

Jenny Lind's first concert amounted to about twenty thousand dollars, and that a single ticket was sold at two hundred and twenty-five dollars, to 'Genin, the hatter.' Men throughout the country involuntarily took off their hats to see if they had a 'Genin' hat on their heads. At a town in Iowa it was found that in the crowd around the post office there was one man who had a 'Genin' hat, and he showed it in triumph, although it was worn out and not worth two cents. 'Why,' one man exclaimed, 'you have a real 'Genin' hat; what a lucky fellow you are.' Another man said 'Hang on to that hat, it will be a valuable heir-loom in your family.' Still another man in the crowd, who seemed to envy the possessor of this good fortune, said, 'Come, give us all a chance; put it up at auction!' He did so, and it was sold as a keepsake for nine dollars and fifty cents! What was the consequence to Mr. Genin? He sold ten thousand extra hats per annum, the first six years. Nine-tenths of the purchasers bought of him, probably, out of curiosity, and many of them, finding that he gave them an equivalent for their money, became his regular customers. This novel advertisement first struck their attention, and then, as he made a good article, they came again."

The return to prosperity has not been succeeded by any fall. Stout and jovial, Barnum cracks his jokes as freely as of yore, and is as able to conceive and carry out great enterprises as ever. The long succession of dwarfs and giants, albinos and fat women, no longer interest him, for he has retired from the Museum business, and devotes his time mostly to real estate and the care of his property. He has been a strict business man for the last twenty years, kind and generous in his charities, and a pleasant companion. He lives now during the winter season in New York, and has a country residence near Bridgeport. An autobiography written in 1855, and materially revised, with additions, in 1869, is published by J. B. Burr & Co. of Hartford, and is a pleasant and entertaining book.

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WITH persistency almost anything can be accomplished. Advertising does not differ from other kinds of business in this. It needs to be done persistently. What would be thought of the farmer who simply put his grain in the ground and did nothing further? He could not expect half what he might if the soil had been assiduously tilled. Just so in publicity. You desire it simply to make additional sales, and you think that if you have sown the good seed at one time that there has been enough done to last for an indefinite series of years. It is no more so than that grain sown one year will be productive next. True, there may be grains shaken down which by accident shall germinate and bring forth fruit; but how little! To obtain a heavy crop, plant every year; to increase your business by advertising, advertise often.