

BRUCE BARTON Says



There Are No Little Things
"One day I summoned up courage to ask the head of our firm how he ever happened to make me an offer to join his firm on so short an acquaintanceship," a very successful lawyer told me.

His answer was surprising. He said that for years he had been able to secure more business than he could properly handle. As a business getter he was a star; as an organizer of an efficient force he was a failure. He had hired brilliant young chaps out of law school, but somehow they never developed as he hoped. Being brilliant, they expected to get results easily, and if they were whipped a couple of times in court it broke their spirit.

"One night he went home and sat down before the fire to analyze his situation. He decided to look for an entirely different type of man; he listed the qualifications:

"1. The man must not be too smart. He must have the habit of working hard for his results.
"2. He must have been in college athletics, trained to fight for victory, and to keep up his chin in defeat.

"Having made this list, the lawyer asked his friends to recommend men who met the qualifications. One of them named me. "So you see," my friend concluded, "it was that one little thing to which I never attached the slightest importance, that made my whole career."

When you hear stories like this, and I have heard many of them, it makes you think that there are no little things. No operation is so insignificant that man can refuse to give it less than his best.

Deserve and Eliminate
A certain manufacturer, whose products already covered the field announced his intention of still another item to the line. His banker was skeptical. "What excuse is there for it?" he demanded. "Does it meet any real need? Has it any special qualities that make it deserve to succeed?"

The manufacturer replied rather testily that he could not see what deserving had to do with it. There was an opportunity to get more business from a competitor and he proposed to do so.

The banker protested. "That seems a poor foundation on which to build," he said. He was right. After an expensive and unsuccessful campaign the new product was abandoned.

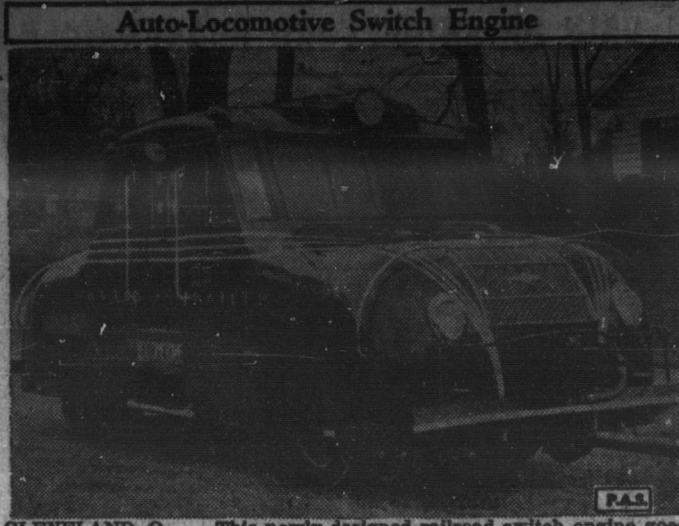
Another company, whose volume had grown rapidly during the months of prosperity, came into dull times and began to examine its expenses. It discovered that nearly half its overhead could be cut without reducing profits. While things were rolling it had entirely neglected elimination.

The words apply with equal force to individual lives. How many useless habits we loaded in good times. Apparently hard times are necessary once in a while to compel us to eliminate.

As for the word deserve, who has not experienced the increased sense of power which comes when one knows in his heart that his plans and purposes are wholly right? Under the spell of such conviction we astonish ourselves by an unexpected capacity. We feel in tune with infinite forces. We deserve, and the stars in their courses seem to be fighting on our side.

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CLEVELAND, O. . . This newly designed railroad switch engine goes scooting across the tracks or sipping along the boulevard when it isn't being used to move cars. The huge gasoline-driven truck has two sets of wheels, one set steel-flanged for railroad tracks, can be raised or lowered, and the other equipped with pneumatic tires which enable it to cross from track to track without bothering about switches.

SHOULD FILE WORK SHEETS BY MAR. 31 TO TALK ABOUT CARE OF CHICKS

Is Advice to Farmers Who Wish to Take Part in Soil Conservation Program

IS NEEDED FOR RECORD

North Carolina farmers who wish to take part in the soil conservation program this year for the first time should file worksheets with their county agents by March 31, said Dean I. O. Schaub, of State College.

However, he added, growers who participated last year do not have to file new work sheets, as those which were filed in 1936 will be good in 1937.

But if any change has been made in the size of a grower's farm, or if he is operating a different farm this year, he should notify his county agent at once, the dean continued.

Payments for diverting soil-depleting crops and for carrying out soil-building practices will be made only to growers who have filed worksheets, he added.

The worksheets, he explained, are not a binding contract; they merely list information about the acreage of different crops grown on the farm and the use of each field.

Such a worksheet is needed to determine the amount of payments a grower can become eligible to receive and what he should do to earn the payments.

Compliance with the program is entirely voluntary, Dean Schaub stressed. The AAA is offering payments to growers who wish to carry out certain practices to improve their soil and balance their farming operations.

The sooner worksheets are filed he continued, the sooner the county offices will be able to tell new participants what they will need to do to earn the full amount of their payments.

AUSTIN

Mr. and Mrs. Millard Key of Hamptonville, were the week-end guests of their son, Autie Key.

Mr. and Mrs. Garfield Key and Miss Merle Hawkins spent Sunday with Mr. and Mrs. Paul Carter, in North Elkin.

Mr. and Mrs. C. S. Lyons and family visited Mr. Lyons' brother, Gaither Hawkins, and Mrs. Hawkins, in North Elkin, Sunday.

Mrs. Hazel Anthony of Bugabo, spent a few days last week with her parents, Mr. and Mrs. Z. Z. Adams.

Of interest to friends of the young couple is the announcement of the wedding of Miss Vaudie Lyon of Traphill to Wilmer Brown of this community. They were married in a quiet ceremony Saturday afternoon, March 20, with Rev. Louis Everette Sparks officiating.

Mrs. Brown is the daughter of Morgan Lyon and is a teacher in the Austin school. Mr. Brown is the son of Mr. and Mrs. Hardin Brown of this community. They are making their home at present with the bridegroom's parents.

Waiting

Rastus—I certainly feels sorry for Mr. Shackelfitz. He's gwine t' marry a fotografter's daughter, they say.

Marcellus—Whatta yo' mean, a fotografter's daughter, Rastus?

Rastus—Why man, don't yo' know whatta fotografter's daughter am? Dat's a gal what sits in a dark room an' waits developments.

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Poultry Expert to Describe Latest Methods for Handling and Marketing

ON FRIDAY, MARCH 26

With baby chicks rapidly increasing in size, poultrymen are turning their attention to getting broilers ready for the spring market.

In a radio talk on the Carolina Farm Features program, C. J. Maupin, extension poultry specialist at State College, will describe the latest approved methods for handling and marketing broilers. This talk will be heard Friday, March 26.

With a reduction in the number of chicks grown out this year expected because of higher feed prices, poultrymen should receive good prices for their broilers on the spring market.

Most successful poultrymen keep their good pullets, but sell off practically all cockerels and poor pullets.

The Carolina Farm Features schedule in full for the week of March 22-27 follows: Monday, John A. Arey, "Feed and Care of the Family Cow"; Tuesday, Horticulture Department; Wednesday, M. Taylor Matthews, "Opinions of Rural Mountain People Concerning Social Problems"; Thursday, Mrs. Effie Vines Gordon, "Club Houses in Nash County"; Friday, C. J. Maupin, "Getting Broilers Ready for Market"; and Saturday, 4-H Club Program.

The FAMILY DOCTOR

(By John Joseph Gaines, M. D.)

PLAIN HORSE-SENSE IN EATING

Somehow, I can't get away from the good old plan of eating because I am hungry—the best reason on earth isn't it? If you are not hungry—and have no appetite when you should have one—then something may be wrong; better see your doctor—that's what he's for. It may be an easy time to set you right.

Then—I still cling to the ancient plan of eating things that taste good. What's wrong with that? Just why should I be obligated to force down stuff that I despise? Eating is part of my reward for being a good, industrious boy. That also applies to you dear reader. If you are a girl, simply change genders in this letter and go ahead. Boys are not so differ-

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at from girls, when it comes to living and eating.

Those two good old rules—eat because you are hungry, and eat what tastes good. It will take a lot of time to scare up better ones.

But . . . people get to figuring on "balanced ration," and "calories," and they fuss around about them, with an air of superior learning. First thing you know, you are off on the trail of "vitamines" and then you don't lack much of being in over your head! You get afraid to eat white bread—really the most nutritious best tasting bread in the world. Are

you scared of white bread? One of my contemporaries refers to certain bread alarms as "the vitamin fad." That's not far from right.

I've written thousands of words on diet and eating—yes, millions. After all, I believe I feel better by practicing plain horse sense, that tells me not to eat too much—but what I like.

Coming
Fred—D'you know, I haven't spoken to my wife for five weeks?
Karl—Don't worry old man, your turn will come next.

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Celery, LARGE, CRISP, 2 FOR 25c

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HOCKLESS PICNIC HAM, LB. 22c

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Octagon Soap Chips, 3 for 11c
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