

## Cultural Events

(Continued from 1-D)

in the Will-O-Way Apprentice Theater on Long Lake Road (near Telegraph) in Bloomfield Hills. Performances will begin at 1, 3 and 5 p.m.

Dec. 23

**WILL-O-WAY**—Former and present students of Will-O-Way will appear in the eighth annual presentation of "The Broken Doll" in the Will-O-Way Apprentice Theater on Long Lake Road (near Telegraph) in Bloomfield Hills. Performances begin at 1, 3 and 5 p.m.

Dec. 21

**LITTLE GALLERY**—Last day of exhibition of prints which is the fifth in a series entitled "The Artist as a Printmaker" at the Little Gallery, 915 E. Maple, Birmingham. Hours are 9 a.m. to 6 p.m.

Dec. 26

**BRIDGE**—Birmingham-Bloomfield Area Bridge Club at the YMCA, 400 E. Lincoln, at 7:45 p.m. Open to public.

Dec. 27

**BRIDGE**—Birmingham Duplicate at the YMCA, 400 E. Lincoln, at 7:45 p.m. Open to public.

Dec. 30

**BIRMINGHAM ART CENTER**—Last day of Bloomfield Art Association's members' show at the Birmingham Art Center, 1516 S. Cranbrook Road, Birmingham. Hours are 2 to 5 p.m.

**BIRMINGHAM THEATER**—"It's Only Money," starring Jerry Lewis, and "Marco Polo" open.

Jan. 2

**BRIDGE**—Birmingham-Bloomfield Area Bridge Club at the YMCA, 400 E. Lincoln, at 7:45 p.m. Open to public.

## Bevy of Stereotyped Traits Does Not the Salesman Make

I always hate myself when I explode an accepted theory. It's like telling a kid that the fat guy in the red suit isn't Santa Claus, but Uncle Charlie stuffed with pillows.

But in the interest of unavailing truth I do on occasion upset the appreciant and right now I'm going to focus the spotlight on a couple of myths concerning the accepted rules of salesmanship.

If we are to believe what we read in books, the successful salesman must be nattily dressed, have a built-in smile, a firm handshake and show interest in his prospect's hobbies and home life.

Strangely enough, I've known quite a few salesmen who have followed all these rules to the letter and yet never made the grade. Consequently a good many of them got starved out of the selling game and wound up conducting evening courses in salesmanship at the local "Y".

ON THE other hand some of the more successful salesmen ignored every accepted rule and retired early on the fruits of their labors.

I recall one fellow, for example, known as "Sloppy Sam," whose clothes looked as if they had come right out of a rummage sale. Sam seldom smiled, had the handshake with the firmness of a disk of Jello and never cared a hoot about

his prospect's hobby or family ties. AS 'A GAS station attendant Joe didn't have much to spend on a date. If he had a couple of bucks he and his date had a pizza and if she had some money they would take in a drive-in movie.

Joe wasn't much of a conversationalist, for with only one year of high school behind him he talked mostly about souping up cars and drag racing.

His pride and joy was his '53 Ford convertible with its oversized hub caps and its purple paint job with the yellow tiger's head painted on each door.

Some of Joe's dates used to auk a little when he showed them on a bus instead of driving them home when the show was over. But he

SAM'S SPEED so completely knocked the buyer off balance that in a matter of seconds he had beaten the well-rehearsed competitors to the punch and was on his way to the next sale. He did everything wrong but he sold the goods.

In the field of romance we've all seen a gifted, talented young man fall flat on his face while an awkward eld hit the jackpot. A shining example of this phenomenon was the case of two local boys, Schyler Van Gelt and Joe Octane.

Schyler was handsome, polished, talented and had three college degrees. A date with him meant flowers, a taxi to the best restaurant and to a show where tickets were unobtainable except for visiting royalty. Schyler could discuss history, politics, jazz, contemporary art, science and sports. He was a fine athlete and could have written a book on etiquette. But you know what? The girls would rather go out with Joe.

LAURIE JO GLIWE, 5755 Tall Oaks Road; Carol Jantz, 4712 McEwen Drive; Mary Majters, 935 Stanley Blvd.; Martha Guest, 15600 Kirkshire; Judy Hobbs, 1824 Maryland; Matthew White, 1901 Lenox Road; Chip Winston, 1025 Lakeside; Michele Thomas, 2935 Hickory Grove; Linda WarrFH, 31384 E. Rutland; Robert Stumetz, 17022 Elizabeth; Susan Turkfield, 414 S. Williamsburg; Joan Melinda Warner, 12255 New Hampshire Drive; Bobby Froggole, 9124 Beverly Road; Jean Trootman, 995 Henley Drive; Willow Ann Schmidt, 6315 E. Surrey; Judy Reseachance, 764 Suffolk Road; Joani Sattilo, 3107 Hillwood Drive; Matt Lynde, 3107 Upton Road; Pamela Sue Radtke, 5504 Westwood Lane; James Dolan, 31915 Carleider Road; Carrie Marie Nixon, 563 Lakeview Ave.

SHANNON NIXON, 990 Lone Pine Road; Barbara Moore, 32223 Auburn Drive; Michael Fisher, 218 S. Glenmary Road; Teresa Flynn, 3611 Big Beaver Road; Jane McEwen, 2735 Middlebury Lane; Ellen Maxted, 351 Aspen; Patty Jennings, 61105 Pickett Lane; Tana Astor, 588 Brookside; Debbie Blair, 1611 Hazel; Nancy Ganiard, 740 Henley Drive; and David Holliday, 1681 Penstone.

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made it clear that he and a buddy were souping up a '56 Edsel at the garage and they could only work nights. If a girl objected to riding the bus home she had better go out with somebody else.

NOTWITHSTANDING Joe Octane's attitude toward the opposite sex it seemed that every girl in town was battling for his attention. His phone rang constantly but he ignored most of the invitations because it meant changing from his garage uniform to dungarees and a T shirt—and that seemed a little silly.

By the way, Joe finally married a Vassar graduate who was a finalist in the Miss America contest. Some people think he chose her mostly because her father owns the plushiest garage in town.

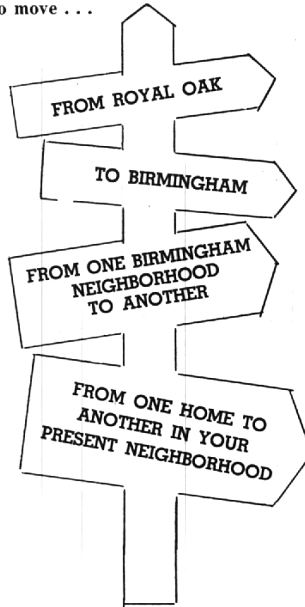
Schyler? He's still on the loose trying to get a date now and then. As vice president of his father's business he's pretty busy for reverse

DON'T ASK me why reverse salesmanship is so successful. I only know it works.

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## Winners

(Continued from 1-D)

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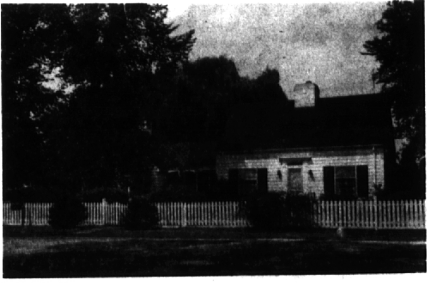
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