

Dale Carnegie

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



LETTING OTHERS SELL YOU

Some years ago Barry J. Holloway packed his suitcase in Versailles, Mo., and boarded a train for New York to get a job as press agent. He was an experienced newspaper man, and wanted a job in the publicity department of the National Broadcasting Company.

When he arrived in New York, he found that the company was not taking on any more men; in fact, it had just let one man go. Barry had come all the way to New York to get his name on the payroll, and there he sat in his hotel room, no job, no prospect, no return fare.

He found that the man who could say Yes or No was Frank E. Mason.

He did a little thinking. He knew that he must do something different to land that job. Every day good newspaper men and writers were trudging in and flapping down their cards on Frank E. Mason's reception desk. And when they saw Mr. Mason, they told how capable they were.

Barry decided not to try to sell himself, but to let someone else

do it. He sat down and wrote to twelve friends, air mail, asking them to send telegrams to Mr. Mason saying how experienced Barry was, and that he should be given a hearing. He wrote sample letters, each one making a different point. He knew that Mr. Mason would know the names of some of these people.

Then he told his boosters the exact time of day to send the telegrams. Some were to be sent in the morning, others in the afternoon.

This barrage of telegrams lasted for seven days, each message telling what a good publicity man Barry J. Holloway was. But not a word from Mr. Holloway himself. He waited patiently, for, if his plan worked, Mr. Mason would have his curiosity tremendously aroused by this build-up of telegrams.

On the fifth day, Barry arrived at the office just as Mr. Mason finished reading his mail and before he had plunged into the day's work. The secretary came out and Barry said, "I'm Barry J.

APPLY EARLY FOR TERRACE

Applications Must Be Made by February 1, County Agent Says

USE COUNTY MACHINE

Any farmer who wants his farm terraced in 1941 must make application for the work by February 1, 1941. Due to the large

Holloway. I'd like to see Mr. Mason."

The secretary looked at him with interest. "Mr. Mason knows of you. Won't you come in?"

He went in, and in thirty minutes he came out, with the job. His friends had done his selling for him. Mr. Holloway made good at his job, and later was called to Columbia, Mo., as press representative for Stephens College where he is now.

What did Barry Holloway do that got him the job? He worked out a novel way of calling himself to the attention of the man who could say Yes or No. I do not necessarily recommend this as a way for you to apply for a job, but you might be able to use some idea similar to it. Try to think of some striking and effective way to present yourself and it may do more for you than all the puffing you can do for yourself.

number of requests for terracing and the limited personnel of the Tri-Creek Soil Conservation Service who are allowed to write agreements, farmers should make application for the work early. No farm can be terraced with the county-operated unit unless the farmer actually has or has made an application for a Soil Conservation agreement within the time allotted to take applications.

During 1940, 696,370 feet of terraces were constructed with the county-operated equipment on 97 farms and 135,000 feet staked on 42 farms that farmers constructed themselves because they were unable to get the county equipment to do the work. The average cost of construction was less than 50c per 100 feet and about \$2.00 per acre. Terracing is one of the first lines of defense in the fight against soil erosion, and if a terrace is properly constructed and properly maintained after construction it will get better each year and last indefinitely.

To further enable the farmer to get his land terraced the terracing association is in position to do the terracing and take the payment out of the farmer's Soil Conservation check. Each 200 feet of terrace counts one unit, which amounts to \$1.50, toward earning the soil building allowance on the farm. A farmer can only earn his soil building allowance but he can assign his entire soil conservation check over to the terracing association for the payment of the terracing if he wishes. This means that if a farm has a \$24.00 tobacco pay-

ment and a \$15.00 soil building payment he can assign the entire \$39.00 over to pay for the work if he gets the entire payment. He cannot assign any part of a tenant's or any other person's payment for this work.

The routing of the terracing machine in the spring will largely be determined by the number of applications for work in any one community. The unit is in the vicinity of Mountain Park and is scheduled to go from there to State Road and back by Little Richmond and Fair View section. Applications may be made now for work around Little Richmond and Fair View from now until January 11, 1941. No new applications will be taken for Mountain Park and State Road sections. The spring routing will probably cover the farms from Dobson toward Beulah, Pine Ridge, White Plains, Ararat and back by Union Cross.

Be sure to make application for spring terracing before January 11, 1941.

Photographer Explains
Irate Customer to Photographer: I don't like your sorry pictures. They don't half do me justice!
Photographer: Lady, you don't need justice—what you need is mercy.

Results of Laziness
Mother: "Why were you kept in after school today, Junior?"
Junior: "The teacher told us to write an essay on 'The Results of Laziness' and I turned in a blank sheet of paper."

Enjoy an extra **SUMMER!**
Substitute Florida summer for Northern winter—go the Greyhound way and save enough for extra fun in the South! Inquire about time-saving schedules—choice of routes—Expense-Paid Tours! Sample Round-Trip Fares
Miami, Fla. \$18.40 Jacksonville \$11.10
GREYHOUND TERMINAL
Phone 170
Go to FLORIDA by GREYHOUND LINES

Merry Christmas
Today and every day, we greet you with all the sincerity that is in our hearts, and with a deep feeling of appreciation for your thoughtfulness during the year now closing.
Leonard's
Jewelers Since 1893
Next to Postoffice Elkin, N. C.

GREETINGS
At this glad season, when peace, good will and good fellowship are so much in evidence, we extend Season's Greetings. May you enjoy the associations of those dear to you, and may their companionship continue through the years to come.
Happy Christmas to all and a Prosperous New Year
ELKIN CLOTHING CO.
Fred Sale — Zimmie Tharpe
Elkin, N. C.

CHRISTMAS GREETINGS
Please accept our cordial wish for abundant prosperity and contentment to each of you. And may we say, "Thanks to all the good friends of this organization for enabling us to continue to be of service to you."
ED SNYDER'S TIRE STORE
ED SNYDER KELLY ROSE

MERRY CHRISTMAS
We are hoping that each of you enjoy the Merriest Christmas ever.
Your consideration of this firm in the past has been of tremendous importance and it is with gratitude for your patronage that we extend our most cordial good wishes for the Yuletide Season.
TURNER DRUG COMPANY
Geo. E. Royall Phone 64

Merry Christmas
To Our Friends
May we have the pleasure of extending to you, one and all, our sincere desire for... the good things that you may wish for... Our ever increasing circle of friends has made this Christmas a very happy one for us... and we only hope that you, too, will receive your share of happiness.
For your fine patronage we are thankful and ask that we may continue to serve you in the years to come.
HAPPY NEW YEAR
Abernethy's
A Good Drug Store — Phone 42

Merry Christmas
This is the season of the year when we welcome the opportunity to renew friendships and to express our appreciation for your cooperation which has made possible a very satisfactory year for us.
May the Yuletide bring abundant joy to you and yours and may the New Year bring true health and happiness to each and every one of you.
Walker's 5c & 10c Store
L. F. WALKER, Prop. ELKIN, N. C.

A Joyous Noel
To each and all of our many friends we wish to say, "Season's Greeting"... We gratefully acknowledge the many courtesies shown us and the many evidences of good will that have made our associations with you so enjoyable.
May you have a Season of great joy and a New Year of Happiness and Health.
Happy New Year
WESTERN AUTO ASSOCIATE STORE
O. D. Causey, Prop. Elkin, N. C.