

Dale Carnegie

5-Minute Biographies

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



P. T. BARNUM

There Was One Born Every Minute—Including Himself

Who was the biggest faker in American history? The laurels undoubtedly belong to old P. T. Barnum, the Connecticut Yankee who made himself the most famous showman on earth.

Barnum was proud to call himself "The Prince of Humbugs." He even wrote a book entitled, "Humbugs of the World, and was flattered when people denounced him as a fraud, a scoundrel, a mountebank, and a charlatan. He loved to fool the public. He once advertised a strange horse, whose head was where its tail ought to be, and whose tail was where its head ought to be. The public flocked to behold this astonishing freak of nature; and, after paying twenty-five cents admission, they saw a horse backed into the stall, with his tail tied to the feed-trough.

Although Barnum's name is now a synonym for the circus,

the fact is that he never organized what we now call a circus until he was sixty years of age; and he didn't form the Barnum & Bailey circus until he was seventy.

Barnum was right. He said there was a sucker born every minute, and he ought to have known, for although he made four million dollars out of exhibiting freaks and wild animals, he occasionally proved to be a sucker himself.

For example, when he was a young man, he invested two thousand, five hundred dollars—which was all the money he had—in a concern manufacturing bears' grease. This magic preparation was supposed to grow hair on bald heads. Barnum's partner spent all the money, fled to Europe, and left Barnum with nothing but a recipe for making bears' grease.

After losing every cent he had, he wrote a lecture entitled: "How to Make Money." He delivered that lecture even in the hushed and holy precincts of Oxford and Cambridge universities, and made as much as a thousand dollars a night out of it.

Barnum wrote the story of his own life in 1855 and kept revising and republishing it for thirty-five years. He bought a million copies of his autobiography, paid nine cents a copy for the book and sold it for a dollar.

Barnum had no sons to carry on the name of which he was so proud; so he offered to give his grandson, C. H. Seeley, an additional \$25,000 provided he would call himself Barnum Seeley.

When Barnum was near death, the Evening Sun, of New York, asked the great showman's publicity agent if Barnum would object to having his obituary published before he died. The pub-

licity man said, "No, go ahead. The old man would be delighted."

So the next day Barnum read four columns about his own death, and he loved it.

When he died, the newspapers of America gave more space to the story of his career than had ever been given to any man except a president of the United States. How that would have pleased the venerable showman, if he had only known it!

The last words he ever uttered were a request to know how much money the Barnum and Bailey Circus had taken in that day at Madison Square Garden.

Hands Off

Robert was sorely puzzled by the following question asked in an arithmetic examination: "If one horse can run one mile in a minute and a half, and another horse can do the same distance in two minutes, how far would the first horse be ahead if they ran a race of two miles at their respective speeds?"

He thought for a moment, and then he saw a way out.

"I regret to say, sir," he wrote, "that it is against my principles to have anything to do with horse racing in any form."

He passed.

Real Co-Operation

After several years of hard work, Bud Jones converted some wornout land into a fertile and profitable farm. The local preacher was visiting Bud and after having been shown over the farm remarked: "Well, Brother Jones, you and the Lord working together have certainly made this into a beautiful place."

"Yes," replied Bud, "I think we done a pretty fair job, everything considered, and you sure would agree with me if you could of seen this farm before the Lord got me to teaming up with Him."

Order Too Small

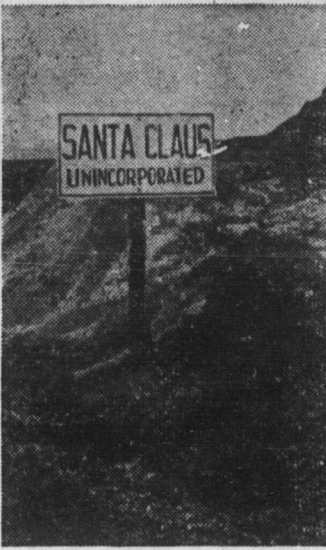
The guest had become impatient and irritated waiting for his meal. Finally he called to the waiter.

"Look here! How long am I going to wait for the half-portion of duck I ordered?"

The waiter smiled politely and answered: "Till somebody orders the other half. We can't go out and kill half a duck."

On December 15, 1925, 122,729 hogs were received in the Chicago stockyards. In 1923 10,460, 134 hogs were received. So far these figures stand as the daily and yearly record.

Santa Claus Really Has a Post Office



This is the doorway to Santa Claus land, a real village resting in the Indiana hills which has become world-famous because of its Christmas name and also because Abraham Lincoln lived there from his seventh to twenty-first years. Santa Claus is an unincorporated village but its post office does a land-office business each December because thousands of people send their letters there to be cancelled with the famous Santa Claus postal stamp.



For 28 years James F. Martin was postmaster at Santa Claus, taking it easy each summer and working like a fiend during the Christmas rush. Finally the pressure grew so great that his office was rated as a third-class post office, a ranking usually enjoyed only by much larger communities. Above is the Santa Claus post office and general store.



Succeeding James Martin when he died was the present postmaster, Oscar Phillips, forty-one. To him has fallen the duty of making thousands of children happy. Each day he receives hundreds of letters containing enclosures which are to be cancelled carefully with the Santa Claus stamp and sent on to all parts of the world.



As he should be, the real Santa Claus is the patron saint of this little Indiana community. This 25-foot statue of St. Nicholas stands all year in a little park, attracting visitors from all parts of the country. Yes, Santa Claus does have a post office!

GIVE MORE! SPEND LESS!

BUY ALL YOUR Gifts AT PENNEY'S

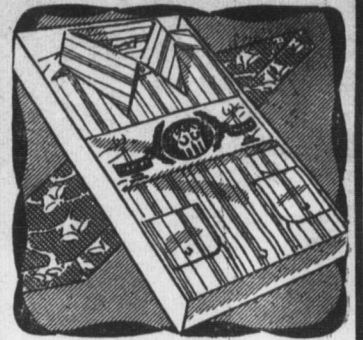
Ladies' all wool flannel robes in both zipper and belted styles. **\$4.98**



Warm! Luxurious!
HOUSE COATS
\$2.98

- Flattering Styles
- Exquisite Colors
- Sizes for All

Designed for smartness and comfort! You'll love the rich, downy fabric—it's brushed rayon! They've convenient slide fasteners.



In Gift Boxes!
MEN'S SHIRTS
Smartly **98c**
Styled!

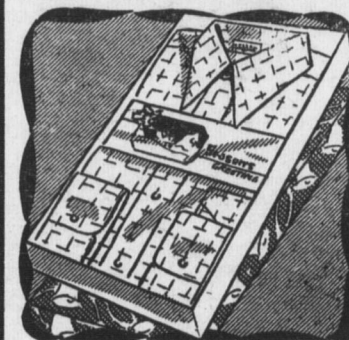
Good-looking Topflight* dress shirt with NuCraft starchless collars attached! Smart patterns, whites, solid shades. Fast colors! *Exclusive with Penney's



Welcome Gifts!
DRESS SOCKS
For Men! **25c**

Smart colors and new patterns! Durable double soles! Priced low—no strain on your gift budget!

Just Unpacked! Hundreds of New Gifts at PENNEY'S



Smart Towncraft **SHIRTS**

In Gift **\$1.49**
Boxes!

Men's favorites! Fine combed broadcloth in white, solid shades and smartest woven patterns. Fast colors! Nu-Craft starchless collars!

Lace trimmed Rayon Bemberg silk satin gowns. Tea rose, blue, dusty. A practical yet inexpensive gift. **\$1.98**



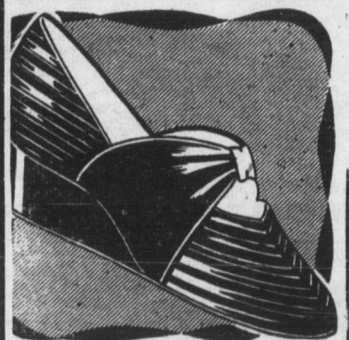
Lustrous Quilted **ROBES**

\$2.98

- Rayon Taffetas
- Rayon Panne Satins
- Exquisite Colors

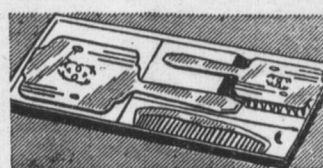
Warmth and smartness combined! Cozy wrap around styles—long, slide fastener house coat styles, too! Well made—nicely lined.

Novelty character room thermometer. Moulded wood, walnut finish, hand painted. **98c**



She'll Like These!
WEDGE HEELS
98c

The newest thing in slipper fashions! Fine rayon satin and crepe, lined with silky saten. Split leather cushion sole and heel. Comfortable!

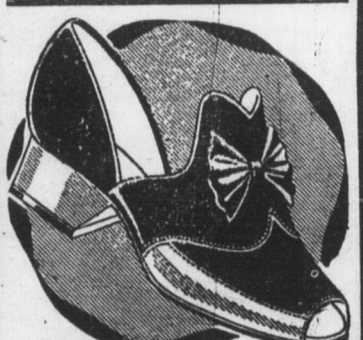


To delight a girl—Toilet set, 3 pcs. Colorful comb, brush, mirror. **49c**

PRACTICAL GIFTS!



In gift boxes! Dress socks in smartest colors and patterns. Double soles. 4 pairs. **\$1**



Gaymode Chiffon **SILK HOSE**

Full fashioned! Ringless! First quality! 3-thread chiffrons. **79c**



A new fashion! Dutch heels—the season's swankiest house slippers. **98c**



SNOW SUITS

\$2.98

Hats to Match! Warmly lined! Part wool suits in attractive styles and color combinations. Sizes 3 to 6.

Beware Coughs from common colds That Hang On

No matter how many medicines you have tried for your common cough, chest cold, or bronchial irritation, you may get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with any remedy less potent than Creomulsion, which goes right to the seat of the trouble and aids nature to soothe and heal the inflamed mucous membranes and to loosen and expel germladen phlegm.

Even if other remedies have failed, don't be discouraged, try Creomulsion. Your druggist is authorized to refund your money if you are not thoroughly satisfied with the benefits obtained. Creomulsion is one word, ask for it plainly, see that the name on the bottle is Creomulsion, and you'll get the genuine product and the relief you want. (Adv.)



LET US MAKE IT A Happier Christmas For the Kids!

(AND GROWN-UPS, TOO)

Give the kiddies presents this Christmas that will last long after Christmas has gone. You'll find things they like here—why not make your selections early? And for grown-ups there are plenty of sensible, practical gifts, too.

- Wagons - Tricycles - Wrist and Pocket Watches - Air Rifles - Footballs - Croquet Sets - Boy Scout Knives - Flashlights
- And Other Fine Gifts

For Grown-Ups

- Pyrex Ware Casseroles Dishes Shotguns and Rifles

Surry Hardware Co.

The Place to Get It

Elkin, N. C.

PENNEY'S

J. C. PENNEY COMPANY, Incorporated

Main Street Elkin, N. C.