

WED., APRIL 24

Advanced Sales Course To Start At Lee Center

A new course in Advanced Professional Salesmanship will be offered at Lee County Industrial Education Center, Sanford beginning Wednesday, April 24, at 7:30 p. m., it was announced today by W. A. Martin, director.

The course was developed by Dr. Kenneth B. Haas, professor of Marketing at Hofstra College, New York. It was designed for the experienced salesman who wishes to improve his personal effectiveness and achieve a higher degree of professional competence. It includes the latest research findings of psychologists and their application to the practical needs of the working salesman.

Frequent use of modern audio-visual equipment and training aids, plus class participation and the case study method create a realistic learning situation for the student. A certificate will be awarded upon satisfactory completion of the course.

Enrollment is open for adults, both men and women, who are now employed in the business

Jackson Motors Wins Ford Award

Jackson Motors, Inc., of Southern Pines has been selected as one of the nation's outstanding Ford dealerships and received a Ford Motor Company's Distinguished Achievement Award.

This award is presented "in recognition of progressive management, high quality standards and continuing interest in rendering superior service to Ford owners."

E. Nolley Jackson, owner of the business, received the award at a luncheon meeting in Charlotte Tuesday. He was one of 60 dealers out of 185 in North and South Carolina to be so honored.

Jackson Motors, the first Ford dealership in Southern Pines, was established by Mr. Jackson in June, 1946. It is located on old No. 1 highway, south.

fields and who have had previous sales training or experience.

The class will be taught by Clyde Rosser, from 7:30 to 9:30 p. m. each Wednesday night for a total of 20 hours. Total cost is \$3. Advance registration may be made by writing or telephoning Lee County Industrial Education Center, Sanford, Telephone 775-4249.



WINNERS— Mr. and Mrs. Roland Norton of Southern Pines (left) receive from Jim Thomasson of Thomasson Furniture Co., 670 S.W. Broad St., their certificate as winners in the Flameless Electric Dryer Sweepstakes sponsored by Carolina Power & Light Co. in all 14 of its service area districts. The Nortons are the Sanford District winners, choosing at the Thomasson Company, where they registered, a Kelvinator electric dryer.

LA BELLE WAS A LIVELY LADY

Historical Association Hears Talk By Novelist On Research Methods

More than 60 members of the Moore County Historical Association gathered in the Town Hall Tuesday evening to hear a lady of charm and intelligence talk about another lady similarly endowed.

The speaker was Mrs. Elizabeth Boatwright Coker, of Hartsville, S. C. Mrs. Coker, who has recently finished a novel on Lady Rich, famous beauty of Elizabethan England, concentrated on the most popular of the six novels she has published, to date and told of her adventures in collecting material following the trail of the famous S. C. belle of Civil War days, Marie Boozer.

The author of several historical novels, of which probably "La Belle" is the best known, Mrs. Coker spent several years doing research work on the period and on her scintillating subject before starting to write about her. In her talk to the local historical group, she stressed the research part of her literary labors.

"The first thing you must do," she said, "provided your subject is of the recent past, is to look up the oldest person in the community."

The community in question was Columbia, S. C., where Marie Boozer seems to have started on her gay career.

"Of course," said the speaker, "if you are dealing with anybody who might have living relatives, you had better get permission from them to go into all details when collecting your material. This is especially true," she added with a gleam, "when you're dealing with someone like Marie," leaving no doubt in the audience's mind that her subject was what the speaker called "a naughty girl."

Mrs. Coker described the many incidents that helped her on her quest: the ones she attributed to "good luck," to extraordinary coincidence, or—with another gleam—even to the occult: "Marie must have cast a spell!"

She told how the niece of Marie Boozer, a lady in her late nineties, was furious with her not because she had written that Marie's mother had murdered three husbands, but because she had implied that she was not a lady.

Much of the most interesting details of Marie's life were unearthed through diaries and "gossips" of the period, where "La Belle" was spoken of with utmost praise for her beauty and charm, "But," said Mrs. Coker, "that was before she drove away with General Sherman!"

Mrs. Coker closed her remarks by reading excerpts from letters Marie had written to members of her family as she travelled about the world: Java, Japan, China, Europe, in varying company. Said Mrs. Coker in closing: "If you wonder where bad girls go... the answer with Marie is: everywhere."

A short business meeting preceded the evening's entertainment, presided over by N. L. Hodgkins, Jr., who heads the Association. The board of directors was reelected to serve for the following year and reports on the society's projects were heard. The Shaw House Tearoom report, given by Mrs. Edward Schneider, showed a balance of \$225.08; great credit was given to Mrs. Mangum Webb, chairman of the 35 hostesses who assisted. Mrs. Alice Bodine presented a report on the Antiques Fair, showing a net total of \$1,588.51. At the suggestion of Mrs. Ives, and the president, Mrs. Bodine was given a rising vote of thanks for her splendid work.

Following the meeting the company adjourned to the Shaw House where they were welcomed by Mr. and Mrs. Ernest Ives, the latter a vice president of the association. All were presented to the evening's speaker, and enjoyed refreshments and good conversation.

—K.L.B.

Funeral Held For F. G. Wallace, 75

Franklin G. Wallace, 75, of Route 2, Vass, died Wednesday of last week. Funeral services were held Friday at 2:30 p. m. at Highland Baptist Church, by the pastor, the Rev. W. G. Snider. Burial was in Richmond Memorial Park, Rockingham.

Surviving are two daughters, Mrs. Seth Nelson, of Hampton, Va., and Mrs. G. B. Hadlock of Southern Pines; and two sons, James F. of Charlotte and William Wallace of Rockingham.

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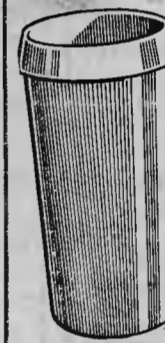
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Married Dependents _____ First Name _____ Own Home Rent

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Present Monthly Additional Income

Position Earnings \$ _____ (Wife's or other) _____

Former _____ Previous _____

Home Address _____ Employment _____

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(not wife or husband) NAME _____

STREET CITY STATE

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