

# Rowe, Shearin To Lead Local OES

Mrs. Jerry Rowe, Worthy Matron, and H. B. Shearin, Jr., Worthy Patron, were installed to lead William B. Barrow Chapter No. 39, Order of the Eastern Star at the annual installation Tuesday night.

Following the regular meeting, the chapter was opened to friends and relatives for the installation ceremony. Mrs. C. O. Renn, Past Matron, mother of the new Worthy Matron, was installing officer. Those assisting here were Mrs. George M. West, installing marshal; Mrs. John A. Godfrey, installing chaplain and Mrs. W. J. Bowen, installing organist.

Officers installed were: Mrs. Jerry Rowe, W. M.; H. B. Shearin, Jr., W. P.; Mrs. W. B. Joyner, Assoc. Matron; John A. Godfrey, Assoc. Patron; Mrs. James Johnson, secretary; Mrs. Cecil Sykes, treasurer; Mrs. Herbert Beasley, conductress; Mrs. Milton Shearin, assoc. conductress; George M. West, chaplain; Mrs. Lillie G. West, marshal; Mrs. W. H. Allen, Jr., organist; Mrs. Florence J. Wells, Adah; Mrs. George Finch, Ruth; Mrs. Willie Frank Bartholomew, Esther; Mrs. H. M. Dickens, Martha; Mrs. Annie Mae Griffin, Electa; Herbert Beasley, warder and James A. Johnson, sentinel.

Immediately following the installation, the Worthy Matron and Worthy Patron were presented their jewels by Mrs. George Finch and James A. Johnson, junior past matron



MRS. ROWE - H. B. SHEARIN, JR.

and patron. Mrs. Finch was presented her past matron's jewel by Mrs. Cecil Sykes; a gift to the past patron was presented by his wife.

The Rev. A. L. Sherbert, pastor of Wood Baptist

Church, gave the dedicatory prayer. Mrs. W. H. Fleming sang "My Task", accompanied by her sister, Mrs. George West.

A social hour was held following the installation.

## Franklin Mem. Hospital Notes

The following were patients in the hospital Thursday morning:

**PATIENTS** - Sylvia Ellis Anderson, Franklinton; Nannie Lloyd Autrey, Louisburg; Dorothy Pendergrass Ayscue, Castalia; Susie Mae Coley, Castalia; Willie Floyd Collins, Zebulon; Javis Earl Creech, Louisburg; Beulah Tucker Dail, Franklinton; Lela Edwards DeLoatch, Louisburg; Charlie Parker Dickerson, Louisburg; Bessie Dickerson Edwards, Louisburg; Mary Blanche Edwards, Zebulon; Pearl Hight Edwards, Louisburg; Judy House Gardner, Castalia; Samuel Edgar Gupton, Jr., Louisburg; Winfred Gupton, Franklinton; Charlie Tom Harris, Henderson; Geraldine Crudup Harris, Zebulon; James Madison Harris, Spring Hope; Josephine Hunt Holmes, Louisburg; Arthur Thomas Howell, Louisburg; Raford B. Hunt, Louisburg; Sol Craig Hunt, Sr., Louisburg; Kenneth Saunders Isley, III, Louisburg; Howell Gray Jones, Franklinton; Minnie Pearl Jones, Louisburg; Bennie Edward Kinton, Youngsville; Ruby Wilson Lanier, Louisburg; Jimmy Green Lloyd, Louisburg; Inez Gay McGhee, Bunn; Betty Jean May, Louisburg; Marie Frazier May, Castalia; Pattie Lou Mills, Franklinton; Minds Montgomery, Louisburg; Wilma Burnette Murphy, Louisburg; Joseph Thomas Neal, Louisburg; Walter Carl Neal, Franklinton; George Allen Nelms, Castalia; John Edward Nelms, Louisburg; Russell Perry Nelms, Louisburg; Louise Hale Pernel, Louisburg; Lillie J. Perry, Louisburg; Odie Branch Perry, Zebulon; Arthur Whitehead Person, Louisburg; Eleanor Carden Purkerson, Youngsville; Rebecca Bell Ruffin, Louisburg; Rachel Naron Seichitano, Spring Hope; Beaufort Davis Scull, Warrenton; Edgar David Senter, Franklinton; Lula Champion Smith, Franklinton; Brenda Carol Stallings, Louisburg; Florence L. Stallings, Louisburg; Joy Cottrell Strickland, Louisburg; Mattie Harrison Tucker, Louisburg; Deborah Kaye Vaughan, Youngsville; Ernestine Crudup Wheelless, Zebulon; Lillian M. Wilder, Castalia; Albert Wilson, Franklinton; Arch Nicholas Wilson, Louisburg; Elizabeth Connell Wilson, Louisburg; Marguerite Clifton Young, Youngsville.

## Faces Grow In Charm With Kind Thoughts

People who are intelligent, and whose thoughts run toward noble achievement and are benevolent and kind acquire countenances that bespeak superior men and women. As the years pass, their faces grow in charm not possessed in youth.

Those who spend their time in the pursuit of shallow amusements, who depend for pleasure upon that which pampers their vanity and affords passing entertainment, soon lose the attraction that they had in youth. Their faces become fat and heavy, with inane, stupid expressions or else they grow thin, sharp and pinched, like their characters. Time has been busy etching their emotions and habits on their features.

The girl who is good natured and jolly, whose merry laugh falls pleasantly upon the ear, is sought as a companion far more frequently than one who has only good looks to recommend her.

To prove that the expression is moulded by environment and habits of thought, we have but to contrast the habitual crook with the philanthropist. The eyes of the former are shifty, cruel and crafty. He is practiced in the art of looking for opportunities to carry on his nefarious work or to make his escape from the clutches of the law. His very features are often distorted with malice,

cunning or revenge. What a contrast is presented by the man whose life is honest, open and upright, who is helpful and considerate of his fellowmen. Even a little child or the dog on the street will trust him, while they shrink in terror from the criminal.

Thus people show in their faces what they are. Their lives are written upon their countenances.

## Be Sure Soil Is Right

The success of your garden will depend largely on how you prepare the soil to plant the seed. Be sure your soil is right for handling before you start. If a handful, on being squeezed and released, stays in the form of a greasy nut ball, the soil is too wet.

The handful should be moist and should fall apart after being squeezed. The more clay the soil contains the longer it stays wet. To help overcome a compacted condition, add sand, sifted coal ashes or humus.

Work the ground with a spading fork or spade. Drive it straight down the full length and loosen the soil by pressing back on the handle.

Over the worked ground spread lime and plant food as needed. Rake these in with an iron rake.

Seeds of squash, corn, melon and other hill crops are planted in spaced holes. Row crops are planted in furrows. Sprinkle seeds thinly. Follow the directions on the packet as to the depth and distance. Cover seeds with the broad edge of the hoe.

After covering seed, firm soil. Small seeds need only light cover and the smallest ones are merely pressed into

## Engagement Announced



DELORES ANNELL ALFORD

Mr. and Mrs. Edward Earl Williams of Rolesville announce the engagement of her daughter, Dolores Annell Alford, to Mr. Carl Glenn Scarboro, son of Mr. and Mrs. Carl Lee Scarboro also of Rolesville. She is the daughter of the late Mr. Wesley H. Alford. A June 1 wedding is planned.

## Passing The Buck

A preacher came along and wrote on a blackboard: "I pray for all."

A lawyer came along and wrote under that: "I plead for all."

A doctor wrote: "I prescribe for all."

A small spring vegetable garden makes a fine family project and can be fun for the oldest member down to the youngest one.

scribe for all." Then a workman came by and read these carefully and then wrote: "I pay for all."

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## How To Motivate People

New York (NAPS) - Imagine an executive employed at \$35,000 a year on a job at which he is happy, successful and appreciated.

Now imagine that you have been assigned to persuade this executive, whom you have never met, to quit his job and take another at which he may or may not (1) earn more money; (2) be as successful; and (3) get along as well with his boss.

Could you do it? The answer is probably "yes" - if you knew enough about the psychological laws of motivation. In New York, a well-known management counselor does it often, getting executives and scientists to quit their jobs and go to work for his clients.

How? "By applying Newton's Law to human psychology," says E. B. Van Horn, Managing Partner of an executive recruiting firm named, appropriately enough, Van Horn Associates.

Newton's world-famous Law tells us simply, says Van Horn, that a body at rest tends to remain at rest, and a body in motion tends to remain in motion until acted on by an outside force.

The Van Horn application of Newton's Law: (1) a person who is successful on the job, at any level, is a person

in motion—upwards; (2) that person tends to remain in motion, and is conditioned to rebel against anything that gets in the way of his upward motion; (3) on any job, no matter how pleasant and well paying, there are bound to be one or more factors that impede a man's upward rise; and (4) no matter how happy a man is, he urgently wants to be free of these impeding factors.

The Art of Persuasion: "Most people believe," says Van Horn, "that persuasion means getting someone to do what you want him to do. This is wrong. Persuasion means getting someone to do what he wants to do. This is much easier, and it accomplishes the same result. The hard part is to help him see what he really wants to do!"

The second part of the art, as Van Horn calls it, is to help the man do it.

Using Van Horn's Idea: "Applying Newton's Law to human psychology is not so easy as the simplicity of the Law might lead you to think," admits Van Horn, whose 25-year experience with the subject is at the core of the "school" of executive recruiting techniques. "One must be so familiar with the basic principle that the use of it becomes part of one's nature."

Some factors of the main principle do indeed seem easy to grasp.

The Factor of Deprivation: People tend to want what is hard to get, and the harder it is to get, the more people want it. Thus more than one Broadway show has been made successful by a producer who bought up many tickets to it for the first week, making remaining tickets scarce - and more desirable. Colleges and other organizations, in the gray area between success and failure, surge to impressive success by making admission requirements more difficult so that it becomes harder to get in. Many highly capable executives feel deprived of ever becoming their company's president because of circumstances beyond their control. Such an executive is a natural target for the recruiter who seeks a potential president for one of his clients.

The Factor of Competition: People tend to want what other people want. The biggest determinant of the clothing and hair style a woman chooses, the Van Horn theory suggests, is not what she wants for herself but what other women want. An executive becomes much more interested in taking a job when he learns that other executives are also interested in it. A top salesman starts selling even more when a hi-fi set is offered as a prize to the salesman who first meets his quota. "It's not the hi-fi set," theorizes Van Horn, "for the man may not care that much about music. It's the desire to get what others want."

The Factor of Power Flow: People tend to clear away impediments to the flow of their power. In an

argument, a man tends often to take a stronger position than his convictions justify; the extra strength, subconsciously, is to clear away obstacles to the thrust of his idea. So it is with an executive who has a drive for leadership, but believes obstacles to this goal exist in his current job. The successful recruiter encourages the executive's natural power flow for leadership by pointing up another position without such obstacles. Also, the recruiter implies that if the executive does not seek the new position, it will be a reversal of his power flow.

The Factor of Self-Protection: People tend to resist forces that threaten them. Thus a man may resist listening to your suggestion if he fears that it may show him he has been doing things wrong all along. Yet the same man may welcome the same suggestion if he first understands that its adoption will be a shield that prevents someone else from saying that he is wrong.

When the main principle and its factors are completely absorbed by a person, applying them becomes almost automatic. Almost without thinking about it, for instance, a Van Horn Associate ties a suggestion to something new - a new job opening, a new development reported in the paper, a new possibility. "The main thing in getting a suggestion of yours adopted," says a respected emulator of Van Horn's methods, "is to make it possible for the person to adopt your idea without having to admit - even to himself - that he should have thought of it himself."

Is there a danger to the public if such mind-manipulation measures should become widespread?

"No, quite to the contrary," says Van Horn. "The world has lost millions of great ideas because the people who had them didn't know how to sell them."

## Mrs. Pleasants Attends Meeting

Mrs. Juanita Pleasants, Executive Secretary of the Franklin County Business Association, will represent the association at the Associated Credit Bureaus, Inc. Seminar to be held at the Statler Hilton Inn, Greensboro Monday and Tuesday, March 24 and 25.

Mrs. Pleasants has stated the office will be open during these two days and Mrs. Mildred Ward will be in charge during her absence.

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