

# Dale Carnegie

Author of "How to Win Friends and Influence People."



## APPRECIATION PAYS

Here is how one man applied a single bit of psychology and increased his business ten per cent. in three weeks. That man is Frank H. Drake, of Huntingdon, Pennsylvania.

He put his savings into a small filling station. But no sooner had he moved in, than a big filling station located near him; then another. A price war started, winter came. Mr. Drake worked hard. He gave excellent service. He was polite. But his business went down hill. He grew desperate. He didn't know what to do.

The next day when a customer drew up, Mr. Drake filled the tank, thanked the customer for patronizing him. He had thanked other customers before, but he put a little extra fervor into this. He appreciated the man's trade and he made him realize that he did. The man was about to start his car. Instead, he waited a moment and talked. Mr. Drake realized that the man had been responsive because his thanks had been sincere. He decided to use the same principle in dealing with his other customers.

One-third of his business came to him through courtesy cards

furnished by the oil company. So he decided that he would do more than merely say "Thank you." He would make a special appeal. He copied their names and addresses and, a day or two after they had called, sent them a letter of appreciation. It was a letter of real appreciation, too, for every customer Mr. Drake got meant he was staying off the end that much longer.

The result far exceeded his expectation. People drove in purposely to thank him for his letter. Not only local people, but some from as far away as Harrisburg; one all the way from Elmira, New York.

Then he tried out a letter on 40 of his old customers. This is his letter exactly as he wrote it: "You are one of my best customers, and I certainly appreciate it. Your account is as good as money in the bank. I would like to have more accounts as good as yours. Maybe you'll be good enough to help me. Will you give me the name of two friends who are as reliable as yourself? Here is a stamped and addressed envelope. I will write them and tell them you are a customer of mine, and ask them if they will

give me a try. And again thank you."

Of course it worked. He had many of his old customers working for him, and in three weeks, he increased his business ten per cent.

Everyone values sincerity. If you really appreciate the trade that comes to you, your customers usually will stick to you through thick and thin. But don't try merely to make an impression. There is nothing that will more quickly merit contempt.

## WITH THE SICK

The following patients have been admitted to the local hospital during the past week: Mrs. Hugh Madison, Jonesville; Joe Finney, Independence, Va.; Ella Atkinson, Mt. Airy; Virginia Couch, Elkin; Howard Sparks, Elkin; Dr. E. G. Click, Elkin; Esq. Pholia Hanes, State Road; Graham Haynes, State Road; Leslie Jenkins, Dobson; Mrs. Thelma Atkins, Mt. Airy; Mrs. Virginia Cooper, Elkin; Arlis Stanley; Mrs. Violet Hudspeth, State Road; Mrs. Ticy Cheek, State Road; Wayne York, White Plains; A. H. Steelman, Booneville; John Taylor, Jonesville; Mrs. Florence Culler, East Bend; Mrs. Edith Childress, Hickory; Jessie Lee Norman, Booneville; Rich Chatham, Sr., Elkin; Bob Carter, State Road; Lorene Draughan, Jonesville; Harvey Finney, Jonesville; M. T. Sprinkle, East Bend.

Patients discharged during the week were: Mary Ethel Gilley, Clifton; Jay Duncan, Sparta; Julius Reece, Jonesville; Eloise Tucker, Elkin; Jacob Branch, Mt. Airy; Mrs. Robert Transou, Elkin; Mrs. Mozelle Boyd, Elkin; Aileen Johnson, Elkin; Mrs. Opal Nance, Elkin; T. S. Wellborn, Cycle; Mrs. Jane Godson, Low Gap; Rich Simmons, Low Gap; Carl Combs, Elkin; Pernia Jester, Jonesville; Mrs. Leona Swaim, Cycle; Mrs. Hugh Madison, Jonesville; Ella Atkinson, Mt. Airy; Virginia Couch, Elkin; Howard Sparks, Elkin; Mrs. Florence Culler, East Bend; Bob Carter, State Road.

## ST. PAUL

Several people from this section attended the funeral of Thomas Myers at Swan Creek Sunday.

Mr. and Mrs. Will Holcomb, of Jonesville, visited Mrs. Holcomb's mother, Mrs. W. E. Macey, Sunday.

Mrs. George Johnson, of Harmony, is spending some time here with her daughter, Mrs. Raymond Henderson.

Mrs. Omar Walker and little daughter, Barbara Jean, spent the week-end near Swan Creek visiting Rev. and Mrs. D. C. Swaim, the latter her sister.

Mr. and Mrs. Reuben Allred announce the birth of a son on November 16, 1939.

Mrs. Herman Cash, of Yadkinville, was the guest Saturday of Mr. and Mrs. Reuben Allred, the latter her sister.

## PLAN DRIVE TO IMPROVE GROUNDS

A drive for the improvement of all Surry county school grounds has been launched by John W. Comer, county superintendent.

Home economics and agricultural classes of the different schools will draw plans and make plant choices for their individual schools. These plans will be subject to the approval of Mr. Comer.

The plan includes a nursery on the school grounds, which will be tended by the vocational classes of the schools.

Improvements are to be made with WPA funds, it was said.

## POSTOFFICE DEPT. IS TO RECEIVE PROPOSALS

Proposals will be received at the office of the Second Assistant Postmaster General, Postoffice Department, Washington, D. C., until 4:30 p. m. of January 23, 1940, for carrying the mails from July 1, 1940, to June 30, 1944, upon the star routes in North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, and Kentucky, it has been announced by the postoffice department.

Proposal forms and all necessary information will be furnished upon application to F. W. Graham, local postmaster.

Mr. and Mrs. O. D. McCormick, of Elk Creek, Va., spent the week-end here the guests of Mr. and Mrs. Joe Bivins, at their home on Gwynn avenue. Mr. and Mrs. McCormick, Mr. and Mrs. Bivins and son, Joe Gwynn, Miss Oleen Norman and Dick Graham attended the Carolina-Duke game in Durham Saturday.

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## THE DOCTOR

By W. E. Aughinbaugh, M. D.

### Strange War Machines

War is a brain spattering, blood drenching art. Swift called war the mad game that the world has loved to play since time began, for primitive men started the first war, and sophisticated and educated men the last one. As long as men live, it seems, Mars, the unscrupulous God of War, will reign supreme.

Seneca, who was born about the year 54 B. C., and who evidently was a pacifist, gave birth to a sentiment regarding war, which many today believe, when he said: "We arrest those guilty of manslaughter and execute murderers, but the public slaughterer of whole nations, by soldiers under uniformed generals, makes these men national heroes."

Since early times, men have engaged in improving and devising engines of war to confute, confound and destroy their enemies.

From the days of the club, the weapon of the first fighters, to bombs and their deadly gases, the scientific product of military chemists of the present age, the perfecting of machines and methods to destroy humanity, has steadily progressed.

Even animals have been called upon to aid man in his attempts at conquest.

When that famous sea buccaneer Morgan attacked Panama, then under the domain of Spain, with the purpose of capturing the place and looting it of its great hoard of golden treasure, en route from the mines of Peru to the mother country, the Hidalgo commander attempted to route him by releasing several thousand enraged wild bulls, which he chased toward the invading host.

Morgan stampeded the steers against the Spanish troops, who retreated and finally surrendered.

He then sacked the treasury and the churches and obtained the greatest financial prize of his career—due chiefly to the stampeded cattle, for his piratical crew were outnumbered twenty to one by the garrison they attacked.

During the World War, the German troops in East Africa, about 10,000 men, held off the Allies' armies, whose combined strength was approximately 300,000, by the aid of bees and hornets, who were stirred into action by electric buzzers inserted in their nests. The current was turned on when troops and pack trains with supplies approached through the dense jungle trails.

Virgil and Pliny also speak of the soldiers of their day employing bees to help them attack beleaguered garrisons.

One of the earliest patents ever granted took advantage of the bees' natural hatred for intruders, when angered.

In 1326 A. D., Edward II of England, issued letters of patent to one of his courtiers for a device mounted on a movable base, provided with small wheels, and having an upright thereon, containing arms "like unto ye wind-mille arms, ye said arms being provided with means for ye holding of bee-hives at ye ends."

When this engine of war was moved toward a wall or a fortress the wind mill arms were rotated by a belt driven by a hand wheel, and the angry bees ejected from their homes, swarmed over obstructions and city walls and attacked the defenders.

This strange device is credited with having routed many soldiers, capturing cities, and bringing numerous victories to the Englishmen.

## Sunrise Service Planned For Thanksgiving

A sunrise Thanksgiving service will be held Thursday morning, November 30, at the First Baptist church at 7 o'clock. The service will be in charge of the Baptist Training Union of the church.

A cordial invitation is extended the public to attend.

## FLAG RAISING TO BE HELD AT 11:00 TODAY

The flag raising at Elkin high school which was originally scheduled to have been held Monday, was postponed until this morning (Thursday), at 11 o'clock. Rain prevented the exercises as first scheduled.

A Winston-Salem daily paper carried a story Tuesday stating the exercises had been held, giving full details. This was in error.



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OH BOY! BUT MOM  
SAYS WE OUGHT TO BE  
'SPECIALLY THANKFUL TO  
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SO WELL!"

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