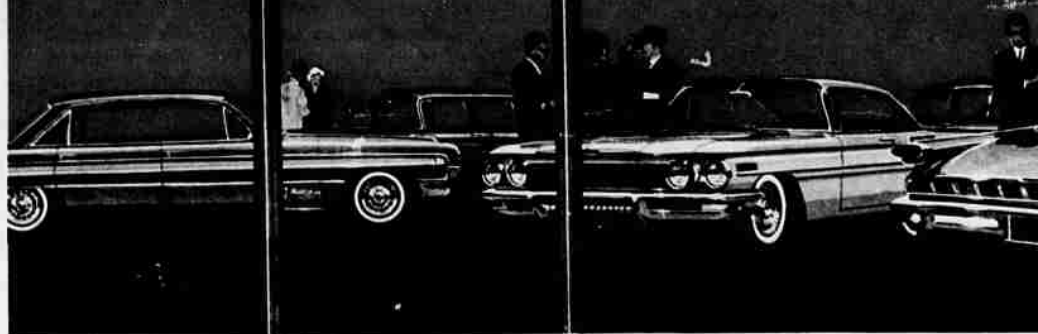


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sign or sticker!*



*I was  
just  
thinking...*

**H**IRAM LIGHTFOOT, who lives in my town, is one of those supersalesmen.

He's sales manager for a factory which sells its products all over the world, and he's in demand as a public speaker—a kind of Dale Carnegie of the hucksters.

That's why Hiram turned pale the other day when a young life-insurance salesman came into his office and said, "Hello there, uh, Mr. Lightfoot. I don't suppose you want to buy any insurance from me, do you?"

"Certainly not," said Hiram. Then he reflected.

"Listen here, boy," he continued, "you'll never sell anything with a pitch like that one. You've got a lot to learn about psychology. You don't know the first thing about selling or promotion of your product or how to close a deal."

The young man sat down hesitantly on a chair in Hiram's office. He listened eagerly as Hiram demonstrated how insurance ought to be sold, pointed out the secrets of success in the market place, and recounted his own experiences in his aggressive career.

"I'll tell you what I'll do, boy," Hiram concluded.

"I'm going to buy one of your policies just to help you out. I don't really need it, but I think it may give you the impetus to get started on the right foot."

The boy was jubilant. Clumsily he jerked a policy out of his shiny briefcase, and Hiram helped him fill it out.

"Now," said Hiram. "Don't you feel better?"

"Gee, sir, I sure do," replied the boy. "How can I ever thank you?"

"That's easy," Hiram said. "Just use the kind of approach I've showed you every time you go out to try and sell a policy."

The boy got as far as the door to Hiram's office before he spoke. Then he looked over his shoulder at Hiram and smiled a little smile.

"Oh, I always do, sir," he said softly. "Except when I'm selling insurance to sales managers."

*Patty Johnson*

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