

## Cass Countians of Note



### Dale Carnegie 1888 - 1955

Dale Carnegie was a pioneer in public speaking and personality development. Although he never lived in Cass County, he was a frequent visitor and called Belton his hometown.

Carnegie was born into poverty on a small farm in Maryville, Missouri. Devoted to public speaking from his teen years, he was active in debate in high school.

His parents bought a farm near Belton and moved there in 1910. The property was on the south side of the present Carnegie Street about where Deer Park and Countryside Manor housing developments lie. They lived there until their deaths and are buried in the family mausoleum in Belton Cemetery.

Carnegie attended Warrensburg (MO) State Teachers College from 1904 to 1908, and became a salesman for Armour and Company in Nebraska.

Moving to New York City in pursuit of an acting career, he gave classes in public speaking at the Young Men's Christian Association. Soon he was developing courses on his own and writing pamphlets that he would eventually publish as books.

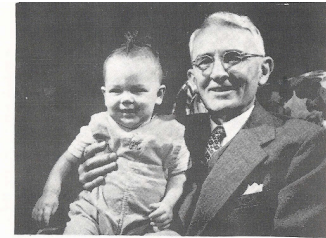
Carnegie believed that the quickest way to develop self-esteem was through public speaking. When he published *How to Win Friends and Influence People* in the 1930s, it enjoyed immediate success. It is one of the best-sellers of all time, selling more than 10 million copies in many languages.

He loved to teach others how to become successful. His book used colorful illustrative stories and simple, well-phrased rules. Two of his most famous are:

***“Believe that you will succeed, and you will,”***

***Learn to love, respect and enjoy other people.”***

Carnegie returned to Belton often to visit family and referred to what he had learned from his family as he drove through town. Carnegie bought a 1,240 acre farm south of Harrisonville near Lone Tree Road which Norma and Russ Wernex managed in the 1950s and early 1960s. The ranch specialized in Brangus cattle.



Dale with daughter Donna Dale Carnegie in 1951

Carnegie died in 1955 at the age of 67 and is buried alongside his parents in the Belton Cemetery. Today, lectures using his ideas are given world-wide and are known as the Dale Carnegie Courses.

***“Do the hard jobs first, the easy jobs will take***