

BRUCE BARTON

...writes of "THE MASTER EXECUTIVE"

Supplying a week-to-week inspiration for the busy, hard-pressed who will find every human trial paralleled in the experiences of "The Man Nobody Knows."

STREET CARS AND MEN

Surely no one will consider us lacking in reverence if we say that every one of the "principles of modern salesmanship" on which business men so much pride themselves, are brilliantly exemplified in Jesus' talk and work. The first of these and perhaps the most important is the necessity for "putting yourself in step with your prospect." A great sales manager used to illustrate it in this way:

"When you want to get aboard a street car which is already in motion, you don't run at it from right angles and try to make the platform in one wild leap," he would say. "If you do, you are likely to find yourself on the floor. No. You run along beside the car, increasing your pace until you are moving just as rapidly as it is moving in the same direction. Then you step aboard easily, without danger or jolt."

"The minds of busy men are in motion," he would continue. "They are engaged with something very different from the thought you have to present. You can't jump directly at them and expect to make an effective landing. You must put yourself in the other man's place; try to imagine what he is thinking; let your first remark be in line with his thoughts; follow it by another with which you know he will easily agree."

"Thus, gradually, your two minds reach a point where they can join without conflict. You encourage him to say 'yes' and 'yes' and 'that's right' and 'I've noticed that myself,' until he says the final 'yes' which is your favorable decision."

Jesus taught all this without ever teaching it. Every one of his conversations, every contact between his mind and others, is worthy of

NOTICE

North Carolina, Alleghany County In the Superior Court—Before the Clerk

Cleopatra Lynch, widow of J. T. Lynch, deceased.

vs. Bealey Lynch, John R. Lynch, Emerson Lynch, Arvita Lynch Haverty, Izetta Lynch, Pearl Lynch, Ruby Lynch, Hazel Lynch and Juanita Lynch, heirs at law of J. T. Lynch, deceased.

The defendants above named, and especially the non-residents of the defendants, will take notice that an action entitled as above has been commenced in the Superior Court of Alleghany county, North Carolina, which action is for allotment of dower in the lands of J. T. Lynch, deceased; and the said defendants will further take notice that they are required to appear within thirty days after the completion of this publication, and answer or demur to the petition of the plaintiff, or the relief demanded will be granted.

This the 14th day of March, 1933. A. F. REEVES, Clerk Superior Court. Sidney Gambill, Atty. 4-6

the attentive study of any sales manager. Passing along the shores of a lake one day, he saw two of the men whom he wanted as disciples. Their minds were in motion; their hands were busy with their nets; their conversation was about conditions in the fishing trade, and the prospects of a good market for the day's catch. To have broken in on such thinking with the offer of employment as preachers of a new religion would have been to confuse them and invite a certain rebuff. What was Jesus' approach?

"Come with me," he said, "and I will make you fishers of men."

Fishers... that was a word they could understand... fishers of men... that was a new idea... what was he driving at... fishers of men... it sounded interesting... well, what is it, anyway? They listened. They were convinced. They said yes—and they went with Him.

A QUESTION WILL DO

On many occasions Jesus won his case with a single question—one of the best weapons in the whole armory of persuasion and all to infrequently employed. How often a blundering advocate allows himself to be dragged into futile argument, when by throwing the burden back on to his opponent's shoulders he could attain an easy mastery. Jesus seldom argued. The record of his questions is a fruitful study for all of us who, in our every-day affairs, must deal with other minds. Let us recall two of these questions.

The Pharisees set a trap for him. One Sabbath day they hunted up a man with a withered hand and deposited him in the Temple where Jesus would be sure to pass. Then they waited. If Jesus healed him, it would be a breach of the Code, which forbade any activity on the Sabbath. They would have that to recall when the crisis came. Jesus sensed the test and met it without hesitation.

"Stand forth," He said to the poor chap.

The bigoted formalists pushed in close. This was their moment. They had dug the pit cleverly and now He was about to fall in. The soft light went out of Jesus' eyes, the muscles of His jaw grew tense, He looked "round on them with anger," as He demanded:

"Is it unlawful on the Sabbath day to do good or to do harm? To save a life or to kill?"

He waited for an answer but none came. What could they say? If they replied that the law forbade a good deed, their answer would be repeated all over town. The crowd of common folks who followed him were his friends, not theirs—only too glad to spread a story which would cast discredit on their proud defenders of the law. The Pharisees had sense enough to recognize that fact, at least. They "held their peace," and sullenly slipped away.

On another day it was his own disciples who learned how he could

First Lady Rides



Mrs. Franklin D. Roosevelt found time to get away from a most strenuous social and business program the third week in Washington to enjoy a horseback ride in Rock Creek Park.

Bill Rockne Reports



Bill Rockne, eldest son of the late Knute Rockne, famed football coach of Notre Dame, reported for Spring football practice with St. Benedict's college squad at Atchinson, Kan.

compress a whole philosophy into a well directed interrogation. They were by no means free from the frailties of ordinary human nature. They fussed about little things—arguing among themselves as to who should have pre-eminence; wondering how their bills were to be met, and just where the whole enterprise was coming out.

He brought them up short with a question.

"Which of you by being anxious can add a single day to his life?" he demanded. "And if you can't do a simple thing, why worry about the rest? Consider the ravens; they don't sow or reap; they have no store-houses or barns, and yet God takes care of them. Don't you suppose that you are of more value in his sight than a flock of birds?"

How trivial seemed their concern and controversy after a question like that!

TORNADO KILLS 21

Tornado winds, accompanied by rain, hail and lightning, killed 21 persons in three states late last Thursday. The twisting terror swooped down on towns and villages in East Texas, Northwestern Louisiana and Southwest Arkansas and apparently blew out in North-eastern Louisiana.

No Sense At All

She—"And if I sit over in that nice dark corner with you, will you promise not to hug me?" He—"Yes."

She—"And will you promise not to kiss me?" He—"Yes."

She—"Then what's the sense in going over there?"

Scientists say that New York will be under water in a million years. They probably assume that by then Wall Street will be squeezing its stocks.—Weston Leader.

A health expert points out that people who have cold baths throughout the winter seldom have the flu. No, but they have cold baths.—Punch (London).

RONDA MAN JAILED ON THEFT CHARGE

Alleged To Have Stolen Motor From Plane Wreckage In Wilkes

Lee Wood, young man of Ronda is in jail at Wilkesboro in default of \$300 bond on a charge of the larceny of an airplane motor which he is alleged to have stolen from the wreckage of the plane which crashed near North Wilkesboro the latter part of February, snuffing out the lives of Bryan and Elizabeth Sanborn, of Black Mountain.

Wood was arrested by Corporal W. B. Lentz, of the state highway patrol, who had been notified by North Wilkesboro police that the motor had been stolen. Suspicion pointed to Wood when it was reported to Corporal Lentz that Wood had attempted to sell aluminum parts of an airplane motor to the Brown-Grier Iron Works, of Jonesville.

An investigation resulted in the finding of the dismantled motor at Wood's home in Ronda.

Sparta High School News

The twenty-first annual contest of the High School Debating Union was held on Thursday evening, March 30th. The question for debate was, Resolved, That North Carolina should adopt the sales tax as a feature of its state system of revenue. Sparta high school debated Boone and Cove Creek. The local teams were: affirmative, Howard McCann and Pawnee Jordan; negative, Page Higgins and Johnson Sanders. Sparta's affirmative team won from Boone, but Cove Creek won both its triangular debates and will send its team to Chapel Hill to compete in the final contest.

Juniors Class Gives Play

On Saturday evening, April 1, the Junior Class of Sparta high school presented "Adam and Eve". This is a royalty play and one of the most delightful ever given by the school. The characters interpreted their parts very successfully, much to the satisfaction of their parents and friends. The large audience indicated the hearty support of our patrons.

The second grade had 100 per cent attendance the first week in this month. The fourth grade had 100 per cent attendance for the second and third weeks in this month.

Decides to Hold Union Revival This Spring

The local pastors held a conference Tuesday night with Rev. C. W. Ervin of Glade Valley and decided to have a union meeting this spring.

The evangelist, time and place will be announced at an early date. We hope to hold the meeting some time in the month of May.

C. W. RUSSELL
J. L. UNDERWOOD
C. W. ERVIN

NOTICE

State of North Carolina, Alleghany County In the Superior Court P. L. Choate, Adm'r. of J. T. Lynch, deceased,

vs. Cleopatra Lynch, Bealey Lynch, John R. Lynch, Emerson Lynch, Arvita Lynch Haverty, Izetta Lynch, Pearl Lynch, Ruby Lynch, Hazel Lynch and Juanita Lynch, heirs at law of J. T. Lynch.

The defendants above named, and especially the non-resident defendants, will take notice that an action entitled as above has been commenced in the Superior Court of Alleghany county, North Carolina, which action is to sell land in which the defendants claim an interest to create assets to pay indebtednesses; and the said defendants will further take notice that they are required to appear within thirty days after the service of this summons by publication and answer or demur to the petition of the plaintiff, or the relief demanded will be granted.

This the 14th day of March, 1933. A. F. REEVES, Clerk Superior Court. Sidney Gambill, Atty. 4-6

SALE OF LAND UNDER DEED OF TRUST

NORTH CAROLINA. ALLEGHANY COUNTY.

By virtue of the power contained in a certain Deed of Trust executed by Coy Anders and wife Minnie Anders, to the undersigned trustee on November 10, 1928, recorded in Book 14, at Page 482 of mortgages for Alleghany county, securing certain bonds, default having been made and demand made for sale, I will, on Saturday, April 22, 1933 at 1 o'clock p. m., on the premises, sell to the highest bidder for cash, the following described tract of land:

Adjoining the lands of John B. Murphy, Joseph Evans Jim Vaughan, Hugh Bedsaul and others and containing 27 21-100 acres more or less and being the two tracts of land conveyed to Coy Anders and Minnie Anders in Deed made the 10th day of November 1928 and which is duly recorded in the office of the Register of Deeds for Alleghany county, and to which reference is hereby made for further description. The above land is in Glade Creek township, said county and state.

This, March 14, 1933. CARLIE MURPHEY, Trustee. 4-20

FRESH FISH EVERY FRIDAY AT SMITHEY'S All Kinds of Plants Next Week

Drug Specials For Month of April

Agarex	90c
Castoria	27c
Borax Powder, pound	15c
Paraffine Wax, Pound	12c
Wampoles Extract	75c
Milk Magnesia, pint	29c
Peptona	79c
Rubbing Alcohol, pint	29c

SPECIAL LOW PRICES ON ALL SPRAYING MATERIAL FOR FRUIT TREES

B. & T. Drug Co.

Here is our Part and your opportunity in the New Deal!

Look How Little It Costs Now to Buy THE Best Tire!

Goodyear's Famous All-Weather Tread with Full CENTER Traction

Safety, durability and value in the extreme—proved by the fact that more people ride on Goodyear Tires than on any other kind. Better fill all your tire needs right now—it's literally true you may never buy these peak quality tires at prices so low again!



PRICES AS LOW AS 4.40-21 \$5.65 4.50-21 \$6.20 4.75-19 \$6.85 5.25-18 \$8.25 5.50-19 \$9.50 6.50-19 \$13.00 Other sizes at proportionately low prices

Alleghany Motor Sales SPARTA, N. C.

Strictly In Line With the Times

Car owners naturally want high grade repair work done on their cars. Yet they also want this work done at a price within their budget. Because we employ only the best of mechanics, and because we know what these times mean to most people, we can guarantee the best work at prices you can afford.

MORE THAN JUST ANOTHER SHOP

To you car owners we mean more than just another auto repair shop. We maintain that atmosphere of welcome, that personal interest in you and your car—a real desire to save you money through helpful suggestions and expert, honest workmanship.

Castevens Motor Co.

Service that Satisfies

Sparta, N. C.

