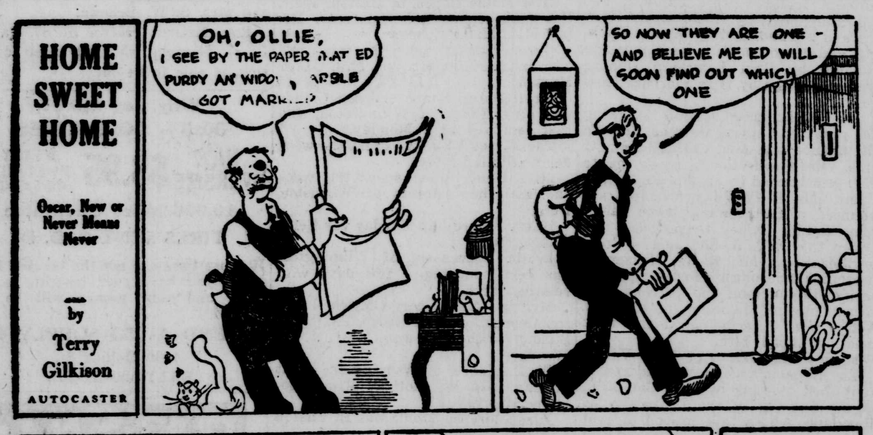


Caroline High Soccer Team



You Need Not Fail

By WHIT HADLEY



Not all of our successful men are to be found in great cities. One such is Harold W. Cochran, who, at the age of thirty-five is the biggest man and the richest man in the little post-village of Clarion, Pa. He owns the corner grocery store.

As a boy, Cochran was extremely poor. His family lived on a small farm on the outskirts of Clarion. His start as a trader came when as a boy he broke a button off his trousers. He picked the button up, put it in his mouth and discovered he could whistle through it. That day he traded the button to a playmate for soap coupons, later traded the coupons for a knife, and then traded the knife for a cheap watch. The town grocer gave him a job as errand boy at one dollar a week. Because of his pleasant smile, suave manner and infectious good nature, the townsfolk grew to know him and to give him individual orders for groceries when he came to their homes. When five years later he opened a little "hole-in-the-wall" grocery of his own, two-thirds of the townfolk came to him to trade.

Cochran's success came through clever advertising. One day his store received unexpectedly ten crates of very ripe strawberries. He knew they wouldn't keep until morning, so he called up his customers, pleaded with them to buy the berries and in an hour's time had sold out. This suggested to him the idea of appealing personally to his customers and he started a letter campaign. And the goods he sold were always better than his description of them.

Today he is the only grocer in the town and the richest man. So large is his business that he employs scores of clerks. His home is a palace and he is often spoken of as the "wizard grocer of Pennsylvania."

Chips

"Do you often change your environment?"

"Sure, I do—every Saturday night."

X—X—X

Michael—Yes mum, I was in the charge, a bullet hit me.

Old lady—Were you incapacitated?

Michael—No mum, I was in Flanders.

X—X—X

He (after a collision)—Hurt you?

She—No.

He (absent mindedly)—I'm sorry.

X—X—X

Repartee

"Sedentary work," said the college professor, "tends to lessen the endurance."

"In other words," butted in the smart student, "the more one sits, the less one can stand."

"Exactly," retorted the professor, "and if one lies a great deal, one's standing is lost completely.

X—X—X

"Is your cousin a junior or senior?"

"No, she is a sycamore."

Biggs—I'd join the church if it wasn't so full of hypocrites."

Diggs—That needn't deter you. There's always room for one more.

X—X—X

"Did you ever read looking backwards?"

"Yes, once in an exam, and I was suspended."

X—X—X

Two senior girls were describing a beautiful girl and one gave the following description: "She has beautiful black wavy hair and eyes." Wavy eyes!

X—X—X

Use Your Tongue

A small boy had a habit of reaching across the table to cut the butter and he had been reproved several times. One day after breaking this rule again, his father said, "Johnnie, why don't you use you tongue?"

Johnnie—I would Dad, but it ain't long enough."

X—X—X

"What kind of plant is that?" asked Margaret at the dinner table one evening.

"Citronella."

"That's what they make citron out of, isn't it?"

X—X—X

Cheeze—These books are so old they have worms in them.

Billy—I bet they're bookworms, don't you?

X—X—X

Freshman—Are you taking any extra lesson this term?

Junior—Nein.

Freshman—How can you possibly carry on nine lessons?

X—X—X

"Pa, is a shilling so sharp that it will cut?"

"What foolishness, Tommy!"

"Well, I heard you read in a paper of a man cutting off his heir with a shilling."

X—X—X

A small boy applying for a job was asked his nationality.

After a moment's thought he replied: "My mother was an American and she married an Englishman in France."

"Well, where were you born?" asked his prospective employer.

"I was born on a Belgian ship, flying the Italian flag, anchored in Honolulu harber. My parents died in Japan and I was adopted by a Chinaman and brought up in Russia."

"But what nationality are you, my son?" asked the man.

After a few moments of apparent deep throught the boy replied,"I think I am a League of Nations."

X—X—X

BUSINESS IS BUSINESS

Eugene was a very mischievous little boy and his mother's patience was worn to the limit. She had spoken very nicely to him several times without effect. Finally she said: "You are a prefect little heathen."

"Do you mean it?" demanded Eugene.

"Indeed I do," said the mother.

"Then mother," said the boy, "why can't I keep that ten cents a week you gimme for the Sunday School collection?"

X—X—X

Jim: Say Sam, what is a mouse?

Sam: Uh mouse, huh? Why uh ...use am a rat's pup, yassah boss!!

We have a few boxes of writing paper which we are selling at reduced prices. The American Union.

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