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HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

BY DALE CARNEGIE

JOHN D. ROCKEFELLER, SR. some years ago said: "The ability to deal with people is as purchasable a commodity as sugar or coffee. And I will pay more for that ability than for any other under the sun."

Wouldn't you suppose that every college in the land would conduct practical, common-sense courses to develop this "highest-priced ability under the sun?" To our knowledge, none did.

How to develop that ability is the subject of Dale Carnegie's amazing new book.

Only a few years ago Chicago University, the United Y.M.C.A. Schools, and the American Association for Adult Education conducted a survey to find out the prime interest of adults. The survey took two years, cost \$25,000. It indicated that their first interest is health—and their second, interest in people: how to understand and get along with people; how to make people like you; how to win others to your way of thinking.

Wouldn't you suppose that after the members of the research committee referred to above had decided to give such a course, they could readily have found a practical textbook on the subject? They searched diligently—but could find none suitable. They then approached Professor Harry A. Overstreet, of the New School For Social Research, and he replied, "I know what these adults want. But the book they need has never been written."

That book has now been written.

A New Book—and the Man Behind It

It is called How to Win Friends and Influence People—and it is written by the one man who is perhaps better qualified to write it than anyone else.

Dale Carnegie is the man to whom the big men of business come for practical self-guidance and instruction on the subject of getting along with people, dealing with them successfully, winning others to their own way of thinking. During the last 24 years he has trained more than 15,000 business and professional men and women — among them some of the most famous in the country.

When he conducts his course on Public Speaking and How to Influence People in the ballroom of the Hotel Commodore or The Pennsylvania, or the Hotel Astor (the second largest hall in New York) the place is packed to capacity. More than 1500 people a year pay him \$75.00 each for his course. Large organizations—such as The New York Telephone Co., the Westinghouse Electric and Manufacturing Company, and many others listed elsewhere on this page—have had this training conducted by Mr. Carnegie in their own offices for their members and executives.

This new book, How to Win Friends and Influence People, grew and developed out of that vast laboratory of experience. As you can judge from the panel at the top of this advertisement, it is as practical as 24 years of actual successful experience with the problems of thousands of people in all walks of life can make it.

Consider the Case of Pat O'Haire

Patrick J. O'Haire lives in New York City and that's his right name. As you may have guessed, he was born in Ireland. He went to school there for a little while. Then he drifted to America, got a job as a mechanic, then as a chauffeur.



LOWELL THOMAS says about Dale Carnegie

"Certainly some of my success has been due to training under Dale Carnegie. I have known him for 20 years. This man, by inspiring adults to blast out and smelt some of their hidden ores, has created one of the most significant movements in adult education. He is indeed a wizard in his special field. He started out at first to conduct merely a course in public speaking. But results and they wanted them quick—results that they could use the next day in business. Dale Carnegie was forced to be swift and practical. So he developed a system of training that is unique—a striking combination of public speaking, salesmanship, human relations and applied psychology."

- THIS IS A BIG BOOK OF THIRTY-SEVEN CHAPTERS, INCLUDING:
The Big Secret of Dealing with People
Six Ways to Make People Like You Instantly
Do This and You'll Be Welcome Anywhere
An Easy Way to Become a Good Conversationalist
A Simple Way to Make a Good First Impression
If You Don't Do This, You are Headed for Trouble
How to Interest People
Twelve Ways to Win People to Your Way of Thinking
A Sure Way of Making Enemies — and How to Avoid It
The Safety Valve in Handling Complaints
How to Get Co-Operation
A Formula That Will Work Wonders for You
The Movies Do It. Radio Does It. Why Don't You Do It?
When Nothing Else Works, Try This
Nine Way to Change People Without Giving Offense or Arousing Resentment
How to Criticize — and Not Be Hated for It
How to Spur Men on to Success
Making People Glad to Do What You Want
Letters That Produced Miraculous Results
Seven Rules for Making Your Home Life Happier
If You Want to Be Happy, Don't Neglect This One

When he got married he began to need more money. When children came he needed still more. So Pat tried to sell automobile trucks.

But he was a terrible flop at it. He'll tell you himself—now—that he suffered from an inferiority complex that was eating his heart out. He would have been a terrible flop at anything that required seeing and talking to and impressing other people.

On his way up to see a prospect, he broke out into cold sweats of nervousness. Then, before he could get up enough courage to open the door, he often had to walk up and down in front of an office half a dozen times.

Worst of all, when he finally got in to see his man, he would invariably find himself antagonizing and arguing. Then he would get kicked out—never knowing quite why.

He was such an utter failure as a salesman that he was thinking of going back to work with his hands in a machine shop. Then one day he received a letter inviting him to attend the opening session of a Dale Carnegie course in effective speaking and human relations.

"It may do you some good, Pat, God knows you need it"

He didn't want to go—he was afraid that he would be out of place—that there would be a lot of college men. But his despairing wife made him, saying, "It may do you some good, Pat. God knows you need it."

He went to the address given and stood on the sidewalk for five minutes trying to get up enough self-confidence to enter the room. He stayed through that meeting, though. Then he attended every other meeting of the course. He lost his fear. He learned how to talk charmingly and convincingly, how to make people like him at once, how to win friends and influence others.

Today Pat O'Haire is one of the White Motor Company's star salesmen. His income has mounted and skyrocketed. Last year at the Hotel Astor, Pat stood in front of 2500 people and told a gay, rollicking story of his achievements. Few professional speakers could have equalled his confidence—or his reception.

Pat O'Haire is a salesman — but his problem was exactly the same as that of thousands upon thousands of others in other fields—the fundamental one of getting along with people. The way it was solved is just one example of what Dale Carnegie's help has meant to more than 15,000 people in all types of endeavor. What Dale Car-



DALE CARNEGIE

Dale Carnegie is the man the men of business in New York come to for practical self-guidance and instruction on the vast subject of getting along with people. During the last twenty-four years, he has trained more than 15,000 business and professional men—more than any other living man. Among these 15,000 are some of the most famous men in the nation.

- Dale Carnegie's courses have proven so valuable in business relationship that even large organizations such as
Westinghouse Electric & Manufacturing Co.
New York Telephone Co.
Bell Telephone Co. of Pennsylvania
American Institute of Electrical Engineers, New York
McGraw-Hill Publishing Company, New York
Brooklyn Chamber of Commerce
Philadelphia Chamber of Commerce
Philadelphia Electric Co.
Philadelphia Gas Works Co.
Carrier Engineering Corporation
Philadelphia Association of Life Underwriters

have had this training conducted in their own offices for their members and executives. This new book, How to Win Friends and Influence People is a direct result of Dale Carnegie's unique experience, the only working manual of its kind that has ever been written to help people solve their daily problems in human relationships.

negie has done for them he can do for you. Look at the chapter headings. They indicate the scope and the amount of hard-hitting, priceless information Dale Carnegie's book contains. But the subject is so intensely important that we say, look at this book without obligation. We guarantee that it will enable you to realize fully on what John D. Rockefeller calls "the highest-priced ability under the sun." Study it. Digest it. Then you can decide whether or not you want to own it.

SEND NO MONEY Try Dealing THIS WAY with People —for just FIVE Days!

This book has been published for only two weeks. Yet it is already a best-seller. The presses are now running day and night to keep up with the demand. Copies are being sold as fast as they can be printed! When you get your copy of it simply read it; there are no "exercises" to be practiced. Then try for five days Dale Carnegie's simple method of dealing with people. Judge for yourself: in your daily social or business life, how easily whatever you do, say, or write can win the friendship and the hearty cooperation of others—instead of arousing resentment, friction, and either a negative response or no action at all. It is not necessary to send any money with the coupon below. You may pay for "How to Win Friends and Influence People" when it is delivered to you—with the definite understanding that its price of only \$1.96 will be refunded to you if you wish it. If this book does what we claim, it will mean more to you than ANY book you have ever read and will be worth many times its small cost. If it doesn't, we do not want you to keep it. With this assurance, we suggest that you mail this coupon at once.

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Address
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Check here if you prefer to enclose \$1.96 plus 4c New York Sales Tax WITH this coupon; in that case WE will pay the postage charges. The same refund privilege applies of course.

