven years old, practically unknown, and without a dime in his pocket, who walked into her dressing room, charmed her, got her name on a contract and started skyrocketing to fame.

Anna Held was an immediate sensation. She took America by storm. Corsets, face powder, hats, perfumes, horses, cocktails, purples and cigars were named in her honor. She was toasted in champagne from coast to coast. And within a year, Florenz Ziegfeld married her.

Many years later, after he had divorced Anna Held, he fell ecstatically in love with Billie Burke. The very day he met her, he bought out an entire flower shop and sent the complete stock to her home—sent her everything from sweet peas and orchids and carnations to the orange trees in the window. And when Billie Burke told him that she had tried to thank him by telephone but had not been able to because his line was busy, he had a golden phone installed with a special ring for her private use.

Ziegfeld loved indecision. He hated to make up his mind. He used to keep a box of licorice drops on his desk; and when a friend asked him if he really liked licorice he said: "I'll tell you why I eat them. They're all black, so I don't have to make up my mind

which color I like best." He hired most of the famous comedians in the world for his Follies; but he himself never laughed at their antics. Neither Ed Wynn nor Eddie Cantor nor Will Rogers could make him crack a smile. He was so cool that his actors gave him the nickname of "Ice Water!"

Ziegfeld died in 1932 in California, and as he slipped into the delirium of death, he imagined he was directing a revue. He staged it in a white hospital room, his orchestra was only a radio, and for a stage crew he had nothing but his terrified valet. His lips were parched, and his eyes were glowing with fever, but he sat up in bed and shouted his directions to an invisible cast.

"Curtain!" he cried. "Fast Music! Lights! Ready for the last finale!" And finally he murmured: "Great! The show looks good . . . The show . . . looks . . . good."

Ford Plant is Reopened

Richmond, Calif., June 7.—The gates of the big Ford assembly plant here, closed for 12 days by strike, opened to returning workmen today. Of the 1,800 men normally employed, about 200 went to work preparing the plant for arrival of materials. Clarence Bulwinkle, manager, said all would be at work soon.

Reading the ads. get you more for less money. Try it.

DEGREES CONFERRED UPON 221 GRADUATES AT WOMAN'S COLLEGE

Final exercises of the 45th commencement of Woman's college were held Monday at 10:30 o'clock in Aycock auditorium and 221 degrees were conferred by President Frank P. Graham of the Consolidated University of North Carolina, candidates for degrees being presented to President Graham by Dr. W. C. Jackson, dean of administration. Speakers for the exercises included Gov. Clyde R. Hoey, President Graham, and Miss Justine Ullrich, everlasting president of the class of 1937.

Reading the ads. get you more for less money. Try it.

Tender, Aching, Burning Feet

Two of these applications of Meers' Eucalypti Oil and in fifteen minutes the pain and soreness disappears. A few more applications at regular intervals and the almost unbearable soreness is gone for good. It's a wonderful formula—the combination of essential oils with eucalypti and other antiseptics so marvelous that thousands of bottles are sold annually to help soothe or soothe sores.

HORTON DRUG CO.

HOLLYWOOD LAKE

Opens Saturday, June 12th

Week Days From 1:30 P. M. to 9 P. M.
Sundays From 1 P. M. to 7 P. M.

Admission 10c

Special Rates to Sunday School Picnics

WILKESBORO TOWN LOTS FOR SALE

By virtue of an order of the superior court of Wilkes county, North Carolina, appointing me commissioner to sell, certain lots in the town of Wilkesboro, North Carolina, described in the special proceedings entitled C. D. Cowles et al versus Louise Horton et al, I will on the 3rd day of July, 1937, at two p. m. offer for sale at public auction to the highest bidder on the premises, which are just below the Episcopal church in Wilkesboro, the following described real-estate, to wit:

One town lot number 8 as shown on the old map of Wilkesboro and described in deed by James Gwyn to Calvin J. Cowles registered in book B-2 page 169, register of deeds office of Wilkes county, containing about one acre more or less and fronting on three streets. This property will be offered in four separate lots and as a whole. Terms of sale one-third cash, balance one and two years. This sale subject to confirmation of the court.

J. S. COWLES, Commissioner.
6-24-4-(T)

NOTICE OF LAND SALE

Under and by virtue of the power of sale contained in a certain Mortgage deed, executed by Hobson Blackburn and wife Lizzie Blackburn, on the 21 day of January, 1937, to Ida Lou Mastin, and default having been made in the payment of said mortgage deed I will offer for sale to the highest bidder for cash on the 5th day of July, 1937, at 1 o'clock p. m. in front of the courthouse door in Wilkesboro, North Carolina, the following described land, to wit: Lying and being in Edwards township, Wilkes county, North Carolina, and described and defined as follows:

The same being lots, No. 30, 31, 32, 33, 34, 35, 36, 37 and 38, in section "A" Map of the R. L. Hickerson Development period as surveyed and platted by H. C. Landon, surveyor, returned in the office of the Register of Deeds of Wilkes county, for further description see Deed book 123 at page 331 in the Register of Deeds office.

The above described land will be sold for cash to satisfy said Mortgage deed and the bidder for said land will be required to deposit \$100.00 in the Clerk of the Court's office to show his good faith in said bid.

This 3rd day of June, 1937.
IDA LOU MASTIN, Mortgagee.
F. J. McDuffie, Atty.

HOME OF HANES UNDERWEAR
Tomlinson's Department Store
North Wilkesboro, N. C.

Come Here For Hanes—All Sizes, All Styles
Belk's Department Store
North Wilkesboro, N. C.

"HANES TAKES THE SHORT CAKE!"

GENTLEMEN, keep your seats . . . in comfort! Climb into HANES Shorts today, and see what it means to sit pretty. Here's room to sit, stoop or stretch without thinking you'll split in half.

Now look at the legs on HANES, and you'll see the thing that doesn't bind! That's because HANES legs have an outshoot—a generous flare from the waist to the hem. Plenty of clearance

at the crotch. Genuine Laster in the belt. Colors guaranteed fast! Every pair of Hanes Shorts needs its other half—a Hanes Undershirt. Light, cool, elastic-knit, it snugs completely around your body . . . clings neatly at the armpits . . . tucks so deep inside your shorts that it can't crawl and bunch at your belt! See your Hanes Dealer today. P. H. Hanes Knitting Co., Winston-Salem, N. C.

HANES FOR MEN AND BOYS FOR EVERY SEASON

SHIRTS 39c and 55c EACH
SHORTS 39c and 55c EACH

SAMSONITE Sanitized Undershirt, 51 each; others, 79c up.

— We've Got Your Size in Hanes Underwear —
Men's Dept. **PREVETTE'S** The Close-Out Store
North Wilkesboro, N. C.

Magic WILLYS

HAS BEEN CHOSEN AS THE

"Driverless Car"

IN NORTH WILKESBORO'S BIG

SAFETY PARADE

Saturday, June 12, at 3 P. M.

"Satisfaction plus . . .
I AVERAGE 33 MILES PER GALLON . . .

MR. HARLEY V. GARY
District Traveling Inspector

"I now have 3,900 miles . . . and like it better every day, for riding comfort, ease of operating and for low upkeep. On my regular trips . . . I average 33 miles per gallon when driving at a speed not exceeding 50 miles an hour. In my estimation the Willys is satisfaction plus . . ."

Drive this car that offers so much for so little money.

**SAVE \$19 IN PRICE
SAVE NEARLY \$6 IN MONTHLY PAYMENTS
SAVE UP TO \$8 ON MONTHLY GAS**

Half THE GAS . . . **Willys** twice THE SMARTNESS

This mammoth parade will be held Saturday, June 12, three o'clock, and will proceed through our business section as follows:

Route of Parade

Parade will form on east "B" street, proceed on "B" street to Tenth street, right on Tenth street to "D" street, right on "D" street to Ninth street, right on Ninth street to "E" Street and left on "B" street to point of beginning.

The Magic WILLYS will make this entire trip without the aid of a driver or any person being in the car. The WILLYS is really a magic car in many ways, and the most wonderful of its accomplishments is the fact that it runs 30 to 35 miles to a gallon of gas.

A STUDEBAKER

will be used as Control Car. The spotlight car of 1937, Studebaker, has been chosen as the Control Car for the parade. Apparatus placed in this beautiful car will pilot the Magic WILLYS on its trip just as safely as though a driver were in the car!

See This Marvel of the Age—You Must See It to Believe It!

Church Motor Co.

Gordon Avenue, North Wilkesboro

At Joe Barber's Service Garage