

# The Mighty Barnum

AS THE MOST FAMOUS COMMENTATORS  
OF RADIO RECALL HIM TODAY

## Harlan Eugene Read

TELLS ABOUT  
"The Prince of Humbugs"

See the 20th Century Picture with  
WALLACE BEERY

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**P.** T. BARNUM was the self-confessed Prince of Humbugs long before he became proprietor of The Greatest Show on Earth. He didn't start that really big circus until he was sixty, but he was world-famous years before that, thanks to his Museum, the Moral Drama, Jenny Lind, and "Barnum's Great Asiatic Caravan, Museum and Menagerie, including Tom Thumb."

Of all these activities Barnum's American Museum was the center. Barnum had been sharp and not too scrupulous during his early years selling merchandise and lottery tickets in Connecticut. He had spent sixty days in jail defending the liberty of the press for calling a deacon a usurer in his weekly, *The Herald of Freedom*. Released, he had seen to it that he should be escorted triumphantly to his home by a brass band, forty horsemen, sixty carriages of citizens and plenty of American flags.

He came to New York at twenty-four, flat broke because he had extended credit to the wrong Connecticut-Yankees.

He arrived in the metropolis just a hundred years ago, when its extravagant and sinful population numbered only two hundred thousand. While his wife ran a boarding house he hunted monstrosities. He finally found Joice Heth, the 161 year old negress who had been the slave of George Washington's father and had put the first diapers on the Father of His Country.

Barnum paid a thousand dollars for Joice Heth and took in fifteen hundred a week exhibiting her. When she died and surgeons showed her up as about eighty, he never said a word. Controversy was the breath of his advertising life and when anybody called him a fraud or a crook he never undertook to settle the question. Unsettled it meant money.

After the death of the old negress, Barnum became ticket seller for Turner's Travelling Circus, contributing some cash, a juggler who could balance bayonet-tipped guns on his nose, a clown, and finally a real name—Barnum's Grand Scientific and Musical Theatre. But he came back out of luck again.

#### Empty Pocketbook

At thirty-one, the man who was to become the greatest showman the world had ever known, was writing advertisements for the Bovey Amphitheater at four dollars a week and watching the want ads in the *N. Y. Sun*. New York had had the great fire of 1835, and a suspension of payments by its 250 big business houses and all its banks in 1837. Charles Dickens called Broadway a "four mile street ending in a country road." Washington Square was "a long distance from the city"; pigs were the city's

showing religious scenes, including *The Creation* and *The Deluge*. He brought the first Punch and Judy Show to the United States. To New Yorkers who yearned to see what things were like out in the wild and woolly west, he showed American Indians. Their dignity was so offended when they learned that their ceremonials were being exhibited for pay that Barnum said (for publication) that he was afraid they would wreck his Museum. Admission twenty-five cents, children half price.

He forgot nobody, including the ladies and the babies. His Beauty Shows promoted attendance among sighing and longing swains. His Baby Shows became the talk of the nation. He gave prizes to the prettiest, the fattest and the healthiest babies, risking the wrath of outraged mothers whose babies flunked the examination. He limited the number of contestants to one hundred a day, confident that mothers who wept on Monday because their babies were not considered would come again on Tuesday.

The Bearded Lady, already famous in France and England for her soft five inch beard, became doubly famous when she bore a son bearded at birth, named Esau the Hairy Boy. Barnum hired them both. He had to prove in court that the Bearded Lady was a female. He succeeded. The Museum's popularity became enormous.

He plastered the outside of the Museum building with posters of monsters that never were on land or sea. His signs were worded in the extravagant language of a man to whom the cost of an adjective was a trifle, and nouns free.

Brick by Brick

Words were one of the small

had agreed to forfeit five thousand dollars if the fish would not pass through a transformation in which its tail would disappear and it would then have legs. Clark was highly excited. Urged Barnum to buy it. Told him it would bring twenty thousand dollars worth of business to the Museum. Then he asked its scientific name and Barnum said, "Tadpole."

—Lynch

Barnum, who was always bragging that he had four times barely escaped death with a pistol pointed at his head, really did barely escape it when his early partner Turner pointed him out to bystanders in Annapolis as the Dillinger of his time for whom the whole east was searching—a Rhode Island murderer named Avery. By frantic pleading Barnum persuaded the lynchers to confront him with Turner. When the excitement was over Turner explained to Barnum that it would pack their show that night—which it did. Barnum learned a lot about showmanship from Turner.

The Feeble Mermals was one of his greatest hoaxes. He said that it had been secured from the Chinese by a great scientist, acting for the London Lyceum of Natural History, and announced that he thought it improper to exhibit it in New York before Lyndon had a chance to see it. The early press notices about it were printed in Philadelphia papers, from news letters carefully planted in Montgomery, Charleston and Washington.

But "upon urgent solicitation," the Mighty Barnum at last yielded and promised the treat to New York. Immediately flooding the streets with ten thousand circulars that he had had printed weeks in advance. His weekly receipts jumped from an average of \$1,272 to an average of \$3,341.

He conflicted his conscience by presenting the Moral Drama. And the platform on which he presented the Moral Drama was not a stage. Never! It was the "Museum Lecture Room."

His greatest Moral Drama was a play that has been revived with great success this year in New York—*The Drunkard*. He also presented "Joseph and His Brethren" and "Moses." These plays were produced by him as a real contribution to morality and he was especially interested in *The Drunkard*.

#### First Show Holdout

Early in the history of the Museum Barnum confronted a problem that was to over-exercise his brain all the rest of his life. More people began to come to the Museum than it could accommodate.

The sale of tickets was stopped by the jam early one afternoon. The situation as Barnum described it in his own flagrantly boastful and bombastic "Autobiography," was "mightily harrowing to my feelings and sad sight." Thousands were suffering outside, unable to purchase tickets! His heart bled for them.

Then came the inspiration. Barnum turned to his sign painter and said, "Paint a sign with the words 'To The Egress'."

In fifteen minutes the sign was painted, and Barnum had tacked it over the next door. Visitors looked at it excitedly. They said "That's a new animal we haven't seen!" Then they rushed out in droves, and found themselves in the street.

Barnum easily squared this with his conscience. He said naively, "This enabled me to accommodate those who had long been waiting with their money at the Broadway entrance."

Pecksniff, Tartuffe and Baron Munchausen rolled into one, with Cagliostro thrown into the bargain, make a small package in comparison with the Prince of Humbugs who believed that "there's a sucker born every minute."

Barnum is one of the very few Americans who are almost exclusively typical of some great phase of American life. Abraham Lincoln is one of them. So is Daniel Boone the pioneer, and Benjamin Franklin, who represents industry coupled with thrift. Barnum represents showmanship, of an exclusively American sort, and Wallace Beery to his people.

## POULTRY FACTS

### FOWLS LOSE HEALTH WHEN PUSHED HARD

#### Vitality of the Birds Must Have Consideration.

By R. B. Dearstine, North Carolina State College Poultry Department.—WNU Service.  
The evolution of the fowl from a jungle bird laying 15 eggs a year to the modern hen laying up to 300 eggs in the same period is a monument to poultry science.

The fowl has been transformed from a partially herbivorous bird to one which will utilize large quantities of animal protein in egg manufacture. The birds' bodies have probably changed in adapting themselves to the new diet.

Unfortunately, however, the tendency of the industry has been to stress increased production without taking sufficient consideration of fowl vitality.

The question of mortality is now a major concern of the industry and much thought and investigation must be spent before the problem can be solved. The problem is complex, as there are so many reasons for birds dying early.

A recent study of the causes of death in 4,440 fowls showed deaths were caused by the following conditions in the percentages listed: Diseases of the digestive tract, 15.9 per cent; intestinal parasites, 11.6 per cent; respiratory diseases, 9 per cent; tumors, 8.4 per cent; germ borne diseases, 7 per cent; diseases of the glandular organs, 6.9 per cent; constitutional diseases, 6.5 per cent; genital diseases, 6.5 per cent; abdominal diseases, 5.4 per cent; nervous diseases, 4 per cent; accidental deaths, 3.6 per cent; diseases of the circulatory system, 1.3 per cent, and cutaneous diseases, .5 per cent.

This study brought out the fact that much of the work of reducing mortality will fall upon the individual poultryman to use better methods of flock management and of controlling the spread of disease.

#### Easy to Induce Turkey Hens to Use Box Nests

Make laying coops for turkey hens with no bottom so the nest will get the moisture from the ground. Make the dimensions 4 by 4 feet and high enough with a one-slope roof, advises a writer in the *Indiana Farmer's Guide*. The entrance should be 14 by 14 inches. The four sides are made of building lath and nailed on just like a wall to be plastered.

Locate the coops about 100 yards from your residence in a circle some distance apart. The hens watching others, especially on bad days, will learn to use these coops. This being about far enough away so the chicken hens will not disturb the nesting by scratching it out of place. After forming a trashy nest, place a nest egg as a turkey hen likes the looks of an egg before she sits on the nest, even the first time.

The openings in the coop are very important as peep holes, as the turkey hens always keep a sharp lookout while on the nest, and will not go into a dark place to make their nest.

#### Limber Neck in Chickens

Limber neck among chickens is a condition caused by poisoning which is characterized by a paralysis of the neck which makes it impossible for the chicken to raise its head from the ground. It is usually associated with putrid or spoiled meat in which poison producing organisms are growing, or of fly maggots which have bred on such material. Treatment for this ailment is rather unsatisfactory, but 3 or 4 teaspoonfuls of castor oil, if given during the early stages, is recommended. Limber neck occurs frequently on farms during summer where dead chickens or animals are overlooked by members of the farm family and decomposition sets in. Dead animals and birds should not be buried, unless buried very deep, for maggots work their way to the top of the ground and chickens will eat them and thus get limber neck.

#### In the Poultry Yard

Once a pullet stops laying it takes two or three weeks to get her started again.

Hens that are fed a small amount of cod-liver oil, about 2 per cent of their ration, produce eggs containing more copper and iron.

The belief that the greater number of eggs a hen lays, the poorer the quality of the eggs, is not upheld by tests.

Chickens can be made to grow faster as a result of crossing desirable strains, and fast growth improves their meat.

Growing chicks require calcium as a bone-building material, obtainable in easily digested form from chick size oyster shell.

If there is any doubt about the quality of the eggs to be sold, they should be candied and graded, and the undesirable kept at home.

## Boy Scientists Off In Tiny Boat For 3 Year Cruise



Photo shows the schooner "Director." Upper insert: H. H. Hardley, Essomarine representative, confers with two of the crew. Lower: Wilson Green and Dennis Puleston bending sails prior to departure.

OFF for a trip which will take them to a number of the most remote and fascinating of tropic lands, six boy scientists aboard a 66-foot schooner sailed last week from Brooklyn, N. Y., to be gone for three years. The expedition, known officially as the Fahnstock Expedition, captained by youthful Sheridan Fahnstock, will collect scientific specimens for the American Museum of Natural History, the Tulsa Zoo, the New York Aquarium, the New York Zoo and Brown University.

The crew, none of whom is more than 25 years old, contains an entomologist, a herpetologist, an ornithologist and an ichthyologist, plus a photographer, a radio operator and a navigator. All of the boys have sailed before and one of them, Dennis Puleston, a Briton, sailed a 25-foot sloop from England to New York single-handed. Another, Hugh Davis, native of Tulsa, served as photographer with the Martin Johnsons on their recent African expedition.

Bruce and Sheridan Fahnstock have sailed small boats for years, despite their youth. Wilson Glass, another Tulsa, will serve as radio operator. George Harris, New Yorker, will occupy most of his time writing.

The expedition expects to be gone for about three years. It will visit Panama, the Galapagos, Tahiti, Tubuai, Tonga, Rarotonga, Fiji, Samoa, the New Hebrides, the Solomon Islands, New Britain and New Guinea, plus a few spots such as Samatra, Borneo, Madagascar and the Cape of Good Hope.

The 66-foot schooner *Director*, which formerly served as the *Fortland*, Me., pilot boat, a steamship craft with a history and a tradition known to all downeasters, has been especially outfitted for the trip.

## LUKE RILEY SAYS THE RATS DIE BEFORE REACHING THE RIVER

Since moving near the river several years ago we've always used BEST-YET. We watched the vicious water rats nibbling at BEST-YET, outside the house. About 15 minutes later they darted off for the river to cool their burning stomachs, but died before reaching it. Kills rats and mice only. Will not hurt cats, dogs or chickens, and there is no smell from the dead rat. BEST-YET comes in two sizes, 2 oz. size 25c, 5 oz. size 50c. Sold and guaranteed by J. C. Blanchard & Co., and Reed & Felton.

#### STATEMENT OF CONDITION

### HERTFORD BUILDING & LOAN ASSOCIATION

Of Hertford, North Carolina, as of December 31st, 1934.  
(Copy of Sworn Statement submitted to Insurance Commissioner as required by law)

#### ASSETS

##### THE ASSOCIATION OWNS:

Cash on hand and in Banks	\$ 1,714.53
Stock in Federal Home Loan Bank	None
Mortgage Loans	45,550.00
Money loaned to shareholders for the purpose of enabling them to own their homes. Each loan secured by first mortgage on local improved real estate.	
Stock Loans	\$ 9,918.15
Advances made to our shareholders against their stock. No loan exceeds 90% of amount actually paid in.	
Accounts Receivable	591.29
Temporary Advances for Insurance, Taxes, etc.	
Office Furniture and Fixtures	None
Real Estate Owned	1,500.00
Other Assets	1,500.00
Total	\$59,268.97

#### LIABILITIES

##### THE ASSOCIATION OWES:

To Shareholders	
Funds entrusted to our care in the form of payments on stock as follows:	
Installment Stock	\$43,945.00
Prepaid Stock	7,500.00
Undivided Profits	\$51,445.00
Earnings held in trust for distribution to shareholders at maturity of stock.	7,523.97
Total	\$59,268.97

State of North Carolina,  
County of Perquimans.  
Wm. H. Hardcastle, Secretary-Treasurer of the above named Association, personally appeared before me this day and being duly sworn, says that the foregoing report is true to the best of his knowledge and belief.  
WM. H. HARDCASTLE  
Sworn to and subscribed before me, this 17th day of January, 1935.  
(Seal) CHAS. JOHNSON, Notary Public.  
My commission expires December 31, 1936.

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