

# 'Attitude' Important In Selling Insurance

By RONA NATHANSON

Last of Series

"Sales through service" . . . Is this the job for you?

Then you may be interested in the Albert L. Burkner Agency, a division of Prudential Insurance Co., which has as its motto, "sales through service."

The student's attitude toward selling will decide whether or not he is hired since he will sell financial security he must believe in people, like people, and like to do for people," Burkner said.

## Industrial Index Hits Low Point

While the Index of General Business in Pennsylvania climbed to a record high in October, the Index of Industrial Activity was at the lowest point for the month since 1954.

According to the Pennsylvania Business Survey, published by the Bureau of Business Research at the University, the business index reached the highest point since July. The industrial index showed little change since July, although down from the October records for the past five years.

The number unemployed in the middle of October was estimated at 337,000, slightly larger proportion of the labor force than in September. Factory employment for 10 major labor market areas of Pennsylvania was at a record low.

Industrial power sales were lowest for October since 1954. Bank debts hit a record high. Most favorable activity in the business index was concentrated in the southeastern part of Pennsylvania and at Erie.

Grades or curriculum mean little to him, he said. The student may be majoring in insurance, education or even engineering, but as long as he has the right "attitude" he will be hired.

Ability to grasp the many points of life insurance is necessary. Some high school students may have a better grasp than some college students, but this is because their "attitude" or their outlook on the way to sell is better, Burkner said.

The main office of the agency is in Williamsport. It has three other offices; one in Sunbury, one in St Marys and the State College office.

These offices and others under other agencies are necessary because the beginning salesman needs close supervision, according to Burkner.

Prudential gives its new salesmen a 3-year training course. This course includes: the fundamentals of insurance, business insurance, advance programming, accident and sickness, group and estate insurance.

## Students Plan Holiday Party For Children

In the spirit of Christmas giving, 20 men from Nittany 29 and 20 coeds from Thompson Hall will give a Christmas party for children in Centre County Hospital tomorrow afternoon.

The party, originated by Hank Richard, president of Nittany 29, and Eugene Maiale, a member of the unit, will be given to all the children presently in Centre County Hospital.

The party will be held from 2 to 4 p.m. with the entertainment consisting of games, the giving out of presents, and the singing of Christmas songs.

John Cochran will act as Santa Claus and distribute the presents. At the moment, however, no Santa Claus suit has been found for the occasion. Anyone knowing the whereabouts of a Santa Claus suit, in any condition, is requested to call Hank Richard at UN 5-4661.

## Plaque to Show HUB Payments

The Hetzel Union Board voted Tuesday to place in the lobby of the HUB a plaque which will explain payments for the building.

William F. Fuller, manager of the HUB, said that the purpose of the plaque is to show the students and the alumni that their money has been put to good use.

In 1948, the University's Board of Trustees voted to take \$10 of the student's tuition fee to help pay for the building. So far, \$6000 of the alumni fund has been used for payment.

Fuller will select the appropriate wording of the plaque, and it will be presented to the HUB board for its approval at its next meeting.

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## CLASSIFIEDS

**FOR SALE**

FRESH CIDER, no preservative added. AD 7-7513.

GIRL'S ENGLISH Racer blue, excellent condition. Wish to sell before January graduation. Call Joyce UN 5-6800.

RANCH TYPE house, 11 rooms, 4 bedrooms; one acre ground. AD 8-8231.

COMMERCIAL BUILDING, block and steel construction 46x85 ft. AD 8-8281.

CHRISTMAS TREES—Sheared Scotch pine from Indiana County—"Christmas tree capital of the world." Davis Tree Sales, 1300 N. Athelton (next to H&M Market).

DIAMOND ENGAGEMENT ring, approximately 0.71 carats, hardly used. Excellent buy. White P.O. Box 195, State College. Call Don AD 7-1702.

GERMAN CONTAX IIIa 85 mm Camera, f1.5 lenses, shutter speed 1/2500. Frank AD 7-2509

RECORD STORAGE racks. Free L.P. record of your choice with any rack over \$6.99. State College T.V.

LAMBRETTA MOTOR Scooter Sales. Service, Accessories and Insurance. Call AD 8-9021 after 5 o'clock.

THESIS—MULTILITHING and typing. Duplimats for sale. Phone AD 8-0774.

**FOR RENT**

APARTMENT—3 rooms furnished. Suitable for two males. Available Feb. 1st. AD 3-2313 evenings

MOBILE HOME, 2 bedroom, automatic washer; sell or rent on lease. Walking distance from campus. North Allen and Cherry Lane. AD 8-9606.

DOUBLE ROOM with board for second semester; warm, close to campus. 243 South Pugh.

**WANTED**

WANTED TO rent—apartment within reasonable distance from campus. Contact Lynn Geyer UN 5-4414.

REWARD: Student to take my dorm contract in Jan. Contact Bob UN 5-2840.

TYPING—Electric Typewriter. Call AD 7-7053.

TWO STUDENTS need transportation from Liberty Bowl to Pittsburgh on Sunday afternoon or night. Call UN 5-5882.

MALE STUDENT to share furnished apartment with two other students; 2 blocks from campus. Phone AD 8-1409.

WAITER AT Phi Mu Delta fraternity. AD 8-2173 ask for Mrs. Howard.

**HELP WANTED**

FACULTY OR student wife with moderate knowledge of chemistry for half-time laboratory work with local research group. AD 8-1171.

WAITERS AND kitchen help wanted, Chi Phi. Call AD 7-4332 ask for Marty.

WAITERS TO work for meals at Ag Hill Club. AD 8-1330.

**LOST**

WILL PERSON who took tweed coat from outside 311 Willard Monday Dec. 7 please return to HUB desk or call AD 8-9430. Thanks.

BLACK GLASSES, green plaid case; around Sparks - Library area. Need badly. Call Mary UN 5-2126. Reward.

A DARK brown Dobbs hat with initials J.W.S. inside. At Sigma Chi last Saturday night. Call AD 7-4126.

GREY FUR-LINED Gloves, 10 Sparks, about 4 p.m. If found call Bill UN 5-7984.

UGLY BLACK enamel watch on long silver chain; sentimental value; must find. Please call Phyl UN 5-6757.

HAYNES FLUTE, brown leather carrying case lost Wednesday night, Dec. 2. Urgently needed. Call Sue UN 5-2446. Reward.

LOST TIME can be found again with 48 experienced baby sitters ready to step in when parents want to step out. Call Phi Sigma Sigma sorority, UN 5-7783. Sitters available evenings, weekends. Proceeds to charity.

**FOUND**

"HIDDEN TREASURE" at Schwab auditorium Dec. 11 at 7:30 p.m.

**MISCELLANEOUS**

PENN STATE reunion in Miami—Wolfie (Lincoln and Collins). Thursday Dec. 24 midnite.

WANT RIDE to Altoona Wednesday Dec. 16. Call Leslie, UN 5-6786.

EVERYBODY'S WELCOME at the Newman Club's Annual Christmas Party and Dance tonight from 8:30 till midnight at Our Lady of Victory Church. Admission: 25c members—50c non-members.

STUMPED? GIVE subscriptions for Christmas Special student gift rates. All popular magazines available. Call Wayne AD 8-2164.

MEET ME at the Pow Wow. Beaver Ave.

GRAD STUDENTS start your holiday season off right by attending the G.S.A. Christmas dance this Friday in the HUB.

PASSENGER WANTED to Florida over Christmas vacation. Call Jim Schwab AD 7-4969 after 6:00 p.m.

ENROLL NOW for ballroom dancing, tap, toe or acrobatic lessons. Professional School of Dance. AD 4-1074.

For CLASSIFIEDS Call UN 5-2531

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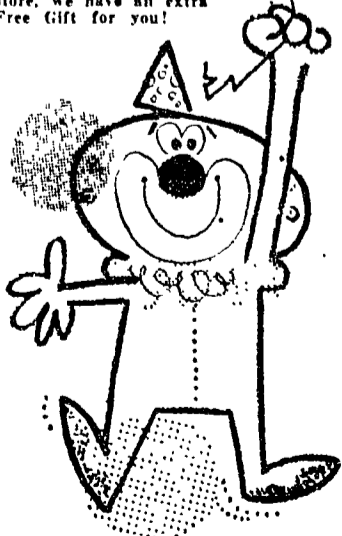
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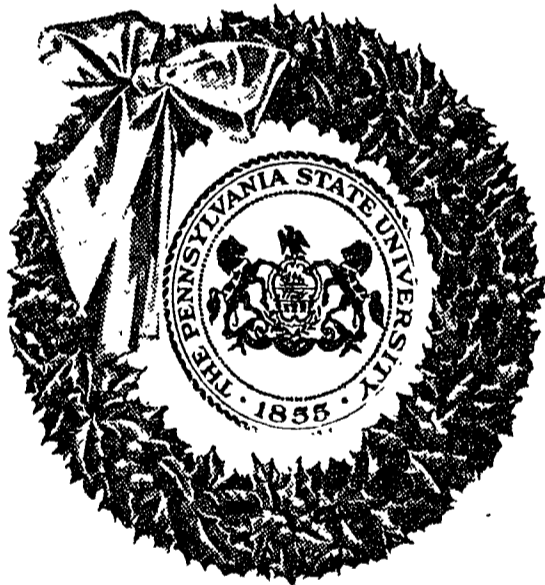
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