

Dale Carnegie

5-Minute Biographies

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



EDWARD BOK

How A Fourteen-Year-Old Immigrant Boy Met The Greatest Men In America

One day a hungry little boy coming home from school stopped before a bakery window to admire the hot buns and custard pies. The baker stepped out and said to him:

"They would," replied the little Dutch boy, "if your window were clean."

"Why, that's so, too," said the baker. "Maybe you'll clean it for me."

"Look pretty good, don't they?"

And that was how Edward Bok

got his first job. It paid him only fifty cents a week but it looked like a fortune; for his people were so poor that he used to go out in the street with a basket every day and collect stray bits of coal that had fallen in the gutter where the coal wagons had delivered coal.

That boy, Edward Bok, had come to this country so utterly ignorant of English that he couldn't understand a word his teacher said to him and he never got more than six years' schooling in his life; yet he became one of the most successful magazine editors in the history of American journalism.

He admitted he was almost totally ignorant of what women like to read; yet he built up the greatest women's magazine in the world, and kept its circulation pyramiding and sky-rocketing until, in the month he retired, two million copies were sold, and one million dollars' worth of advertising appeared within the covers of a single issue.

Edward Bok was editor of the Ladies' Home Journal for thirty years; then he retired; and wrote the story of his life, called The Americanization of Edward Bok.

After washing windows for the bakery shop, Edward Bok began collecting jobs with the same gusto which most boys reserve for collecting stamps. On Saturday mornings, he ran a paper route; on Saturday afternoons and Sundays, he peddled ice water and lemonade to the thirsty passengers on the horse cars; and in the evenings, he began to write up birthday parties and pink teas for the local newspaper. Finally he was averaging between sixteen and twenty dollars a week—all in his extra time after school. He was only twelve years old and he had been in America less than six years.

He was only thirteen when he left school to become an office boy for the Western Union; but he didn't for one moment give up the idea of an education. Instead he started to educate himself. He saved his carfare and went without lunch until he had enough money to buy an encyclopedia of American biography—and then he did an unheard-of thing. He read the lives of famous men and wrote them asking for additional information about their childhoods. He wrote General James A. Garfield, who was then running for President, and asked if it was true that he was once a towboy on a canal. He wrote General Grant about a certain battle and Grant drew a map for him and invited this fourteen-year-old boy to have dinner with him and spend the whole evening talking to him.

By this same process, this boy who was working in a telegraph office for six dollars and twenty-five cents a week, soon made the acquaintance of the most distinguished men of his day. He visited Emerson, Phillip Brooks, Oliver Wendell Holmes, Longfellow, Mrs. Abraham Lincoln, Louisa Alcott, General Sherman and Jefferson. Mingling with these distinguished people gave him a confidence

a vision and an ambition that were priceless.

One day he saw a man open a package of cigarettes on the street, take out a souvenir photograph and throw it away. Edward Bok was always on the look-out for new and famous people to write—so he picked up the photograph and looked at it. It was a picture of a famous statesman, but the other side of the photograph was a complete blank. Bok thought: "If there had been a short biography of this famous man on the other side, probably this picture wouldn't have been thrown away."

That gave him an idea. The next day in his lunch hour he set out to find the company that published the photographs. He got hold of the man in charge and talked to him. He talked so eagerly and so convincingly that before he left, he had an order to supply a hundred such biographies at \$10.00 a piece—or ten cents a word. Soon he was asked to supply so many that he couldn't possibly do all the work himself, so he had several reporters working for him, supplying him biographies at \$5.00 a piece—or exactly one half the price he himself was getting.

Finally he threw up his telegraph job entirely and tackled the publishing field in earnest.

He was just twenty-six when he went to Philadelphia to take charge of the Ladies' Home Journal; and he was just fifty-six—in the prime of life—when he closed his desk for the last time and said "I'm through."

In those thirty years he had created for himself a unique place in American journalism. Of course he had made a fortune, but a man's success isn't measured in money alone. Let's see, for example, what Edward Bok did for you personally.

Well to begin with, the food you get is probably purer and more wholesome because of his fight for pure food laws. The city you live in is doubtless cleaner and more sanitary because he waged a relentless campaign against dirty and unsightly city dumps. The house you live in is probably more beautifully built and more tastefully furnished because of his unremitting crusade against the stuffiness and ugliness of the late Victorian era. In those days, house designs were as ugly as they were ornate, and as expensive as they were horrible. Edward Bok the first man to recruit the best architects in the country to supply house plans so cheaply that anyone could afford them.

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BURCH

Mr. and Mrs. W. H. Sneed of Burch, accompanied by Mr. and Mrs. J. M. Sneed of Winston-Salem, were visitors to Charlotte Sunday.

Mr. and Mrs. Howard Chappell were week-end guests of the latter's parents, Mr. and Mrs. D. D. Shore, of Harmony.

Mrs. J. S. Greenwood is improving from an illness that has kept her confined to her home for several days.

Mr. and Mrs. Coy Medley of Salisbury, were the guests Saturday of Mrs. Medley's parents, Mr. and Mrs. Neal Axson.

Mrs. Charlie Ashburn of Friendship, spent several days last week the guest of her mother, Mrs. Tine Whitaker, who has been ill for several days. Friends of Mrs. Whitaker will be glad to know that she is improving.

Rev. A. B. Hayes of Mountain View, will fill his regular appointment at Union Cross Baptist church Saturday afternoon and Sunday morning.

Mrs. Wade Hampton is recovering from a recent illness, we are glad to note.

Miss Maude Anthony spent the week-end in Elkin, the guest of Miss Thelma Dodson.

Rev. and Mrs. T. M. Chandler and family spent the week-end in Hillsville, Va., the guests of relatives and friends.

J. A. White of Thomasville, spent several days last week the guest of Mr. and Mrs. Claude Burton.

Mrs. Sanford White returned Sunday from Elkin, where she spent several days with Mr. and Mrs. Sid Hudspeth, the latter her daughter.

Mr. and Mrs. Troy Medley of Harmony, were the guests of friends here Saturday.

Mr. and Mrs. Hardin Feale, Miss Lucy and Charlie Feale, of Hamptonville, were the guests recently of Mr. and Mrs. Sam Buell.

Mrs. Effie Moser Whitaker spent the week-end at Copeland, the guest of Mr. and Mrs. Grover Moser, the former her brother.

J. C. Kerley of Elkin, spent the week-end here the guest of Mr. and Mrs. Charlie Humphries.

A group from Elkin Valley Baptist church will present a program at Little Richmond Baptist church Sunday evening, November 14, at 6:30. The public is extended a cordial invitation to attend.

NOTICE OF SALE OF LAND

Pursuant to an order of sale, made by the Clerk of the Superior Court of Surry County, North Carolina, on the 18th day of October, 1937, in the special proceeding entitled "J. M. Crissman, et als, vs. Etta Crissman, et als," the undersigned Commissioners appointed in the said order, will offer for sale to the highest bidder for cash, on the 19th day of November, 1937, at 1 o'clock P. M., on the premises hereafter described at the old Dabney Crissman Home Place, the following tracts of land to-wit:

TRACT NO. 1. Beginning on a stake and pointers in the public road in the old line between W. W. Cornelius and Dabney Crissman, runs 30 deg. west 14 chains to a chestnut stump at Briar Branch, then down the branch as it meanders south 72 deg. east 12 chains and twenty links to a white oak on east side of said branch, then south 30 deg. west 17 chains along a choped line to a red oak on east side of public road, then with the road as it now meanders north 87 deg. west 5 chains, north 45 deg. west 6 chains and 50-100 to the beginning, containing 18 acres, more or less.

TRACT NO. 2. Beginning on a willow on the bank of the Yadkin River corner of Albert's and Dabney Crissman land, runs thence north some degrees east with the dividing ditch across the bottom running by a marked persimmon and apple tree on bank of ditch to a rock corner at the edge of the bottom; thence nearly north with an old fence row and a well marked line of trees passing east of Albert Crissman's dwelling house and west of Dabney Crissman's dwelling to post oak near the bank of the road leading from Rockford to Siloam and then south on east side of the road leading from Albert Crissman's house to Siloam, where it intersects with said public road; thence up said road about 440 yards to a marked spanish oak corner on the east side of said road in the Kelley old line; thence east to briars branch; thence down said branch to the old chestnut corner, formerly Hausers or Cornelius' corner; thence south some degrees west with the W. W. Cornelius line to the bank of the Yadkin River, formerly a branch; thence up the north bank of the Yadkin River to the beginning, containing 85 acres, more or less.

Personal property consisting of some household and kitchen furniture, tools, and other articles of personal property too numerous to mention belonging to the estate of Dabney Crissman will also be offered for sale at the same time and place by the Administrators of said estate. The said sales are made for partition among the heirs at law.

This the 18th day of October, 1937.

CURTIS CRISSMAN AND J. M. CRISSMAN, Commissioners and Administrators. 11-11

A. & Z. Store

NOVEMBER SALE

Coats--Dresses Shoes



LADIES' COATS

Beautiful Dress and Sport Coats. All the New Colors. Plain and Fur Trimmed Styles.

\$4.98 to \$19.95



Ladies' DRESSES

Lovely New Styles, Colors, and Materials. Amazing Values!

\$1.94 to \$4.95

\$100.00 RADIO

To Be G'ven Away

Absolutely Free!

Friday, December 24, 9:00 P. M.

See It In Our Show Window!

Come In For Complete Details!

Ladies' SHOES \$1.94 to \$3.98



Fine Quality OUTING Yard—10c

Ladies' Silk HOSE Value \$1.00 79c



Men's SHOES \$1.69 to \$3.98

Cotton and Cotton and Wool Mixed DOUBLE BLANKETS 66 x 80 59c to \$1.94

Men's Heavy WORK SHIRTS The very thing for Winter

Ladies' SILK and WOOL Mixed HOSE Pair—

89c 10c

A. & Z. STORE

Next to Basketeria ELKIN, N. C.

Elk Theatre

West Main Street Elkin, N. C.

Thursday, Nov. 11—

"FORTY NAUGHTY GIRLS"

With Zasu Pitts, James Gleason

Comedy—News

Adm. 10c-25c

Friday-Saturday, Matinee and Night—

TEX RITTER in

"HEADIN' FOR THE RIO GRANDE"

Also Serial and Comedies

Adm. 10c-25c

Monday-Tuesday, Next Week—

"THE SMALL TOWN BOY"

With Stuart Erwin

SPECIAL STAGE ATTRACTION

Tuesday, Matinee and Night

Now It Can Be Told... THE STRANGEST CASE IN CRIMINAL HISTORY!

From the dead past he returns to life! The man who claims to be the original



JESSE JAMES

NOTORIOUS MISSOURI OUTLAW ALIVE! IN PERSON

AFTER 51 YEARS IN HIDING, AMERICA'S ORIGINAL PUBLIC ENEMY NO. 1 RETURNS TO TELL THE TRUE STORY OF HIS EARLY LIFE OF BANDITRY!

Hear from his own lips the Fantastic Story of his Astounding Escape from the Long Arm of the Law!

TO SEE JESSE JAMES IS TO BELIEVE HIM!

Hear Jesse James tell the hair-raising story of how he and his cousin Bob Ford changed clothes with the slain Charles Bigelow (a bandit) and how Jesse made his escape only to return the next day to attend his own funeral and act as one of his own pall-bearers! Hear Jesse James tell how he helped bury himself outside his own mother's window! Hear him tell many other thrilling tales of his own exploits as America's Original Public Enemy No. 1.

UNBELIEVABLE---BUT TRUE!

Doors Open 12:30 and 6:30 P. M.—No Advance in Prices!

Admission 10c-25c

Wednesday, Matinee and Night —

KEN MAYNARD in "PHANTOM PATROL"

"Rex and Rinty" Serial

Adm. 10c to All

Coming Soon: "The Life of Emile Zola"

ME STAY HOME FROM WORK? NO SIR! NOT WHEN GENUINE BAYER ASPIRIN EASES HEADACHE IN A FEW MINUTES



The inexpensive way to ease headaches — if you want fast results — is with Bayer Aspirin.

The instant pain starts, simply take 2 Bayer tablets with a half glass of water. Usually in a few minutes relief arrives.

Bayer tablets are quick-acting because they disintegrate in a few seconds — ready to start their work of relief almost immediately after taking.

It costs only 2¢ or 3¢ to relieve most headaches — when you get the new economy tin. You pay only 25 cents for 24 tablets — about 1¢ apiece.

Make sure to get the genuine by insisting on Bayer Aspirin.



15c FOR 12 TABLETS virtually 1 cent a tablet