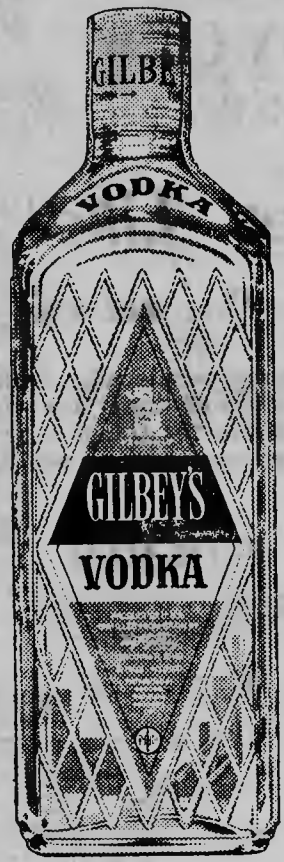


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KEEP UP WITH LATE VALUES IN PILOT ADS

Durham Banquet Honors Felton Capel, Others For Sales Record With Company

Felton J. Capel of Southern Pines, and his company's Southern Pines district, which he heads, were honored recently with a banquet at Durham for sales leadership.

Mr. Capel is the second local Negro to serve on the town council and is now in his second term on the council.

For the second straight year the local district has won this honor above the other 60 of the Century Metalcraft Corp. of Los Angeles, Calif. In addition, out of 36 persons from over the nation who were honored as leaders in their respective categories by the company, nine were from the Southern Pines district. The company operates in the United States, Canada and Puerto Rico, marketing "Presto Pride" stainless steel cooking ware in sets priced from about \$100 to \$200.

Mr. Capel, as leading district manager, won a cash prize of \$536, along with a \$100 watch. Two of his division managers won \$436 each, and \$100 watches, as first and second leaders in their bracket.

Mr. Capel runs an all-Negro district now composed of more than 200 men and women selling to Negroes. The company in which he has risen so fast is not a Negro company, and the Southern Pines district—organized last year because of his astonishing sales record—is one of only six Negro districts of the 61.

The banquet was held at the Jack Tar Hotel at Durham, attended by high-ranking officials of the corporation who had flown from California and Florida to honor Capel, along with most of the Southern Pines district employees, with their husbands and

wives.

Race does not enter into it, except that, Capel says, "I have an all-Negro district through choice. There is a white district also covering this area out of Fayetteville, but we do not regard ourselves as in competition." His district covers nearly all of North Caro-

lina, a small part of South Carolina, and just recently he has extended into the Newport News area of Virginia. Opening up the District of Columbia to his sales personnel remains as an opportunity ahead.

Mr. Capel instructs distributors and salesmen in training meetings and by letters.

Much of his own income goes into keeping the district moving forward. Now operating out of a rented office, with secretary, in

West Southern Pines, he plans to build a modern office building there large enough for his district meetings. Many of his personnel are part-time schoolteachers, a minister or two, a banker—who generally if they are successful, give up their other jobs for, full-time selling.

Mr. Capel is married and the father of three young sons.

ROTIFERS

Rotifers are tiny animals, too small to be seen without a microscope, found in all natural deposits of water throughout North Carolina. As many as twenty-five can live in a drop of pond water. Most Rotifers can withstand extensive dry periods, losing nearly all their water content. When moisture returns, sometimes after several years, they "regain life" and again become active.

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