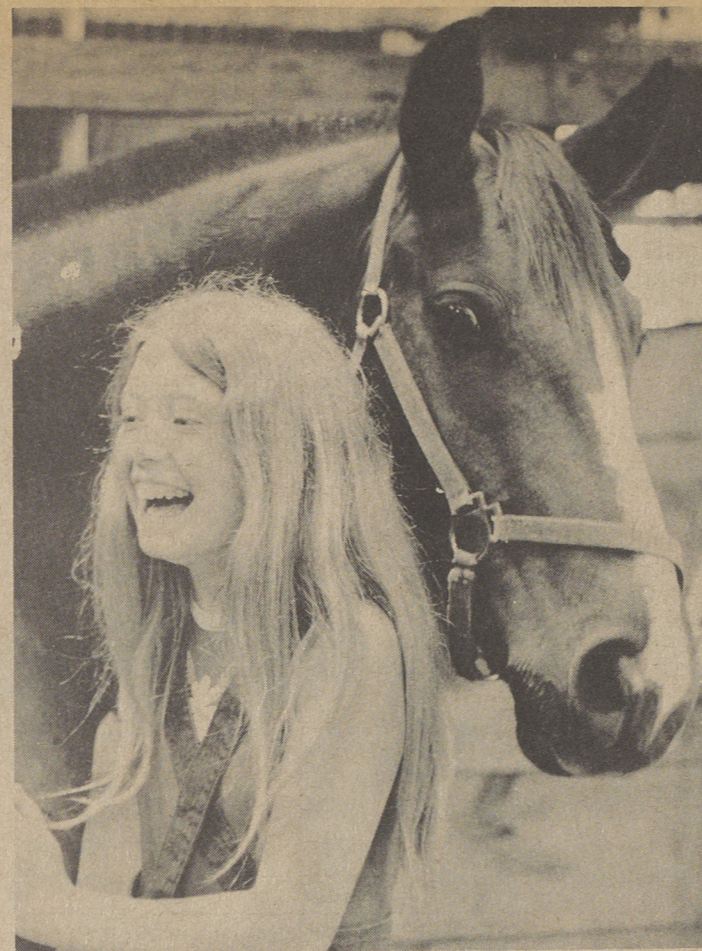
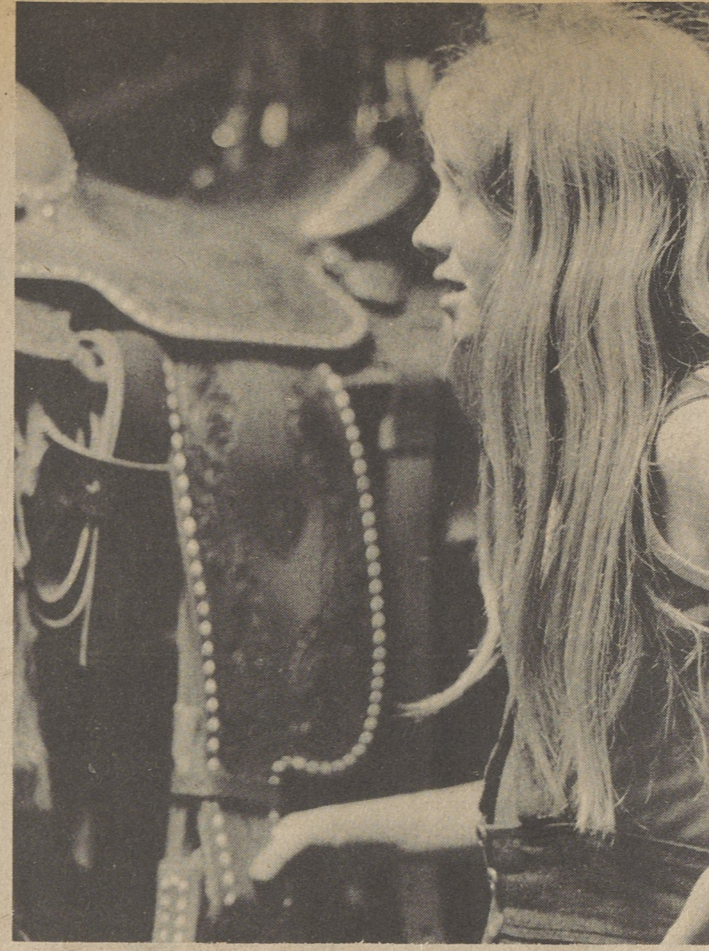




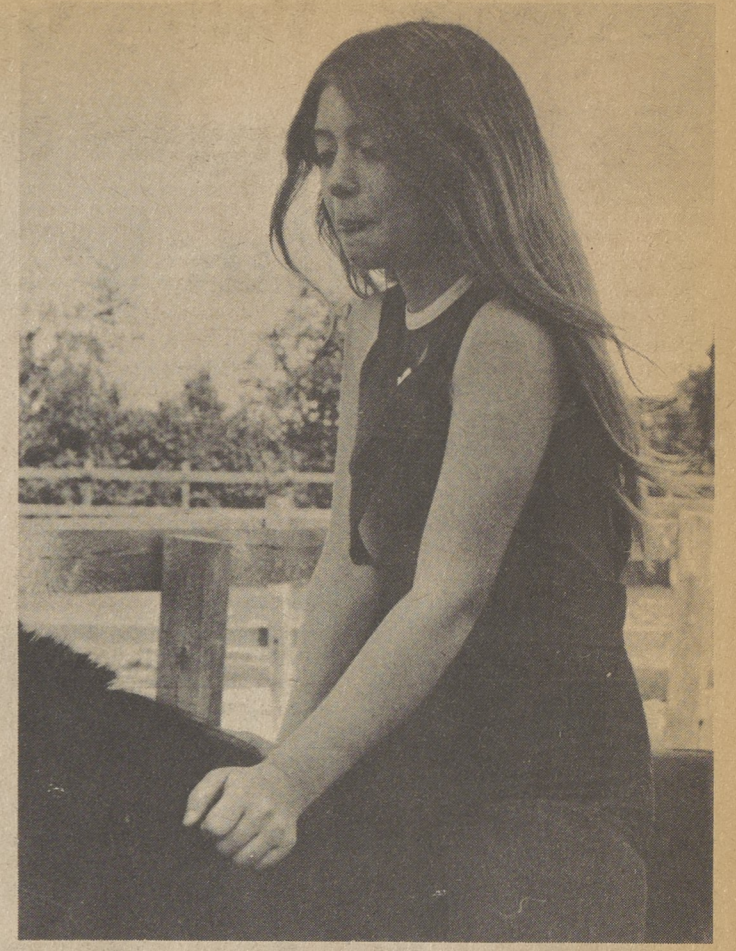
Cindy starts on her selling crusade.



Cindy and "Sugarfoot"



Pricing a saddle for the first time.



A bit of apprehension?



Cindy makes her final sale to Mrs. James McGuire of Dallas.



Cindy Wins Her Horse!

For the past month, 13-year-old Cindy Steinkirchner of Dallas has been a young lady with a mission. Her goal: To become the owner of "Sugarfoot", a 6-year-old bay quarter horse offered as first prize to the boy or girl selling the most new subscriptions to the Abington Journal, Dallas Post, or Mountaintop Eagle, all Greenstreet News Company publications. "Sugarfoot" is one of many fine horses from Mike Passanite's Mountaintop Equestrian Center.

Cindy, daughter of Mr. and Mrs. James J. Steinkirchner of 20 Burndale Road, Dallas, is a former Post carrier, and when she read of the contest in the Post she resolved to realize a life-long ambition to have her own horse. As she canvassed the streets of Dallas and environs, Cindy's sales abilities quickly become apparent. Rainy days did not deter her, nor did a bout with chicken pox slow her steadily increasing list of subscribers. A certain

amount of parental opposition also had to be overcome.

When her new subscriptions reached 21 she received the portable radio offered to every contestant achieving that figure.

She had some anxious moments.

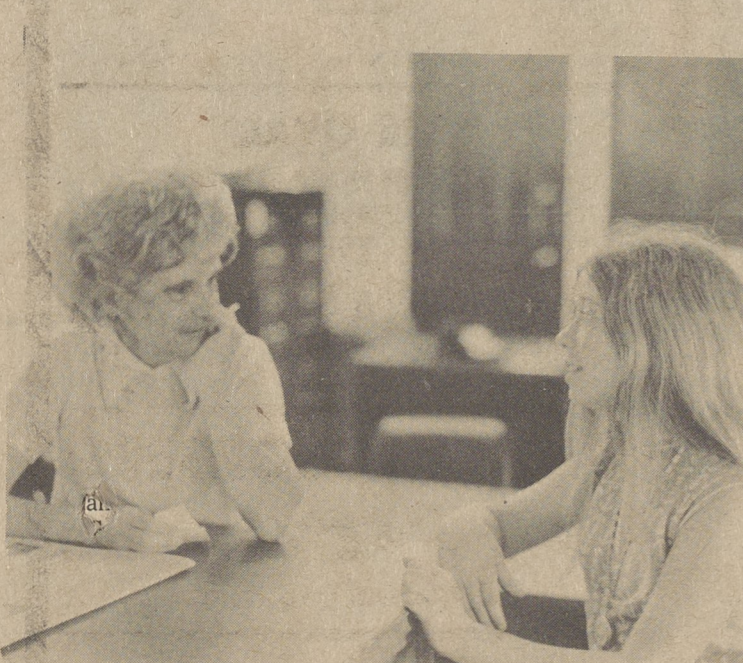
Finally, however, the July 15th contest deadline rolled around, Cindy was summoned to the Dallas office of the Greenstreet News Company, and was finally able to relax. Her quest was over when contest director Ray V. Linares officially informed her that she had brought in the most new subscriptions to a Greenstreet News Company publication and was the new owner of "Sugarfoot."

The accompanying pictures chronicle Cindy's progress toward achievement of her mission and show that hard work, determination, and a winning personality can still lead a young girl or boy to the realization of a cherished dream...

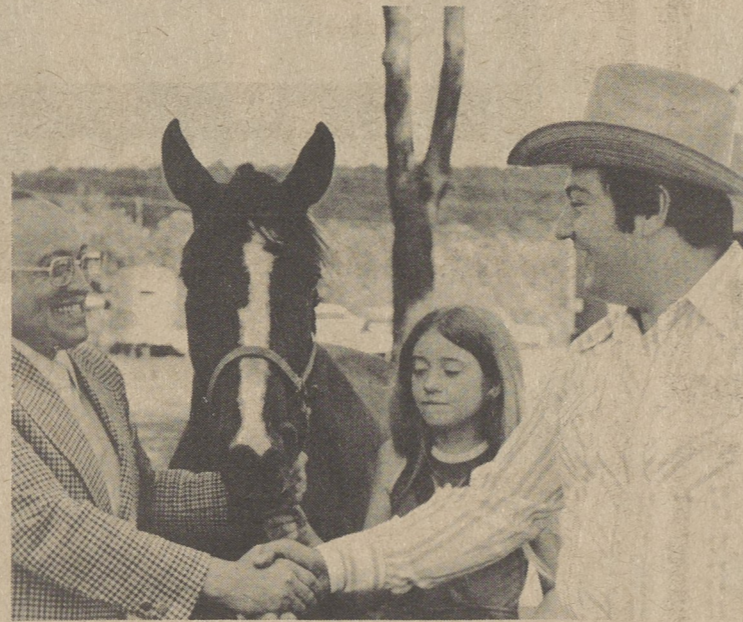
Text and photos by
Bruce E. McCarthy



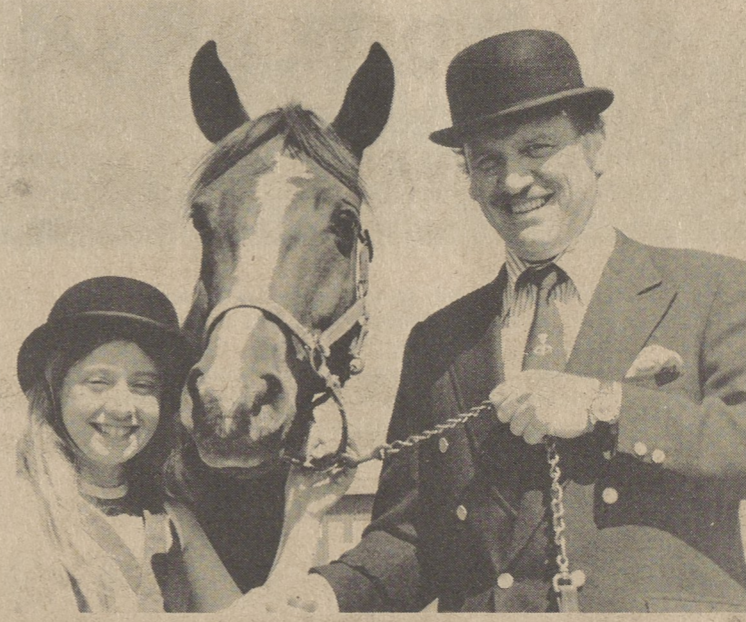
Veteran horseman Ray Linares helps her aboard "Sugarfoot" for the first time.



She discusses sales techniques with Charlot Denmon at the Post.



A pensive moment for Cindy...



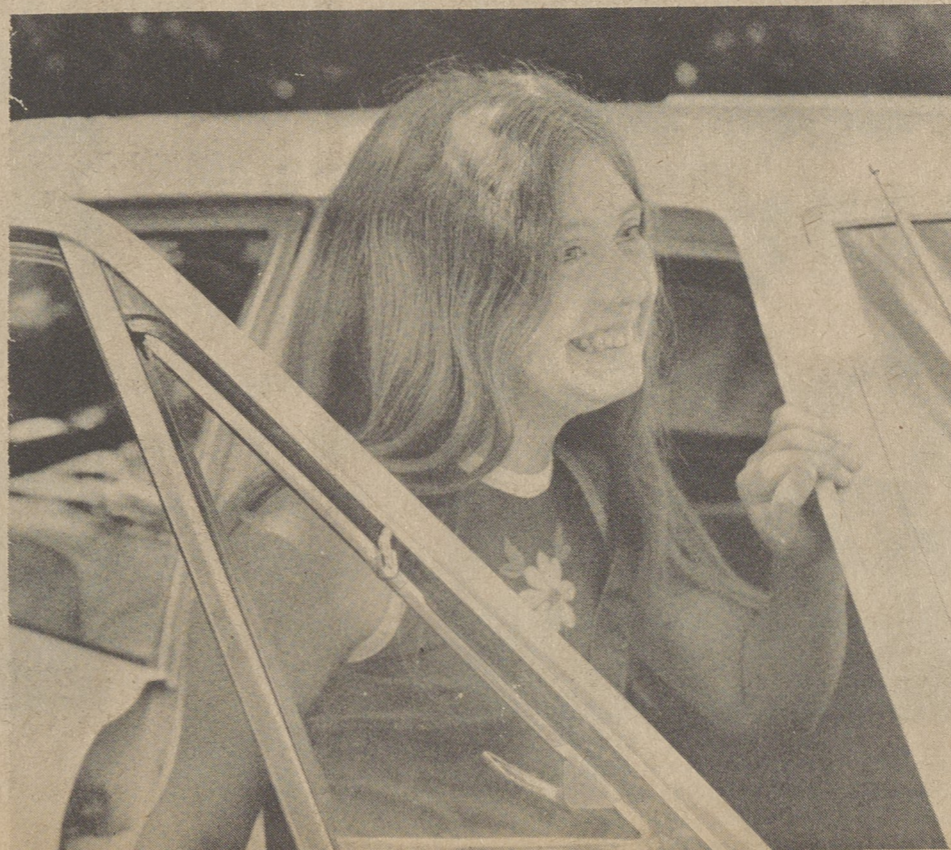
A bit of the English approach with veteran non-horseman, Bruce E. McCarthy.



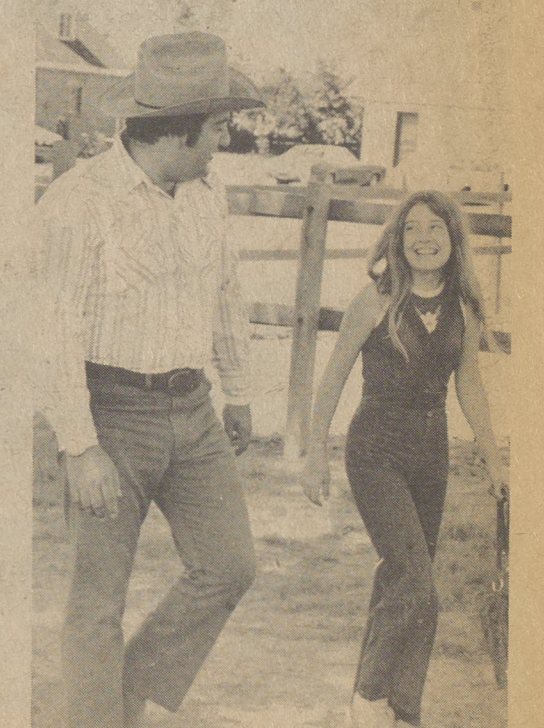
Her first look at "Sugarfoot."



Ray Linares gives her the big news!



She leaves for her first glimpse of "Sugarfoot."



Cindy heads for the stable with Mike Passanite.