

TEENTIMES

by Lisa Bernadette

The Paul Lynde Show is definitely one of the most hilarious situation comedies on the tube this season. Not only has the star of the show, Paul Lynde who plays a father-lawyer with plenty of family problems, found a special place in the hearts of TV viewers, but so too has John Calvin — a newcomer to television. Formerly a doorman, guitarist, student, and soldier, John — better known as Howie, the unemployed son-in-law — is a blonde-haired, husky, good-looking chap with loads of talent. In his role as Howie, he provides the show with numerous episodes pitting a liberal-minded, intelligent, freedom-loving Lisa Bernadette "hippie," against a stubborn, conservative, male chauvinist who just happens to be his father-in-law. It's a good, half-hour of laughs!



Thinking of traveling this summer? To Europe possibly? Here are things you might consider doing before you hop that plane to soar across the ocean. Join in the American Youth Hostel so you'll have a place to stay almost anywhere in Europe at the low cost of \$1.00 a night. Membership fee is \$5.00 for those under 18 and \$10 for those over. Then, purchase a Student-Railpass for a safe, efficient and money-saving way to travel through Europe ex-

cept in Great Britain and Ireland. You must be a full-time student and specify a starting date for your ticket which is good for two months. Cost is about \$130.00. Check into organizations which help students find living and sleeping accommodations a broad, like U.S. Servas, Room 665, 475 Riverside Drive, New York 10027; or The Experiment in International Living, Putney, Vermont 15346. For traveling ease, bring along the bare essentials, including toothbrush and paste, washcloth, towel, soap and a medicated cleanser like Postex for that acne complexion problem. A small tube of Forstilr, a drying lotion for acne, can also be tucked into your backpack. Both will give you that special treatment your face needs. Remember, even though you're on vacation, don't take a vacation from skin care.

His name is Gilbert O'Sullivan and he sings magnificently. The cute crooner who gained popularity with his first song "Alone Again, Naturally," which has been nominated for a Grammy Award as the Best Song of 1972, has climbed to the top of the record charts with his latest hit, "O Claire." We love you, Gil, keep 'em coming.



BEING A FAYETTEVILLE State University bronco is ... being beautiful ... Black...

... brainy... and Wanda Jones. The lovely FSU coed wants to pursue a career in psychia-

ON STATE WELFARE

The government has published plans for controlling and curtailing federally aided state-administered social service programs to reduce welfare rolls. Three services remain mandatory; family planning, foster care and protective care for children.

NONSMOKER HERO

WASHINGTON, D.C.—J. Willard Marriott is offering an entire floor of rooms at the Crystal City, Key Bridge and Twin Bridge Marriotts which he owns. Maids and housemen of the three hotels are forbidden to smoke on these floors.

ON THE DOLLAR

President Nixon reports that the United States must have power to raise trade barriers as well as lower them to gain a fair share for American business in world trade. This followed a 10 per cent devaluation of the dollar.

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SMOOTH SELLING

by George N. Kahn, Marketing Consultant

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THE SALESMAN IS A V. I. P.

There is a foolish idea in some circles that selling is not dignified. For this attitude we shower blame on the colleges, the professors, and anyone else within range. Rarely does anyone put the blame where it really belongs—the salesman himself.

Selling will never achieve its rightful status in the business world until salesmen start thinking of themselves as Very Important People. The salesman's image in the public's mind will improve only when he starts giving himself a higher rating. You can't convince prospects of the value of your product or your company unless you can first convince them of your own value.

Rate Yourself High

The salesman who speaks apologetically of his vocation or derides his colleagues is simply cutting his own throat. When the salesman gloats of "pulling a fast deal," he is doing great harm to himself and his profession. In short, if you talk and act like a sidewalk pitchman, that's the way you'll be treated.

Management is much quicker to recognize the salesman's importance than he is himself. Businessmen know that creation of demand is a vital factor in their profit and loss statements. These days all top executives and even technical personnel are sales oriented. Engineers must think like salesmen to design products that appeal to consumers. Even the production department must gear its effort to a sales campaign.

Salesmen Are First Class Citizens

The salesman is the key person without whom there would not be any business. But many salesmen behave like second class citizens—and too often that's the kind of reception they get in a prospect's office.

I remember running into an old friend, Jack Creswell, whom I hadn't seen in years. I asked him what he was doing. Jack smiled deprecatingly and said he was "on the road" for a flooring company, adding:

"Of course, this is just until I can find something better."

He made his job sound as if he were washing dishes in a cheap hash house. "Jack," I said, "there is probably nothing wrong with the job except yourself. Before you move to what you think are greener pastures, why not give this job your best. If you think of yourself as a failure in selling you'll wind up as one. But if you see this as an opportunity to push ahead to success, your future is assured."

I think the advice took, because Jack stayed in selling with the flooring company and became a top producer with a loyal following of customers. Years later he told me: "You hit pretty hard that day, George, but you opened my eyes to what I was and what I could become."

No Room For Amateurs

In today's competitive market there is no room for amateurs and dabblers in selling. For those who really want to make selling a career, there is a rich reward. But you must be willing to work for it.

Selling has its problems, heartaches and frustrations. It's a lonely job. But these very factors are what separate the men from the boys.

Millions of people are embedded in dull, prosaic jobs that afford them little or no excitement, drama or challenge. The salesman can look forward to steady growth and can enjoy a stimulating, lively life on the way. His future is limited only by the strength of his desire to succeed.

Frontier of Selling

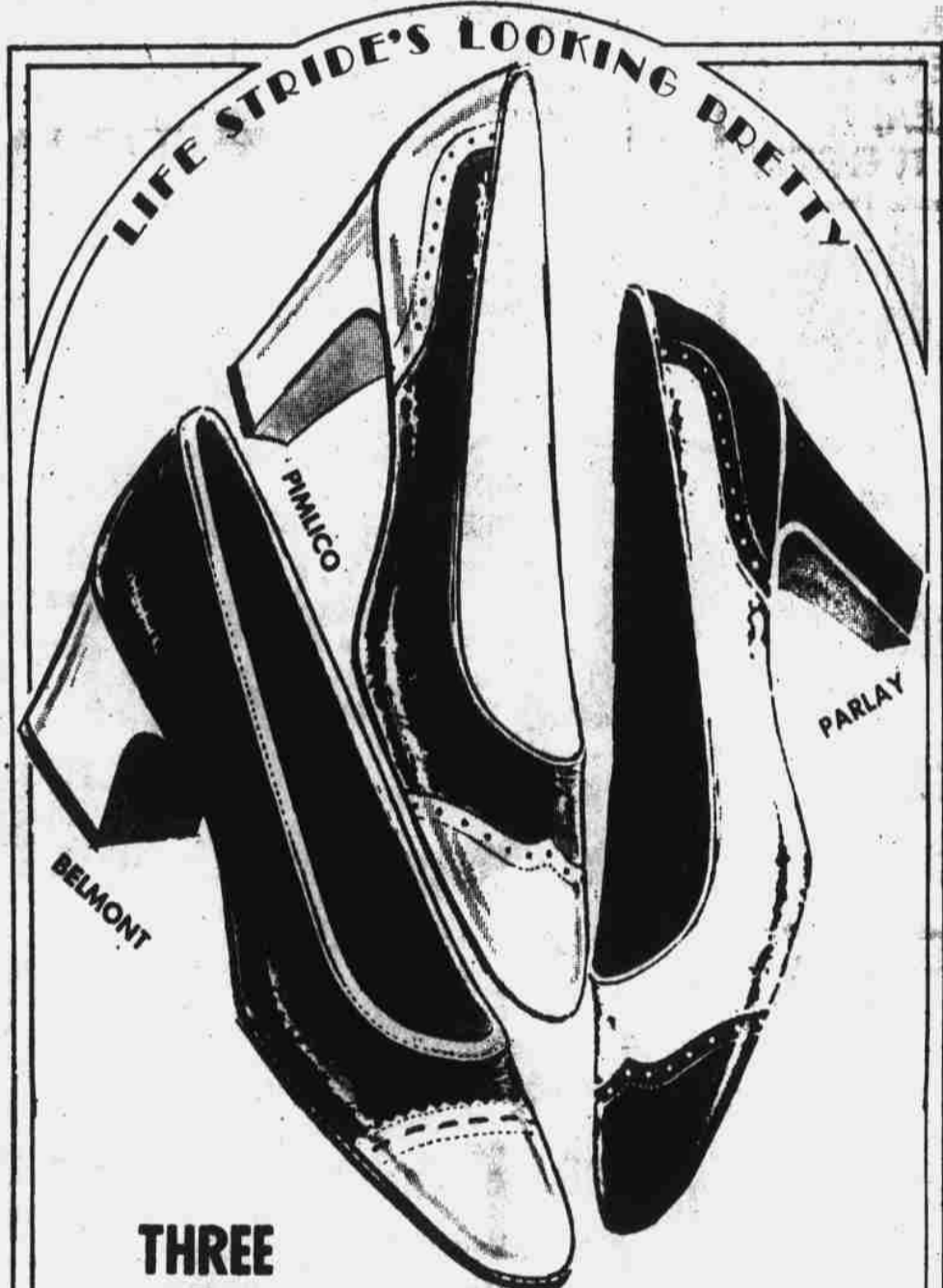
The trouble with many uninspired salesmen is that they don't understand the dynamics involved in selling. They are really clerks at heart whose horizons are limited.

The earnest, imaginative salesman can write his own ticket to wherever he wants to go. With faith in himself, drive and the right tools, he can make big money and climb high in his firm.

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