

The Everyday Counselor

Rev. Herbert Spaugh, D. D.

We have heard much about "The Little Black Book," during these past days. It is supposed to be a little book which many people carry actually, or mentally, in which they record instances of courtesy and helpfulness, or rudeness and indifference on the part of those with whom they have had business dealings. I have heard many a man say, "I am going to use that book when conditions become somewhere near normal, and merchandise somewhat more plentiful."

I thought of all this the other day when I was in a business establishment which all during these critical days has maintained a high level of courtesy and cooperation among all of its officers and employees. One of the executives of this company gave me a copy of a clipping which he kept before him on his desk and before the employees of the

company. It is too good to keep, so I pass it on:

What Is A Customer?

"A customer is the most important person who ever entered your store or office."

"A customer is not dependent upon you—you are dependent upon him—or her."

"A customer is not an interruption in your work; he is the PURPOSE of it. You are not doing him a favor by serving or helping him; he is doing you a favor by giving you the opportunity of assisting him."

"A customer is not an OUTSIDER in your business; he is part of it. He is not a cold statistic. He is a flesh-and-blood human being with feelings and emotions and desires like your own."

"A customer is not someone to argue with. Nobody ever won an argument with a customer. To

SPEAKER FOR SUNDAY



Dr. Walker B. Healy, pastor of the First Presbyterian church of Hot Springs, Arkansas, will be the speaker on the Presbyterian hour Sunday morning at 8:30 a. m., over stations WWNC, WSOC, WPTF and WSJS. His topic will be "Better Homes For a Better World."

Nurses Needed By November 30

Replacements Needed To Care For 6,125 Veterans Still In Army Hospitals

At least 40 former army nurses will be needed by November 30 in the army hospitals in the seven Southeastern states if the 6,125 soldier patients continue to receive proper care, it was learned this week through information received from Lt. Col. Agnes A. Maley, chief nursing service, headquarters seventh army.

On that date 40 nurses will become eligible for separation due to the statements they have signed and they must be replaced, it was pointed out. A former nurse may re-enter the service with the same rank she held immediately prior to her separation from the army. It was explained that she must sign up for 24 months or an unlimited length of time in the reserve.

To meet the requirements for returning nurses are: no dependents under 14 years of age, physical qualification for general duty, preferably under 34 years of age and unmarried. Those over 34 years with special qualifications will be considered.

Returned nurses may wear civilian clothes, off duty, it was pointed out.

Applications may be made directly to Lt. Col. Maley, nursing service medical division, headquarters seventh army, Atlanta 3, Georgia.

Twin Oaks News

Tommy Osborne, student at State college, Raleigh, and Rodney Basic, student at a Durham barber school, spent the week end with relatives in Sparta, and stopped with friends here Sunday.

Mr. and Mrs. Claude Crose and son, Farrel, Winston-Salem, spent the week end with relatives in Sparta.

Mr. and Mrs. Cecil Murray and Carl Wilson Irwin spent Friday with Mr. and Mrs. Ross Murray, of Vox.

"Aunt" Alice Atwood spent

argue with him might cause you to lose his business.

"A customer is a person who brings you his wants and it is your duty to fill those wants to the best of your ability. It is your job to handle him so that he will first fill his own wants profitably, and then be as profitable to you."

"A customer is the person who keeps you in business, or causes you to go bankrupt! He is the most important person who ever has or ever will come into your store."

* Whereas this bit of philosophy is aimed at business houses, it is equally valuable to a church, school or any other organization. It might also be quite profitable for a home and individual use. It is a most excellent prescription for making friends.

Wonderful
WAY TO RELIEVE DISTRESS OF
Head Colds!
This
Double-Duty Nose Drops
Works Fast!

Yes, you get quick relief from sniffling, stuffy distress of head colds with a little Vicks Vapo-Nol in each nostril. What's more—it actually helps prevent many colds from developing if used in time! Try it! Follow directions in package.

VICKS VAPO-NOL



"He insists on guarding his birthday cake with his life."

Sunday with Mr. and Mrs. J. E. Irwin here.

Mrs. Pearl Tedder and Mrs. Carl Irwin spent Sunday afternoon with Mr. and Mrs. Glenn Wyatt.

Mr. and Mrs. Joe Bare made a business trip to Bluefield, W. Va., Saturday.

Mrs. Jessie McCain and Mrs. Worth Smith spent Friday afternoon with Mr. and Mrs. J. M. Williams, of Stratford.

Mr. and Mrs. Jack Thompson visited Mr. and Mrs. Gene Irwin Saturday night.

Claude Crouse, Winston-Salem, spent a short while Sunday with Mr. and Mrs. Robert Lee Crouse at New River Farms.

Odus Brooks, who has been in the service for several months, is spending a furlough with his mother, Mrs. Carrie Brooks Billings, at Stratford.

Rev. and Mrs. Ray Billings, and children, Dobson, spent the week end with relatives here and at Stratford.

Walter Edwards, of Vox, spent a while Sunday night with friends here.

Wade B. Irwin, HA 1-C, was recently transferred from Corona, Calif., to Norfolk, Va., spent the

Timely Hints

If you have an old easy chair, keep on enjoying it for the present instead of trading it in on a new model. Families are urged to postpone unnecessary purchases to give veterans a chance to furnish their homes.

Personnel of the New River Soil Conservation District will assist in laying out the strips.

Terraces were staked for F. G. Harris, of the Glade Valley community, last week. Rows will be run on the contour when this field is in row crops.

Albert Irwin, of the New Hope community, was assisted by the District in planning a complete conservation program on his farm. Strip cropping his crop fields was included.

How to get the bagginess out of trouser knees is one of the home-pressing problems of housewives. Clothing specialists explain that trousers bag where the fabric has been stretched and that shrinking with steam is the cure.

Lay the trouser leg flat on the ironing board with the baggy part uppermost. Press gently, moving the iron from side to side so that the steam goes into the garment. Keep pressing and patting the loose fabric into place until the fullness disappears. Then press the entire leg of the trousers until almost dry. Leave the trouser leg in position on the board for a few minutes until it is completely dry. Never press wool until "bone dry" because this makes the fabric stiff and harsh.

Please Write It

On The Ballot

C. W. ERVIN

For State Representative

Democratic Candidate

For This Office



From where I sit... by Joe Marsh

On Playing the Fiddle Badly

A favorite recreation in our town is getting together in one or another's home and making music. There's somebody at the piano; a guitar; a fiddle player; and Molly Birtles even has a harp!

What comes out isn't the best music in the whole world. In fact, a lot of it is downright bad. But nobody even thinks to question or to criticize.

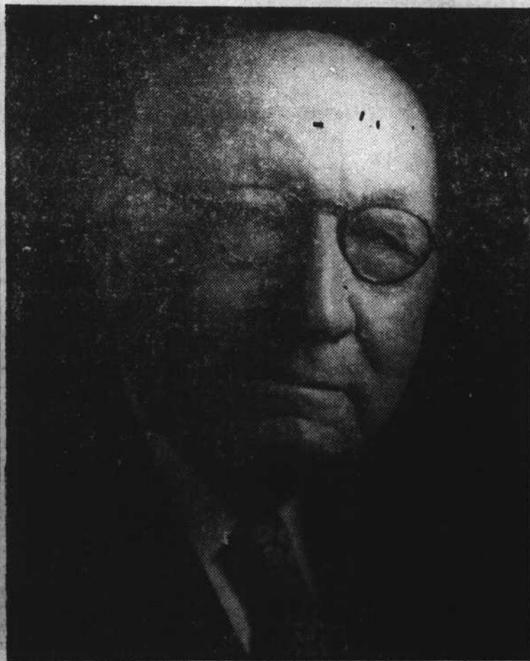
Because the spirit of harmony is there—harmony between folks who like each other's company, who enjoy the simple, homey atmosphere

—with nothing more exciting than old songs, and a glass of moderate beer or cider.

From where I sit, it's a heap more important to be a poor fiddle player, than not to play at all. More important to be a part of the American scene—with its community music, home entertainment, friendly glass of beer—than to hold out for professional perfection. (Besides, I like to play the fiddle—even badly!)

Joe Marsh

R. L. Doughton



Candidate for re-election to Congress on his record of service to all the people of the 9th District, the State and the Nation.

Your Support Will Be Greatly Appreciated

This advertisement paid for by friends of Congressman Doughton in Alleghany County

HEAR

FORMER GOVERNOR J. MELVILLE BROUGHTON

at the

Democratic Rally SATURDAY AFTERNOON

November 2, at 2 o'clock

Alleghany County Courthouse

The public is cordially invited to attend and all candidates on the Democratic ticket in the election of November 5 will be present so our people will have an opportunity to see and hear them.

Alleghany County Democratic Executive Committee