

# Dale Carnegie

## 5-Minute Biographies

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



### He Knew the Telephone Numbers of More Beautiful Girls Than Any Man in History

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 aspiring young Venuses paraded before his critical glance every day.

He was proud of 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 glamour was supplied by Ziegfeld himself.

Ziegfeld was as regal in his extravagances as an Oriental potentate. He squandered millions of dollars on costumes, combing the markets of Europe and India and Asia for the most beautiful

fabrics money could buy. Even the linings of the 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 window 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-

### Mayor Ties Knot



MONTS, France . . . Dr. Charles Mercer, Mayor of Monts, was selected to perform the civil wedding ceremony for the Duke of Windsor and Mrs. Wallis Warfield at the Chateau de Conde.

ry and consideration. On opening night, every girl in his chorus received a box of flowers from him. Even old and half-demented women who applied to him for jobs were treated with the same 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 trick 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, the palpitating Anna Held—the Mae West of her day.

The most canny producers in America had been cabling 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, puppies 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.

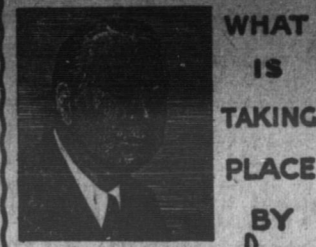
Ziegfeld loved indecision. He hated to make up his mind. He used to keep a box of licorice drops on his desk; and when a friend asked him if he really liked licorice he said: "I'll tell you why I eat them. They're all black, so I don't have to make up my mind which color I like best."

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." (Copyright, 1937)

### IN WASHINGTON



Pitt R. Ripley  
UNITED STATES SENATOR

Regardless of the final amount of the relief bill now pending in Congress, and regardless of the method finally approved for the distribution of relief funds, the current legislative battles over this measure are certain to influence virtually all legislation during the present session of Congress. Thus an understanding of the basic issues in these battles in the House and Senate are desirable for those following the course of this and other legislation.

At the outset, the President recommended a total of \$1,500,000,000 for various relief activities. This amount was promptly challenged. Some members of the Congress favored doubling that amount and others sought a drastic slash. Therefore, the early stages of the controversy over the relief bill was marked by differences of opinion between those seeking larger relief funds and those advocating strict economy and a balanced budget.

As the measure finally emerged from the House Committee, it carried the full amount recommended by the President, and represented a compromise in the House between advocates of spending and those seeking drastic slashes in relief funds. It is significant that strong supporters of the President are found enlisted with both groups.

However, when the bill reached the floor of the House, considerable sentiment was found for "ear-marking" large sums—that is, writing into the bill Congressional decrees as to how certain monies are to be expended. It was promptly contended that this would defeat the purpose of the relief bill by rendering it impossible for those administering relief to meet new emergencies as they may come. An intensive battle over this issue is in progress in the House as this article is being written.

Nevertheless, the significance of the controversy can be grasped. It boils down to an oft-repeated question. Do the great majority of our people want more relief and the prospect of more taxes, or do they want a real beginning toward economy? After all, only voters and taxpayers should decide that question and the Congress is anxious for the decision.

Of course, it is comparatively easy to find the sentiment of particular sections of the country and particular states. But what is needed is facts as to what procedure is best for our people as a whole. It is difference of opinion on that score that underlies the current legislative skirmishes.

One of the most hopeful signs is the fact that our citizens are more and more realizing the fact that increasing expenditures require increasing revenue. We cannot spend and economize at the same time. We cannot build large public works in one section of the country and tell another section that funds are not available for their public works. And, as the Congress tries to strike a happy medium as summer approaches in Washington, and members of Congress dig in for another three months of sessions, it is apparent that final action on the relief bill may offer a key to the whole legislative situation.

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## "THEY GAMBLED WITH DEATH"

This is the wreckage resulting from a head-on collision of two automobiles. It was difficult to determine just why the accident occurred; it happened however, on a three-lane, straight highway, and there were indications that the driver of the truck shown in the picture had fallen asleep at the wheel.

He had been ill for the preceding three weeks. Before returning to work he visited his doctor and complained of sleeplessness. He was told to go home immediately, take a sleeping powder and get as much rest as possible before starting out again. The evidence indicated that he did not follow the doctor's instructions.

This driver was killed instantly when the collision occurred. His "helper" received compound fractures of both legs, and other severe injuries; he also died, without regaining consciousness. The driver of the other car received a fractured skull and numerous lacerations.

When going on a long drive, get plenty of sleep and don't try to stay so long at the wheel that you can't keep alert. **DEATH RIDES WITH THE DROWSY DRIVER!**

This is one of a series of actual happenings from the accident files of the Liberty Mutual Insurance Company; it is published here in an effort to help prevent highway accidents.

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