

CAREER OPPORTUNITIES

By STAFF WRITER
MARKET RESEARCH

who made things for sale knew his market like the back of his hand. Take, for example, a wagon mak-

er in a farm community. He knew the age of every wagon in the area and how much longer it could be expected to last.

He knew whether the harvest was good and whether those who needed new wagons could afford them. He knew how many of his neighbors' sons were ready to marry and set up their own homes and farms. And he was never in doubt as to whether his customers were dissatisfied.

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If they were dissatisfied, they drove by and told him. The wise wagon maker made sure the same complaints weren't repeated about his next wagon. In effect, the manufacturer was his own market researcher. He knew his demand down to the last man and his consumer purchasing power down to the last dollar.

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Then autos began replacing wagons. Because the autos were mass-produced, they expanded markets beyond the wildest stretch of the imagination. The auto manufacturer was no longer in close, intimate touch with his market as the wagon maker had been. The need for systematic market studies grew. Market Research became recognized as a necessary distribution tool.

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Individual singing stars performing were Arzelia Brooks with "Darling, You Send Me," Robert Alston with "Waiting in School," and a non-competitive imitation of Elvis Presley doing "Blue Suede Shoes" by Earl Nettles.



IN LOCAL BABY CONTEST—Above are the winners in a baby contest, sponsored here last week by the ushers of the Oberlin Baptist Church. Prize winners, left to right, are: Amelia Peebles, daughter of Mr. and Mrs. Powell Peebles, first; Fay Wimbush, daughter of Mr. and Mrs. James Wimbush, second; and Helen Alston, daughter of Mr. and Mrs. James Alston, third. Other entries were Herbert Griffin, Mahatma G. Davis, Nelson Britt and Jatricea Farrar.

PORTER, 44, HELD IN STABBING

ST. LOUIS (AP) — Johnnie Jones, 45-year-old porter, is being held by police on charges of stabbing a 60-year-old white woman to death early in her home last week. The victim, Mrs. Isola Montor, was said to have been criminally attacked.

Two friends visiting the deceased, told police they had left to go to a restaurant for sandwiches when they returned, they found the door locked and heard Mrs. Montor screaming for help. Looking in a window, they saw the woman struggling with a man.

They called police who, upon breaking into the home, found the woman with her throat cut. A 3-inch blade knife was at her side.

Jones was found hiding in the basement. He said he had been drinking and did not recall what had happened.

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County-Wide Talent Contest Sponsored By Chatham Council

SILER CITY — Barbara Jean Alston of Horton School, Pittsboro; Brenda Joyce Edwards of Chatham High School, Siler City; and the Four Keys, a dance group composed of Jacquelyn Jones, Golia Cotton, Patricia Tysor and Nancy Haner from J. S. Waters School, Goldston, emerged as first, second, and third place winners respectively in the second Annual County-Wide Talent contest sponsored by the County Home Demonstration Council in the Chatham High School Gymnasium on Friday evening, February 28.

Out of county visitors and critic judge commented on the originality, interpretation, and excellent execution of the various numbers.

Other competitive numbers which drew enthusiastic applause from the audience were the Four Sprites of J. S. Waters School, Goldston; Louvenia Barber, Carolyn Dowdy, Hilda Palmer and Anita McLaughlin; the Spinners from

Horton High School, Pittsboro; Jerome Thomas and Barbara Golins; and an Interpretative Dance by Jacquelin Martin, Josephine Headen, Elizabeth Dark, Mary Louise Siler, Hilda Glover and Alice Walden of Chatham High School, Siler City.

Also receiving commendations were the Six Jacks; Marshdale Richardson, Mattie Perry, Barbara Goins, Sandra Burnette, Shelia Burnette, and Euphalia Horton; Teen-Age Dancers: Alice Walden, Sandra Kelly, Hilda Glover, Mary Louise Siler, Mary Ford and Gracie Brower; an original musical composition by Harold Strickland, Lancelot Reeves, Lonnie Headen and Ralph Brower.

Individual singing stars performing were Arzelia Brooks with "Darling, You Send Me," Robert Alston with "Waiting in School," and a non-competitive imitation of Elvis Presley doing "Blue Suede Shoes" by Earl Nettles.

Science Shrinks Piles New Way Without Surgery

Finds Healing Substance That Relieves Pain, Stops Itching as it Shrinks Hemorrhoids

New York, N. Y. (Special) — For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids, stop itching, and relieve pain—without surgery.

In one hemorrhoid case after another, "very striking improvement" was reported and verified by doctors' observations.

Pain was relieved promptly. And, while gently relieving pain, actual reduction or retraction (shrinking) took place.

And most amazing of all—this improvement was maintained in cases where doctors' observations were continued over a period of many months!

In fact, results were so thorough that sufferers were able to make such astonishing statements as "Piles have ceased to be

a problem!" And among these sufferers were a very wide variety of hemorrhoid conditions, some of 10 to 20 years' standing. All this, without the use of narcotics, anesthetics or astringents of any kind. The secret is a new healing substance (Bio-Dyne*) — the discovery of a world-famous research institution. Already, Bio-Dyne is in wide use for healing injured tissue on all parts of the body.

This new healing substance is offered in suppository or ointment form called Preparation H.* Ask for individually sealed convenient Preparation H suppositories or Preparation H ointment with special applicator. Preparation H is sold at all drug counters. Satisfaction guaranteed or money refunded. *Reg. U. S. Pat. Off.

My Neighbors



"Stop quibbling, Alice. The country desperately needs future scientific brains!"

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Compare and be Convinced!

RALEIGH Funeral Home
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AMBULANCE SERVICE
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Event No. 9
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Home Furnishings SALE

World's Finest
Break Resistant Dinnerware!

Boontonware® Belle
GUARANTEED AGAINST BREAKAGE.

4 Place Settings (16 Pieces) **995**

Open Stock Value 18.00

Fantastic savings of as much as 47% for a limited time only! Famous Boontonware Belle... the most beautiful, break-resistant, Melamine dinnerware you can buy! Truly carefree colors in four "Gourmet" colors... Bon Bon Pink, Butter Yellow, Shell White or Turquoise. Place setting includes dinner plate, dessert dish, cup and saucer.

COMPANION SPECIAL!

5 Piece Serving Set **995**

Open Stock Value 11.65

Large Platter, Vegetable Serving Dish and Serving Bowl, 3 pc. Sugar and Creamer Set with cover. 11.65 Open Stock Value.

SPECIAL VALUES IN OUR NEEDLEWORK DEPARTMENT

Knitting Worsted 4 ply 4 oz. Skein Reg. 1.49 **1 25**

100% Wool. All popular colors at big savings!

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2 oz. Skein Reg. 95c **75c**



March of Events

SPECIAL "FACTORY RUN" SALE

SINGLE PLACE SETTING, 4 PIECES only **\$279**

LIMITED TIME OFFER

Wear-Ever Percolators

6 cup Reg. 3.95 **3.49**
8 cup Reg. 4.25 **3.69**



Makes perfect coffee every time! Famous Wear-Ever quality with water-spreading plate, deep coffee basket, non-drip pouring spout, large handle, wide bottom, for faster perking. These low prices make this your best "coffee-break."

Saves Time! Keeps Clothes Clean!

Laundry Cart

3.29



Big! 18" x 24" x 12" deep slip-on container of sturdy cotton. Welded steel tubular frame is 31 inches high, mounted on easy rolling 2 inch black casters. See how it saves laundry time! Use it too for dampened clothes to be ironed. Folds for storage.

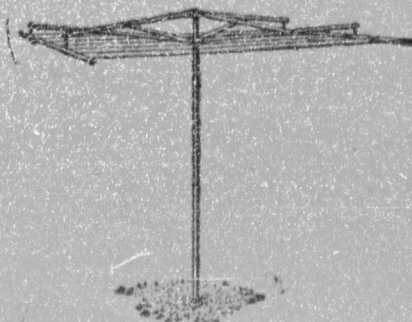
Get Rid of Ugly Clotheslines and Posts!

Outdoor Dryer

Reg. 23.95

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Holds 30 full size sheets or a big family wash! Lines are practically unbreakable Kordite plastic that's easy to wipe clean. Sturdy rust-resistant galvanized construction with ground pipe. Easy to fold and put away, takes little space.



Every item hand-picked for full value! Pretty, practical durable—at the lowest possible price. Come See! Come Save!

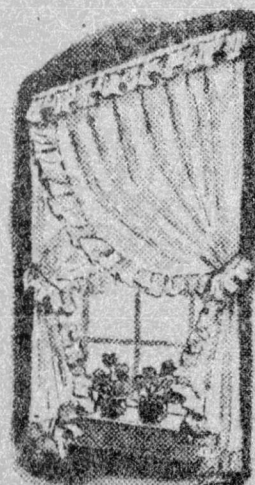
SPECIAL PURCHASE!

100% DACRON

Priscilla Curtains

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Sparkling White, full ruffled curtains generous 48x90" each side! Best of all, you just dash these curtains through suds and they're pretty as new... no ironing needed. Never before at this low sale price, so hurry in for yours!

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Towels and Bath Mat Sets

Bath Towel 1.98
Hand Towel98
Wash Cloth39
Finger Tip Towel39
24" Round Bath Mat 3.98
21 x 36" Bath Mat 4.98
Lid Cover 1.49

Make up matching sets of these thick terry towels, deep, richly tufted cotton bath mats. Colors ranging from pastels to bold, vibrant hues! Come See! Come Save!

30 Line Dryer Folds Up!

Hudson-Belk