

Dale Carnegie

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



SMALL JOBS COUNT

A few years ago you read in the newspapers about the death of a man who was frequently called "the most powerful man in the world." A book was written about him by that title. The man? A Dutchman, Henri Deterding, formerly the head of the Royal Dutch Petroleum Company. The company, when he died, had 40,000 employees. Not bad for a bookkeeper, eh?

His father was a sailor, and died when the boy was six years old. The family was poor; the boy had a hard scramble to live. Young Henri went to a commercial school and studied bookkeeping. He made up his mind he wouldn't be just a bookkeeper. He made up his mind that he would be the best bookkeeper!

Then suddenly he was buried. Not under the ground, of course, but under an insignificant bookkeeping job in—of all places—Delhi, India. He wanted prominence in Holland. And he was sitting on a stool in India! What irony!

Then something happened. The managing director came to him and told him the books were in an appalling condition. Did he think he could straighten them out? Deterding examined them.

They were even worse than the managing director had said. "I want 48 hours before I begin," he said. The managing director asked why. "I want to get geared up physically," he answered. "I want to get in good physical trim before I tackle that job." During the 48 hours he walked and exercised—and thought. An idea came to him—a way to tackle the problem. The idea grew brighter and clearer. When his 48 hours were up he walked into the office with his plan. For several days he worked all day and almost all night. But he liked figures; it was a problem, it was a goal to achieve. It took him four months, but when he was through, every knot was untangled. He was given a raise. His salary was almost doubled. The largest raise, he said, that he ever received. He started up the ladder then and there. He was given other tough jobs. He solved them. Soon he was managing director. Up and up he went. Finally he became so powerful he fought the Standard Oil Company. Even "John D." held no terrors for him. He was made "Sir" Henri Deterding by the British Government.

He claimed that his start upward was his determination to lick the Delhi bookkeeping job. It gave him confidence to lick other jobs. Don't be afraid to give your best to what seemingly are small jobs when they're handed to you. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves.

EAST ELKIN

Rev. Claude E. Flincham preached at Fall Creek Baptist church Sunday at 11 A. M. His text was "Believe On the Lord." A good crowd was present. Mr. and Mrs. E. M. Eldridge and Mr. and Mrs. A. A. Newman visited friends and relatives at Pinnacle Saturday night. Mrs. Dallas Newman has returned to her home here from the hospital, and has greatly improved in health, her many friends will be glad to learn. The Woman's Missionary Society of East Elkin Baptist church held its regular meeting at the home of Mrs. H. H. Laffoon, on Chatham street. Subject for the meeting was "Firm Foundations for the Future." Refreshments were served at the conclusion of the program. The Men's Council of our church held its regular meeting at the church Monday night. Mr. Dallas Newman was leader of the service, reading and discussing the 1st chapter of James. A good meeting was enjoyed. Mr. Doyle Newman spent Saturday afternoon visiting his cousin, Mr. Beaufort Culler, at Pinnacle. Miss Dilva Burcham spent last week visiting relatives at Newton, N. C.

Aged East Bend Lady Is Claimed By Death Sunday

East Bend lost one of its oldest citizens Sunday afternoon when death claimed Mrs. Betty O. Martin, who would have been 89 September 27. She had been ill for several weeks, most of which time she was confined to her bed. Up until she was stricken she was one of the most active women of East Bend, where she had made her home for more than half a century. Mrs. Martin, before her marriage, was a Miss Tomlin of near Statesville. She was married to Pleas Martin, who died several years ago. Survivors include three daughters, Mrs. H. E. McConnell of Los Angeles, Calif.; Mrs. O. M. Morrison of Grand Junction, Colo.; and Mrs. C. H. Myers of Cheraw, S. C.; one step-daughter, Mrs. R. G. Joyce of East Bend; four sons, R. Newell Martin, Long Beach, Calif.; Verne Martin, Dinuba, Calif.; Hal Martin, Shallotte, and Tom Martin, East Bend.

HAMPTONVILLE

The Happy Hour Sewing club held its regular meeting at the home of Mrs. Raymond VanHoy Tuesday afternoon, with seven members and two visitors present. Following the sewing period bingo was played, with Mrs. Miles Shore and Mrs. Spencer Bell receiving prizes. Mrs. Joseph Martin, a recent bride, was given a gift. Later in the afternoon a watermelon feast was held on the lawn. Those in attendance were Mrs. Nelson Ireland, Mrs. Spencer Bell, Mrs. Velna Weaver, Mrs. Clyde Wright, Mrs. Miles Shore and Mrs. G. C. Wallace. The visitors were Mrs. Porter Cox, of Mount Airy, and Mrs. Joseph Martin.

SPREAD

Under present plans of the U. S. Department of Agriculture, the food stamp plan will be extended to a total of 175 to 200 cities or to the members of 5,000,000 relief families by the end of the fiscal year.

The cost to the government of sending a boy through the U. S. Military Academy at West Point is \$9,715.45.

His Object
Teacher: "Give me a sentence with an object."
Boy: "Teacher, you are very beautiful."
Teacher: "What is the object?"
Boy: "A good mark."

Cook's Information
Mrs. Johns: "Is Mrs. Amos a well informed woman?"
Mrs. Walters: "Yes, indeed—her cook has lived with all the other families in the neighborhood!"

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ESTAR

SALE

PUT YOUR EARNINGS TO WORK NOW
Invest in U. S. Tires at today's sale prices and protect yourself!

- ★ Against RISING COSTS OF CRUDE RUBBER AND OTHER MATERIALS.
- ★ Against BLOWOUTS (thin tires are dangerous on hot pavements).
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- ★ Against DELAY (a flat is rare when you have new tires).

All prices are subject to change without notice. It's a safe bet they can't be any lower.

THE FAMOUS U.S. ROYAL
G.D. (old design)
\$9.99
6.00-16 (with your old tires)
Never before has this famous tire—offered at such a low price—car equipment. The price has been reduced because the tread design has been discontinued. Only limited stocks are left.

THE U.S. TIRE NEW DESIGN
Under tires that are made special-ly for bargain sales. Stronger and better than any other tire at this price, built to full size—backed by a Double Lifetime Guarantee.

4 TIRES \$34.50
Complete Set
6.00-16 (with your old tires)

U.S. ROYAL MASTER
The largest selling premium safety tire in America
For those who demand safety beyond price consideration. Special! Full list price allowed on your present tires. Liberal allowance on all others in proportion to mileage.

U.S. ROYAL DeLuxe
The Standard equipment tire on thousands of America's finest cars. Its "Brake-Action" Tread "By-Booster" cords give you "Blowout-protection" its "Tempered Rubber" wears longer.
6.00-16 (with your old tires)

Up to \$285
allowance for your OLD BATTERY
We need used batteries for used cars. Trade in that old battery now on FREE—10-Point Battery Service. This complete service on your battery may save you trouble later.

United States tires are good tires

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SEPTEMBER 10-14

ELKIN FAIR

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ON THE MIDWAY!



WATCH

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FIREWORKS RIDES!

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