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THE ART OF MONEY GETTING

or

GOLDEN RULES FOR MAKING MONEY

By P.T. Barnum

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In the United States, where we have never had long peace, it is not at all difficult for persons in good health to make money. In this compensatory age, both there and in many portions of mercury and tobacco, we have seen numerous wheels (not are revolved, but also are revolved) that any portion of either one alone is selling, at least for the time being, for more than the whole of them put together.

These wheels have been invented, and are being sold, by persons who have had no more education than I have, and who have had no more capital than I had when I commenced my career. Now, I do not say that I could not have invented and sold such wheels, if I had thought of it and had been in the market for them myself, but I do say that it is the most difficult thing in the world to hatch a hoax. The trade is notable, as to the profits made by its members, for "palpable to the touch" to everyone, though, to anything like the same extent, it does not make fortunes for its votaries. Its votaries are, however, for the most part, a class who do not wish to make fortunes by any regular business, but who do wish to live easily and pleasantly by the exercise of their wits. Hence, they are, for the most part, well-dressed, well-mannered, and well-educated men, who have a good address, and who, if they had been brought up to some honest business or occupation, would have been quite likely to have made good and valuable members of society. Their business, however, being that of living by their wits, they are, for the most part, idlers as to the world at large, and have to make a living out of those who are not idlers, or who do not wish to be idlers. They do not, however, like to be called by any such hard-sounding epithet as that of idlers, or any other epithet which shows that they are not, in the most strictly moral sense, benefactors to their fellow-men. They, therefore, generally, if not always, call themselves "agents" or "professors" or "traveling professors" or "traveling agents" or "traveling gentlemen" or "traveling men." They are, however, for the most part, a very pleasant class of men, and they do not like to be called by any such hard-sounding epithet as that of "swindlers." They, therefore, prefer to be called by the more pleasant and euphonious appellation of "operators." They do not, however, like to be called "operators" by those who are not operators, for they, with the great mass of the community, do not like to be called by any name which does not indicate that they are honest men. They, therefore, when they wish to be complimentary to each other, call each other "operators," and they, with the great mass of the community, do not like to be called by any name which does not indicate that they are honest men. They, therefore, when they wish to be complimentary to each other, call each other "honest men." They, however, do not like to be called by any such name by those who are not honest men, for they, with the great mass of the community, do not like to be called by any such name by those who are not honest men. They, therefore, when they wish to be complimentary to those who are not honest men, call them "honest men" and "gentlemen." They do not like to be called "gentlemen" by those who are not gentlemen, for they, with the great mass of the community, do not like to be called by any such name by those who are not gentlemen. They, therefore, when they wish to be complimentary to those who are not gentlemen, call them

The history of money-getting, which is commerce, is a history of civilization, and wherever trade has flourished most, there, too, have art and science produced the noblest fruits. In fact, as a general thing, money-getters are the benefactors of our race. To them, in a great measure, are we indebted for our institutions of learning and of art, our churches, colleges and churches.'-R. G. Ingersoll against the desire for, or the possession of wealth, to say that there are sometimes misers who hoard money only for the sake of hoarding and who have no higher aspiration than to grasp everything which comes within their reach. As we have sometimes hypocrites in religion, and demagogues in politics, so there are occasionally misers among money-getters. These, however, are only exceptions to the general rule. But when, in this country, we find such a nuisance and stumbling block as a miser, we remember with gratitude that in America we have no laws of primogeniture, and that in the due course of nature the time will come when the hoarded dust will be scattered for the benefit of mankind. To all men and women, therefore, do I conscientiously say, make money honestly, and not otherwise, for Shakespeare has truly said, "He that wants money, means, and content, is without three good friends."

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