

# HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

BY DALE CARNEGIE

**JOHN D. ROCKEFELLER, SR.** once 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 every college would conduct practical courses to develop this "highest-priced ability under the sun?" To our knowledge, none has.

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

A few years ago Chicago University and the United Y. M. C. A. Schools made 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, 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 this survey committee had decided to give such a course, they could readily have found a practical textbook? They searched diligently—yet could find none suitable.

But the book they were looking for has NOW been written

### A New Book—the Man Behind It

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

Dale Carnegie is the man to whom the big men of business come for practical guidance on getting along with people successfully. 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 *How to Influence People* and on *Public Speaking* in the ballroom of the Hotel Commodore or The Pennsylvania, or the Hotel Astor (second largest hall in New York), it is packed to capacity. Large organizations—such as The New York Telephone Co., Westinghouse Electric and Mfg. Co., and many others listed elsewhere on this page—have had this training conducted by Mr. Carnegie for their executives.

This new book grew out of that vast laboratory of experience. As the panel at the top of this page shows it is as practical as 24 years' success with the problems of thousands in all walks of life can make it.

### The Case of Pat O'Haire

Patrick J. O'Haire lives in New York City and that's his right name. He first got a job as a me-



**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."

**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
- An Easy Way to Become a Good Conversationalist
- A Simple Way to Make a Good First Impression
- 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 Cooperation
- A Formula that Will Work Wonders for You
- The Movies Do It. Radio Does It. Why Don't You Do It?
- Nine Ways 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

chanic. When he married he needed more money. He tried to sell automobile trucks—but was a terrible flop.

An inferiority complex was eating his heart out. On his way to see any prospect, he broke out into a cold sweat. Before he could get up courage to open an office door, he had to walk past it a dozen times.

When he finally got in, he would invariably find himself antagonizing, arguing. Then he would get kicked out—never knowing quite why.

He was such a failure he decided to go back to work in a machine shop. Then one day he received a letter inviting him to attend the opening session of a Dale Carnegie course.

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

He didn't want to go—afraid of being out of place. His despairing wife made him, saying, "It may do you some good, Pat. God knows you need it."

He went to the meeting. Then he attended every other meeting of the course. He lost his fear, learned how to talk 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 skyrocketed. Last year at the Hotel Astor Pat stood before 2,500 people and told a rollicking story of his achievements. Few professional speakers could have equalled his confidence—or his reception.

Pat O'Haire's problem was exactly the same as that of thousands in other fields—the fundamental one of *getting along with people*. He is just one example of what Dale Carnegie's help has meant to more than 15,000 others in all types of endeavor. *What Dale Carnegie has done for them he can do for you.* Look at the chapter headings. They indicate the amount of hard-hitting, priceless information his book contains. But the



### DALE CARNEGIE

Dale Carnegie is the man the men of business come to for practical instruction in getting along with people. During the last 24 years, he has trained more than 15,000 business and professional men—more than any other living man.

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 Co., New York
- Brooklyn Chamber of Commerce
- Philadelphia Chamber of Commerce
- Philadelphia Electric Co.
- Philadelphia Gas Works Co.
- Carrier Engineering Corp.
- Philadelphia Association of Life Underwriters

have had this training conducted in their own offices for their executives. This new book grew out of that vast laboratory of experience—the first and only laboratory of its kind in existence.

subject is so intensely important that we say, look at this book without obligation. Then 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 only a few weeks. Yet it is already a best-seller. Copies are being sold as fast as they can be printed!

When you get your copy, simply read it; there are no "exercises" to practice. Then try for five days Dale Carnegie's simple method of dealing with people. Judge for yourself in your daily life, how easily whatever you do, say, or write can win the friendship and hearty cooperation of others—instead of arousing resentment, friction, or no action at all.

It is not necessary to send any money now. You may pay for "How to Win Friends and Influence People" when it is delivered—withe 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. If it doesn't we do not want you to keep it. Mail this coupon at once.

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