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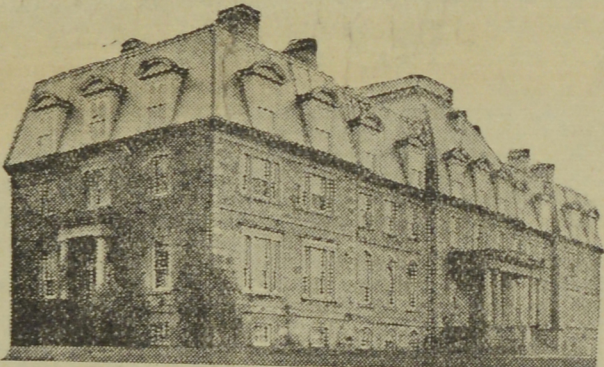
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WHY ONE APPLICANT IS CHOSEN ABOVE ANOTHER

These Conclusions Are Based on Actual Cases Studied by Vocation Bureau

One learns some valuable hints in talking to any person who heads the employment department of a large firm. If you can get one of these heads to elaborate on the determining factors that have led him to pick out a person from among a large group of applicants you are on your way to knowing somewhat the special requirements, outside of the realm of specific knowledge of the job in hand, that will lead you to be a job holder rather than one still on the waiting list.

Mr. Saylor, the employment head of a large department store, had need of a first class young man in the electrical department of the establishment. He was hoping that this time he could procure, out of the long line waiting in the outer office, a young fellow who was fit to hold such a job in every particular. Just as an experienced editor does not need to read far in many manuscripts to know the offering has no worth to him, so this man who was constantly engaging and discharging help, could have walked out there, gone down the line, and after a few minutes' casual conversation with a number of those applicants been very sure of knowing he did not want any one of three-fourths of the number.

Let us take his story of the man he hired. This young man was well groomed carefully dressed and alert as to eye. But even so, there were other men in line just as prepossessing in their appearance. But there was that something about each word the young man said that here was someone who was a bit different and who might prove better than average.

Studied Situation Beforehand

"When I asked him why he had picked our firm from which to seek a position," explained Mr. Saylor, "he did not say, 'Cause I heard you had a job to give,' or 'because I know you use lots of people in your establishment,' or some such remark. This young man said he wanted to work with our firm if possible, because he had looked into the matter somewhat. He had found that our men were loyal and high in their praises of the fairness of the firm—much more so than men in some other firms. He liked the goods we featured (and knew them by name) because to him they seemed the best on the market for the price. He had decided he wanted to work in an electrical department because he was mechanically inclined, always tinkering, and because, of all the things his family possessed, he felt the electrical household appliances gave them the most lasting, everyday comfort. He held a vision of every home in the land having these labor-saving devices, and he hoped to have a hand in putting them there. Then he liked our low salary plus commission form of payment because it would give both him and the firm a chance to see what he could do. And, lastly, he had the promise of some trade from some prospects, if he got the job.

"Could any employment head who had been constantly hearing the while of low pay or too long hours or lack of chance to advance turn down or pass over lightly a youth like that who had taken time to look into things and had his own vision of success before him? Of course the young man got the place. No other man in that long line approached him for interest or foresight."

The placement bureau investigated again when it heard a young stenographer had been appointed to a coveted position and had been chosen over others more experienced. But the head of the law firm had several reasons why he had chosen her.

Special Needs Met

She had confidence in herself and showed it when she asked for the job, but she backed this up further. She explained that when she had started her course in shorthand she had decided that some day she would be an expert court reporter; and so at once she had begun to study law terms and to familiarize herself with what many of them meant and to know their correct spelling and pronunciation. This employer found that she knew such words as *habes corpus*, *executrix*, and writ of *habeas corpus*, and had a clear understanding of such words.

In short he found she had done all she could to make herself ready for the position she desired. She now needed experience and the chance to start on her way. Because she had known without being told the need of mastering these special requirements even when starting out as a law stenographer, and had prepared herself by learning the common terms and wording that she would have to be using, she made the approach that won her the job.

When the hiring head of a large restaurant found he needed help in the upper brackets of the help department he inserted an advertisement to this effect. He was surprised to have come, into the office for application a young woman he had seen several times lately in the dining room of the establishment. He did not know her but he had been attracted and somewhat puzzled to know why she took a different seat each time she came in and why she seemed to give such alive and interested attention to every move anyone made around the place. Now here she was in a help-wanted interview.

When she had assured him of her college degree in foods and her special qualifications for the job she surprised him and greatly interested him

in her quickly told story of what she had been doing and some of her conclusions on studying his place of business. This was her word-for-word approach that got her a job that led to great success:

"I have studied this place for two weeks," she explained. "And I have come to the conclusion that you have one of the biggest chances in the city to add a children's dining-room to your business place. I have eavesdropped on some of the parent's conversations when they wished they could have their smaller children at a table where they would be served only foods they should eat and where they would be free to eat their own meal without interruption. Then I have interviewed many parents in this well-to-do neighborhood to see if they would patronize a children's dining-room and if they would allow their children to dine in one with little guests of their own age." She even presented a signed list of people who wrote they would welcome such a neighborhood-and-city eating accommodation. Then she briefly told how the whole plan could be carried out according to an idea she had gone over and over again for possible leaks until it seemed most feasible to her.

This woman had come with a thought-out plan to back up her own splendid credentials. A college had given her. And well-planned ideas plus specific knowledge was just what this firm sought.

So study your job approach, question your own qualifications for the job you go out to get. Be brave enough to turn your own application down if by rigid questioning you find you do not qualify. Be well prepared, be alert and give thought to what your employer wants rather than to what you want. If you have the ability to do the work and will add these important things to it, you stand every chance of being chosen from the long line of applicants.

PLAN WOULD LINK MONCTON'S TWO LARGEST SUBURBS

MONCTON, N. B., Sept. 6—Mayor E. H. Prince, Sunny Brae, yesterday advanced a plan which would link Sunny Brae and Lewisville, Moncton's two largest suburbs and might lead to the eventual linking up of the two centres and the City of Moncton.

Mayor Prince's proposal followed a communication from Ottawa that the proposed subway under the C. N. R. tracks, Sunny Brae, would not be considered this year. The proposal is to erect a bridge over Mill Creek, and link Donald Avenue in Sunny Brae with the main highway leading to Shediac, eliminating the necessity of traffic having to take the circuitous route through Lewisville. The bridge would make a direct route from Moncton to the Shediac Road and a motorist could leave Moncton by Church Street and proceed directly over paved streets to Donald Avenue in Sunny Brae, thence over the railway tracks at Mill Creek, a branch of Hall's Creek, and then be on Shediac Road.

If carried out, the proposal would do away with many hazards along the main highway, including two dangerous curves, and would bring the two suburbs closer together. In view of the fact that Sunny Brae is an incorporated town and Lewisville is not, it might lead to union of the two, with a marked reduction in the costs of public services and community efforts and encouragement to further growth and development.

The increasing use of the camera as an instrument to record artistic impressions for modern illustrations, was emphasized by "Jay," of Saturday Night, in a lecture before members of the Advertising Club of Montreal, at the weekly luncheon in the Mount Royal Hotel.

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Carbonated Drinks

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For R. & M.

Phillips & Pringle, Ltd. Conduct a Leading Motor Car Business

We are carrying in this issue a large advertisement of Phillips & Pringle, Ltd., who conduct one of the leading businesses in motor car necessities covering the entire Maritime and Eastern Quebec.

One of the special items they feature in this advertisement is Motor Car Heaters. During the past few years, there has been a great development in this line and such satisfaction has been given that the above firm during the past season sold more heaters than they had ever sold before in all the years since they had been introduced. To date, this year, they have sold more Heaters than the total of last year's sales and have already purchased more than double the quantity purchased last year.

The above firm are specializing this year in Anti-Freeze in Sealed Cans both Prestone and Alcohol being sold in this way.

Fall and early winter are always a hard time on Batteries and with this in mind, they have on hand an exceptionally large stock of the well-known Exide brands.

During Exhibition week many of their lines will be on exhibit at the Board of Trade Rooms on Queen Street as well as their headquarters at City Hall Square.

These goods may be purchased direct from Phillips & Pringle, Ltd., or from your own garage as they always make their stock available to their competitors.

QUEBEC NOT CHANGING HER LIQUOR SYSTEM

QUEBEC, Sept. 6—Denial that there would be any change in the province's methods of vending liquor, as was stated recently in a Boston newspaper was made today by Premier L. A. Taschereau.

"That story," Mr. Taschereau said, "was born in the imagination of some reporter."

The Boston newspaper claimed that Quebec intended to abandon its Liquor Commission because it was losing money and that before the end of the year the province would revert to old pre-prohibition regime of "pubs."

Mr. Taschereau claimed that the Quebec Liquor Commission was still a paying proposition and that while profits have not been as large as in recent years "they are still very substantial."

KING'S HORSE WINS

DERBY, England, September 7 — King George's Marconi won the Rangemore Plate by a head from Lady Ludlows Trip yesterday. Sir Francis Towles' Lady Member was third, three lengths farther back.

Marconi was 5 to 1 in the betting. Trio was a favourite at 5 to 4, and Lady Member was 9 to 2. Seven ran. The race is for 3-year-olds at one mile.

Mass Meeting

OPERA HOUSE

SEPT. 7th at 8.15 p.m.

Speakers:

The HON. H. H. STEVENS
Leader of the Reconstruction Party;

and

THE CANDIDATE FOR YORK-SUNBURY.

(STATION CFNB Will Broadcast This Meeting from 9 till 10.15 p.m., Atlantic Standard Time). ALL WELCOME!

G. L. D. BLISS, County Secretary.

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