

**Hawkins Fruit & Produce Co. Ltd**  
WHOLESALE DISTRIBUTORS  
FRESH FRUITS  
and  
VEGETABLES  
PHONE 313  
NORTH DEVON

### SPECIALS FOR THIS WEEK

Western Sandwich, Tea or Coffee .....15c  
Toasted Cheese Sandwich, Tea or Coffee .....15c  
Hot Meat Sandwich, Pie, Tea or Coffee .....25c  
Jambo Banana Split .....20c

### THE NU-PALMS

OYSTERS—FRESH RAKED  
Served Any Style

## HIGHWAY TRANSPORT, LTD. BUS SERVICE

WOODSTOCK, GRAND FALLS AND TO ST. STEPHEN AND POINTS IN U. S. A.

**Fredericton-Grand Falls**  
Daily Except Sunday

A.M.	Grand Falls	P.M.
Lv. 6.00	Ar. 9.00	
Lv. 6.52	Perth	Lv. 8.08
Lv. 7.28	Bath	Lv. 7.32
Ar. 8.11	Hartland	Lv. 6.49
Ar. 8.35	Woodstock	Lv. 6.25
Lv. 8.45	Woodstock	Ar. 6.15
Lv. 9.38	Pokiook	Lv. 5.22
Lv. 10.44	Kingsclear	Lv. 4.36
Ar. 11.00	Fredericton	Lv. 4.00
	Woodstock, Grand Falls	
Fares—Single	\$1.60	\$3.35
Return	2.90	6.05

Bus connections to all main points in America. Call 633 for information. Travel by bus and save time.

**Highway Transport Ltd**  
CARLETON ST., FREDERICTON  
Cut out and keep as schedule

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OF ALL CLASSES

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360 KING STREET

Stall Fed Chickens From K. W. Smith's  
Prize Stock

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135 YORK STREET 'PHONE 592.  
QUALITY AND SERVICE  
"GO HOLLYWOOD"—NOV. 16-17

### OUR DRUGGIST SAYS . . .

"A prescription filled at ROSS DRUG UNITED always lives up to expectations—always accomplishes the exact results your doctor expected it to. That's because our registered prescriptionists know the meaning of ACCURACY . . . and they practice it faithfully in all the work they do for you."

### SPECIFY

## Ross-Drug-United

PRESCRIPTIONS and be SURE

### NEW ISSUE —

### PROVINCE OF QUEBEC

3 p.c. Bonds

MATURING NOVEMBER 1, 1951

Price: 99 and Interest to Yield 3.08 p.c.

Orders may be telegraphed or telephoned at our expense.

**IRVING, BRENNAN & COMPANY, LTD.**

J. G. BADCOCK, Manager.

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WE WISH TO ANNOUNCE WE ARE  
NOW DEALERS FOR

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Lafayette from \$945.00 to \$1130.00

Nash "400" from \$1055.00 to \$1220.00

Nash Ambassador 6 from

\$1335.00 to \$1395.00

Nash Ambassador Super Eight, \$1560.00

F. O. B. FREDERICTON

LICENSE EXTRA

## CAPITAL GARAGE

PHONE 206 FOR DEMONSTRATION  
"GO HOLLYWOOD"—NOV. 16-17

## Any Time is Tea Time "SALADA" TEA

### TRAINING FOR LIFE'S WORK

#### A Series of Short Talks on How Best to Prepare in School for Specific Occupations

(By J. R. Howie, B.A., Ottawa High School of Commerce.)

This week's article is addressed to the boys and girls who are or may become interested in occupations connected with selling and advertising. In the limited space at our disposal it would be difficult to discuss fully all the interesting phases of these vocations, but we will try to answer the more important questions which are likely to arise in the minds of the boys and girls who are giving thoughtful attention to training for their life work.

Even a casual glance around our homes shows us articles and services we enjoy due to the persuasive ability of salespeople. Think how our standard of living has been raised even in the last twenty-five years, again due to the educational work of salespeople.

We are not surprised that young people today are concerned about the relation of depression conditions to the vocation of their choice. We will not labor this article with figures, but statistics show that not one life insurance salesman lost his position because of the depression. In fact, it was the very time that a larger sales force was needed.

The salesman and advertiser has a wide field of choice in which to apply himself. There are the two great divisions, retail and specialty selling fields. These are further divided into wholesalers or jobbers, sales agents and brokers. In the field of advertising there are the advertising department of the retail store, the advertising agency, the advertising media and the advertising craftsmen.

A brief survey of the qualities necessary for success in any field of selling will enable us to arrive at the essential course of training for this vocation. Since the salesman comes in contact with all sorts of people his education must be general and broad enough to enable him to help solve their problems, adjust himself and exercise patience. He must be energetic, industrious and capable of leadership. He should know and follow the rules of good health. The salesman who would have any measure of success must secure the confidence and interest of the consumer; hence he must speak correctly. Since his results depend upon his ability to persuade, he must be able to regiment his ideas forcibly and logically. Evidently the salesman cannot have too much education, and, while a high school graduate may expect a reasonable success, the college graduate would more likely rise to the executive positions.

#### Value of School Work

The question, "Can salesmanship be learned in school?" naturally arises in any discussion of this subject. It is in a certain sense true that salesmen are born, not made. Is this not true of other vocations and professions—for example, medicine, teaching, and engineering?

Of course, some people are born with more of the physical and mental qualities essential for salesmen, than are others, but that does not mean that these qualities cannot be developed by proper study, and the fundamental principles of salesmanship discovered and learned. The salesman of tomorrow need not waste several years in the trial-and-error method of learning, but instead he benefits by the experiences of other salesmen who have set their ideas down in condensed textbook form.

The course of study followed in the commercial schools of Ontario are admirably adapted to suit the needs of those choosing salesmanship and advertising. In addition to the practical subjects, such as stenography, typewriting, bookkeeping and home economics, the student is offered cultural subjects which develop his personality. After two years of general education the student should aim to follow a more specialized course of study. His work in English should enable him to speak logically and with such ease that he will have plenty of self-assurance. He should acquire skill and accuracy in arithmetic, particularly in rapid calculation and the relative values of various foreign money. Considerable time should be given to writing and spelling. The course in economic geography as designed, will give him a good general knowledge of materials—their sources, process of manufacture and uses. During his final two years he should study intensively the subjects of salesmanship and advertising.

In our schools today there are many extracurricular activities from which students may derive considerable beneficial training. The prospective salesman, whether boy or girl, should accept every opportunity offered by such activities as debating and dramatics to develop poise and self-confidence before an audience.

Since advertising is really printed salesmanship, much of what has been said above is applicable to this vocation. Courses in advertising usually emphasize copy-writing, layout work and illustrations. Thus the student learns advertising from the merchant's point of view. To enter the advertising field a boy would do well to accept position as salesman where he would learn the buying habits of people. For the girl to whom this type of work appeals, the surest entrance is through the stenographic door. Finally, to repeat what was said in relation to a salesman's education, the high school graduate may expect a reasonable success, but one who continues his training beyond the high school years, at a university if possible, is more likely to rise to the executive positions.

May we hope that this brief discussion will assist boys and girls to get the best training possible for their chosen vocation.

### ADVISES WAYS TO AVERT COLDS

#### Physician Suggests Precautions for Public With the Arrival of Fall

For lo, the summer is past, the drought is over and gone; the head cold appears in the subway; the time of the sneezing and coughing is come, and the sound of the snuffle is heard in our land.

Although medical science has not yet discovered a definite way of averting the common cold—in a large city, at any rate—there are many precautions which the public can take to reduce susceptibility, according to Dr. Lee W. Dean of St. Louis, president-elect of the American Academy of Ophthalmology and otolaryngology.

Dr. Dean is attending the forty-first annual convention of the academy at the Waldorf-Astoria, which continues throughout the week. The organization comprises 2,500 eye and ear-nose-throat specialists.

"Active and virulent germs will create infection no matter how healthy a person may be or how strong his resistance," the new president warned.

"A diet which contains an excess of Vitamin A will help the resistance but cannot prevent a cold altogether," he said. "In the case of infants,

coddling is not a good thing. They should be taken out in the open air, even in cold weather, with not too many clothes on. This makes them hardy.

Improper hygiene in living rooms is one great cause of colds. In steam-heated apartments the air is often too dry. This condition can be counteracted by heating water in the room and allowing it to evaporate."

The reason that dry air induces colds, Dr. Dean explained, is that the fluid secretion in the nose, which carries the germs away, becomes too sticky to move freely unless there is sufficient humidity in the atmosphere. Douching the nose, on the other hand, makes the fluid too thin and watery and should be avoided.

"One can often escape catching cold if one could only avoid other persons who are infected," Dr. Dean pointed out. "Sneezing and coughing disseminate the germs most quickly and should always be stifled with a handkerchief."

The new president expressed himself as strongly opposed to the use of



### BOY SCOUT NEWS

6,000 Scouts will, it is expected, represent the British Empire at next summer's Fifth World Boy Scout Jamboree to be held in Holland.

The Town Council of Dingwall, Scotland, has asked the local fire brigade of Rover Scouts to "carry on with their good work" for another year.

Boys of Ceylon Act Kipling Plays  
Four hundred Cingalese Wolf Cubs (junior Scouts) assembled for a Cub field day on the estate of Sir Francis and Lady Tyrrell, in Ceylon, and performed episodes from Rudyard Kipling's "Jungle Book."

A Boy Scout Troop organized two years ago among the juvenile offenders in the Central Prison, Haripur, Northwest Frontier of India, has been a notable success. The boys have made excellent progress in their Scout tests and have rendered valuable first aid, water supply and sanitation service at the annual local cattle fair. It is believed the boys will start life with a new outlook when their terms expire.

A Unique Frontier Boy Scout Troop  
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Australia's Scheme for Guiding Lost Airplanes  
At the request of the National Safety Council of Australia, police departments and the Boy Scouts are working out a scheme for the guidance of lost airplanes, and those in difficulty at night, to safe landing fields. Flares will be available at police stations throughout the country, and Scouts will be required to know all suitable local landing fields. When it is learned that a plane is lost or in difficulties, the Scouts will be called out and will light flares at all suitable landing places, for the guidance of the pilot.

English Scouts Like Get-Togethers  
Nearly 30,000 Boy Scouts attended four Jamborees held in different parts of England this summer. A North Country gathering at Durham attracted 10,000, a West Country affair at Plymouth drew 8,000, the Midlands Jamboree 8,000, and Sea Scouts from throughout the British Isles gathered at Portsmouth.

Dutch Queen Patroness of World Scout Gathering  
Her Majesty Queen Wilhelmina of the Netherlands has expressed her readiness to be Patroness of the Fifth Boy Scout World Jamboree, to be held near Vogelenzang, Holland, next summer. The Queen's late Consort, Prince Henry, was Patron of the Dutch Scout Association, and shortly after his death the Queen assumed his place as Patroness of the movement.

The site of the great world camp of Boy Scouts to be held in Holland next summer is appropriately known as Vogelenzang or 'Song of the Birds.' Of 200 Only a Scout Could Help the Injured Old Lady  
A letter to the Editor of the Nottingham Journal:

Sir: The value of a knowledge of first aid is not appreciated until the time arrives when it is most needed. On August Bank Holiday, Tuesday, I, with my family, had a day trip to Sandown, Isle of Wight. While waiting at the pier steps to catch a return boat to Southampton, we observed an aged lady who had the misfortune to stumble, her leg slipping between two iron steps. She received a very severe cut behind her knee.

There were at least 70 people waiting to catch the boat, and not one had any knowledge of first aid. The poor lady had to await the arrival of the boat fifteen minutes later before efficient help was forthcoming. All this time her leg was bleeding profusely, bathing towels which had been wrapped round her leg being saturated with blood.

When the steamer arrived there were calls for a doctor, or anyone with first aid knowledge. Of at least 200 people on board only one stepped forward, and he was a Boy Scout. He did the job well, and the lady was taken to hospital. I envied that Boy Scout's knowledge and efficiency.

medication for colds except under the supervision of a physician.

Scientific knowledge has increased by such great bounds, that no one person can keep up with what is known. The welfare of man will be better served by co-ordinating and using the knowledge which we now have rather than by acquiring new facts.

Crows are said to be the worst natural enemy of ducks.

The oldest co-operative was born in England 92 years ago.

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333 BRUNSWICK STREET  
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### FALL TERM

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A GOOD TIME TO ENROLL  
This is the Time to equip yourself with a Business Training so you can take advantage of the opportunities which come your way.

Write, phone or call for full information regarding our courses.

F. B. Osborne, Principal,  
Fredericton, N. B.

"GO HOLLYWOOD"—NOV. 16-17

### IT'S TIME to think of Mitts, Gloves and Hunting Jackets

Your can be sure of the Best for Less in OVERALLS, WORK PANTS and HORSE BLANKETS at our place

## H. A. BURTT

TEL. 1234  
"GO HOLLYWOOD"—NOV. 16-17

### ATTENTION LUMBERMEN

GET YOUR CAMP SUPPLIES AT OUR STORE!

We carry a complete range of CAMP BLANKETS

Priced \$2.25—\$3.00 per pair

LUMBERMEN'S TICKS  
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### J. Stanley Delong

Phone 68-11 63 Carleton St.

"GO HOLLYWOOD"—NOV. 16-17

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Western Beef and Lamb  
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Salt Herring and Salt Cod

## HAROLD YERXA'S

89 YORK ST.

"GO HOLLYWOOD"—NOV. 16-17

PHONE 305

### GLOVES

The New Fall and Winter Wool  
Gloves are here in Plain and Fancy Styles

Also

Children's Fancy Wool Mitts  
Come in and see them.

## FRED BARNES

76 YORK STREET

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"GO HOLLYWOOD"—NOV. 16-17

## LADIES

## Fur Coats

Beautifully Made, Correctly Styled  
Why not order your Coat while our stock is complete, including

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BROADTAIL

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BALTIC SEAL

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We invite you to call and see them at our Show Rooms

## J. Clark & Son, Ltd.

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