

# The magic of making people like



by Mrs. Dale Carnegie



*Dale Carnegie helped thousands of persons achieve happier, more successful lives through his books, especially "How to Win Friends and Influence People." Since his death, his wife has carried on his work.*

**Y**OU'VE ARRIVED at a party. You're just about to enter a room bubbling with conversation.

It's a moment we all know. A moment of truth for everyone. At this moment we are about to be put on show. And we have nothing else to depend on except first impressions.

Here is rule No. 1 for making a good first impression. It is simply this: Don't wait to be introduced—smile.

An insincere grin won't fool anybody. But a smile which announces: "I like you. I feel happier for seeing you" can be like the sun breaking through a cloud.

Try a smile now—while you're reading this. You don't feel like smiling? Perhaps you don't realize the immense importance of a smile.

Maurice Chevalier rose to success by a smile which the world found irresistible. It seemed to say: "I'm going to enjoy entertaining you as much as you'll enjoy being entertained." At the age of 71 he's still using his smile to charm audiences.

It isn't what you have or who you are or what you are doing that makes you happy or unhappy. It is what you think about it.

Franklin Bettger, one of the most successful insurance men in America, knew the true value of a smile in business. Before entering a client's office, he paused, thought of all the things he had to be thankful for and worked up an honest-to-goodness smile. Then he entered the office—with the smile just fading from his face.

But let's get back to that party. You're meeting someone for the first time—a stranger. You want to make friends with him, right? Begin with a greeting which really shows you're glad to meet.

Then proceed on the firm assumption that people generally are interested in themselves, not you. The New York Telephone Co. once made a survey of 500 telephone conversations. They wanted to find the most-used word. You've guessed it—it was the word "I." Believe it or not, the word "I" was used 3,999 times in 500 conversations.

So if you really want folks to like you, rule No. 2 is: Be genuinely interested in other people.

This rule, you will find, has a happy boomerang effect. People will become interested in you if you are interested in them.

Sounds almost too simple, doesn't it? And millions ignore it every day of their lives.

Yet listen to what world-famous psychologist Alfred Adler had to say on the subject: "It is the individual who is not interested in his fellow men who has the greatest difficulties in life and provides the greatest injury to others. It is from among such individuals that all human failures spring."

When Sophie Tucker arrived in London a while back she was asked the secret of her success as an international star. Miss Tucker replied: "How did I gain success? Well, you gotta use your brains of course, but, darlin', most of all you gotta love people!"

Ask the French why they refer to Queen Elizabeth II of Great Britain as "The Queen." Might it not have something to do with the fact that when she went to Paris she took considerable pains to speak French to the people of France? Of course it has.

Whether you're on a Royal tour, in a grocer's shop or by your own fireside, sincere interest in others will mean you have the world with you. Without that interest you must walk alone.

All right then. You've been introduced at this party. But—did you catch the name of the first stranger you met?

Rule No. 3 will tell you: Remember that a man's (or woman's) name is to him or her the most important sound in any language.

Franklin D. Roosevelt knew the importance of a man's name. When a specially designed car was delivered to the White House, the President noticed a shy mechanic who'd come along in case anything had to be explained in detail.

The President heard his name once—as the mechanic was being introduced to him. The demonstration proceeded. Before the party left the White House grounds, Roosevelt made a point of bidding the mechanic good-bye—by name.

How do you remember a name? Use it a few times in the opening stages of a conversation. You'll find it will stick.

Your smile, your genuine interest in the other person and your use of names will have already

given you a flying start at the party. But this is only the beginning.

Rule No. 4 is: Be a good listener. Encourage others to talk about themselves.

It is the listeners of this world who are popular, not the talkers. If the world seems too rosy, too easy; if you're suddenly the big shot and you find you want to talk and talk and not listen; if you find everybody else is boring you—take stock of yourself.

Few people can speak boringly on a subject on which they are expert. One of the biggest bores I ever came across was an astronomer. When first meeting people, he would speak volubly of his family troubles and his health (a fatal question was, "How are you?"). He would then get on to the subject of his car and his house. I made a habit of leading him on to astronomy. Then he could fascinate me for hours!

**T**HE WAY to a man's heart is to talk to him and let him talk to you about the thing he treasures most. It takes a little trouble but it pays—in business as well as in social life. In your dealings with people, rule No. 5 is as important as the others: Talk in terms of the other man's interests.

There is one all-important law in human conduct that can do more than make us popular at a social gathering. It can win us endless happiness and countless friends. Dale, my husband, knew the truth of this law above all others. It is rule No. 6: Make the other person feel important.

Nobody wants cheap flattery. But for centuries, philosophers have agreed that recognition of our true worth is a fundamental desire in all of us. Emerson put it this way: "Every man I meet is in some way my superior; and in that I can learn from him."

How do we begin to apply this magic touchstone of appreciation of others? Why not start right now? Right at home. Today. How long is it since you admired your wife's (or your husband's) good points?

Disraeli said, "Talk to a man about himself and he will listen for hours."

Go to it, then. Try out these rules today and watch the magic begin to work in your life and those of the people around you.

**COVER:** The lucky driver in Arnold Kohn's cover painting might be any one of the ambitious youngsters who will be racing in today's 25th All-American Soap Box Derby (see story on page 4).

**Family Weekly**

August 16, 1939

LEONARD S. DAVIDOW President and Publisher  
WALTER C. DREYFUS Vice-President  
PATRICK E. O'ROURKE Advertising Director

Board of Editors

ERNEST V. MEYN Editor-in-Chief  
BEN KARTMAN Executive Editor  
ROBERT FITZGIBBON Managing Editor  
RALPH J. FINCH, JR. Art Director  
MELANIE DE PROFF Food Editor

Send all advertising communications to  
Family Weekly, 153 N. Michigan Ave., Chicago 1, Ill.  
Address all communications about editorial features to  
Family Weekly, 60 E. 50th St., New York 22, N. Y.

Bob Driscoll, Irma Heldman, Jerry Klein, Harold London,  
Jack Ryan, Peer Oppenheimer, Hollywood.

© 1939, FAMILY WEEKLY MAGAZINE, INC., 153 N. Michigan Ave., Chicago 1, Ill. All rights reserved.