

Dale Carnegie

5-Minute Biographies

AUTHOR of "HOW TO WIN FRIENDS
and INFLUENCE PEOPLE"



CAPITALIZE ON
"YOUR CHANCE"

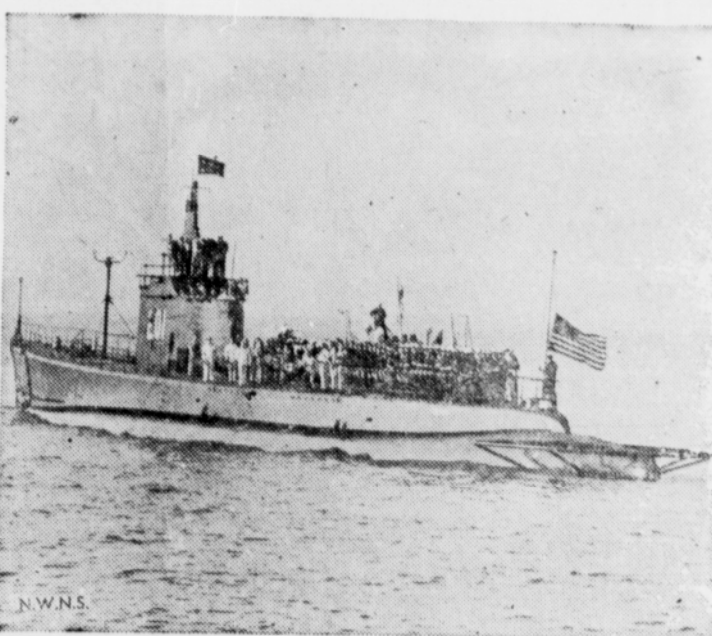
In Detroit, in 1932, an express-
man drove up in front of a small

frame house and delivered a five-
gallon tin can. A man named H.
Tom Collord signed for the pack-
age and opened it. He had order-

ed paint from a company in Bos-
ton. But when he opened the can
he found something that looked
like milk. He smelled it; there
was a smell like ammonia.
He was about to start upstairs
to write the company to send for
their can when he dipped a paint
brush in it and smeared some of
it on a plank. In an hour it had
dried. Then he noticed that the
bristles of his brush were stiff.
Collord was down to his last
cent. He also owed his landlord a
lot of money, but was determined
to keep busy, so he had sent for
the paint, and was going to try
to introduce it to Detroit indus-
try.

He painted some of this new
mixture on a piece of fabric and

Hold Services for Submarine Victims



Memorial services held by the U. S. navy for the 33 members of the submarine O-9 which sank in deep water off Portsmouth, N. H., are pictured here. Secretary of the Navy Frank Knox and members of the Submarine Triton's crew stand at attention as the bugler sounds taps over the watery grave.

then on a board. Accidentally he
laid the rubber-tread fabric on
top of the board. The two stuck
together. Why did it stick? he
asked himself.

He wrote the company in Bos-
ton, and they told him their ship-
ping clerk had made a mistake
and sent him five gallons of latex
instead of paint. They said it was
no good, and to dump it into the
gutter. Collord didn't know what
latex was. When he looked it up,
he found it was the milk from a
rubber tree.

When he found that the board
and the patch of rubber stuck, an
idea was born in his mind. A few
months before this, he had been in
the Chrysler factory and had seen
girls painting a rubber cement
on cloth. Maybe this new stuff of
his was better, he thought.

He went into action. He read,
he asked questions, he investigat-
ed, he experimented. A month
passed. Two, three. He went back
to the same factory and asked to
see the man in charge. The man
said, "I have never seen anything
like this." Those seven words
changed Collord's life.

He perfected his idea of apply-
ing rubber to wood and metal. He
was not a scientist; knew nothing
about chemistry or physics. But
there were men who did know.

Well, the upshot of it is that he
developed a brand new industry
in America! He supplies a great-
er quantity of body trim cement
and rubber-covered metal parts to
the automobile industry than
any other company in the world.
In a single year the firm he found-
ed turns out 25 to 40 million
parts. He told me he had built
and lined the longest plating tank
in the world—162 feet.

H. Tom Collord has done a re-
markable thing. Broke and out of
a job, he capitalized on a bit of
luck, caught a vision of the possi-
bilities, and built up a new indus-
try. Had he lacked pluck and de-
termination, he wouldn't have
done that. Any day you may have
luck, too. The important thing is
what you do with your chance.

poohed the idea that world dom-
ination was sought by Washing-
ton interests, stating that they
were merely attempting to safe-
guard the integrity of the West-
ern hemisphere. The meeting was
a regional conference, held at St.
Paul, Minn.

WOMEN MAY DEFEND MEN

MAN MUST LOOK to his hon-
ors on the dueling grounds if
there are many more like Mrs.
Floriene Stiles, former Kansas
City resident, who in three years,
has become the Southwest's best
woman fencer and will compete in
the national tournament in New
York City. Alas and alack, are
the women planning to avenge
the wrongs of their men, with
their trusty swords?

U. S. O. BENEFIT BALL

THE PUBLIC had its chance to
view the mansion of Mrs. Grace
Vanderbilt, when the society
leader opened the doors for a mili-
tary ball, at \$20 per couple. The
proceeds of the affair went to the
United Service Organization to
swell the fund being raised for
recreational service to the defense
workers of the U. S. A.

NURSE UNIFORM COLORFUL

AMERICAN WOMEN serving
as nurses in the U. S. army are
pleased at the new fashion note
introduced into their uniforms.
The olive-drab cape is to be dis-

Women In The News

(By Hope Chamberlin)
REPRESENTATIVE WOMEN
SPEAKING BEFORE 1,000
Democratic women, Mrs. Frank-
lin D. Roosevelt said recently, "I
think New York's mayor, Fiorello
LaGuardia, is planning to have
representative women from all
over the country appointed to a
national policy-forming commit-
tee." The President's wife pooh-

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