

difficult to follow them. But among these there was an unlucky connection with the Jerome Clock Company, which succeeded in bankrupting the showman, and compelled him almost to commence anew. In the course of time, however, he built up another fortune, and has succeeded in retaining it, spite of the destruction of his Museum twice by fire, and other accidents by flood and field. During the period of his adversity he exhibited the little General in Europe, among other enterprises, and also lectured on the Art of Money-Getting. This is one of the most instructive and entertaining business discourses ever given to a public audience. It may be summed up in a few condensed sentences: Don't drink; don't be above your business; don't mistake your vocation; select the right location; avoid debt; persevere; whatever you do, do with all your might; depend upon your own personal exertions; use the best tools; don't get above your business; don't scatter your powers; be systematic; read the newspapers; beware of outside operations; don't in-dorse without good security; advertise your business; be polite and kind to your customers; be charitable; don't tell what you are going to do; and preserve your integrity. In advertising Mr. Barnum gives some weighty advice, which we extract:

“ADVERTISE YOUR BUSINESS.—We all depend, more or less, upon the public for our support. We all trade with the public—lawyers, doctors, shoemakers, artists, blacksmiths, showmen, opera-singers, railroad presidents, and college professors. Those who deal with the public must be careful that their goods are valuable; that they are genuine and will give satisfaction. When you get an article which you know is going to please your customers, and that, when they have tried it, they will feel they have got their money's worth, then let the fact be known that you have got it. Be careful to advertise in some shape or other, because it is evident that if a man has ever so good an article for sale, and nobody knows it, it will bring him no return. In a country like this, where nearly everybody reads, and where newspapers are issued and circulated in editions of five thousand to two hundred thousand, it would be very unwise if this channel was not taken advantage of to reach the public in advertising. A newspaper goes into the family and is read by wife and children, as well as the head of the house; hence hundreds and thousands of people may read your advertisement, while you are attending to your routine business. Many, perhaps, read it while you are asleep. The whole philosophy of life is, first ‘sow,’ then ‘reap.’ That is the way the farmer does; he plants his potatoes and corn, and sows his grain, and then goes about something else, and the time comes when he reaps. But he never reaps first and sows afterwards. This principle applies to all kinds of business, and to nothing more eminently than to advertising. If a man has a genuine article, there is no way in which he can reap more advantageously than by ‘sowing’ to the public in this way. He must, of course, have a really good article, and one which will please his customers; anything spurious will not succeed permanently, because the public is wiser than many imagine. Men and women are selfish, and we all prefer purchasing where we can get the most for our money; and we try to find out where we can most surely do so.

“You may advertise a spurious article, and induce many people to call