P.T. Barnum Expert Says “There's a Sucker Born Every Minute” Never Spoken by the Great Circus Promoter

P.T. Barnum expert, Dr. Joe Vitale, author of “There’s a Customer Born Every Minute: P.T. Barnum’s Amazing 10 Rings of Power for Creating Fame, Fortune, and a Business Empire Today – Guaranteed,” announced today the famous circus promoter never said “There’s a sucker born every minute.”

Austin, TX (PRWEB) May 2, 2006 -- P.T. Barnum expert Dr. Joe Vitale, author of “There’s a Customer Born Every Minute: P.T. Barnum’s Amazing 10 Rings of Power for Creating Fame, Fortune, and a Business Empire Today - Guaranteed” (J. Wiley publisher, 2006, hardcover, $24.95), announced today the famous circus promoter never said “There’s a sucker born every minute.”

There’s no evidence at all to prove Barnum said or wrote the line attributed to him,” explains Vitale, who spent twelve years researching the historic promoter of the circus to write his new book, the first ever to reveal Barnum’s business secrets.

According to Vitale, the “sucker line” was actually said by a competitor of Barnum’s over a legal argument about which prehistoric giant they displayed was the real article. Since both artifacts were hoaxes, and yet the public lined up to pay money and see them, Barnum’s competitor said, “There’s a sucker born every minute.” Because Barnum was the more famous of the two men, the line was attributed to him. But it was actually said by David Hannum, a banker who helped finance the showing of a fake called the Cardiff Giant.

“Barnum loved people,” says Vitale, 52, author of numerous books about marketing. “You have to remember that practical jokes were the entertainment of the 1800s. His displays -- from mermaids to Siamese twins to General Tom Thumb to Jumbo the elephant -- were all designed to educate while entertaining. He always gave people much more than their money’s worth.”

Vitale’s new book is available in book stores, from Amazon, or from www.BarnumReturns.com

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