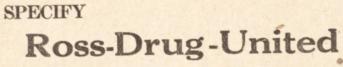
THE DAILY MAIL, FREDERICTON, N. B. FRIDAY, NOVEMBER 6, 1936



ACY ... and they practice it faithfully in all the work they do for you."





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 | gineering? Of course, some people chool of Commerce). are born with more of the physical This week's article is addressed to and mental qualities essential for he boys and girls who are or may salesmen, than are others, but that ome interested in occupations con- does not mean that these qualities nected with selling and advertising. cannot be developed by proper study, In the limited space at our disposal it and the fundamental principles of would be difficult to discuss fully all salesmanship discovered and learned. the interesting phases of these voca- The salesman of tomorrow need not tions, but we will try to answer the waste several years in the trial-andmore important questions which are error method of learning, but instead likely to arise in the minds of the he benefits by the experiences of othboys and girls who are giving thought er salesmen who have set their ideas

work.

alespeople

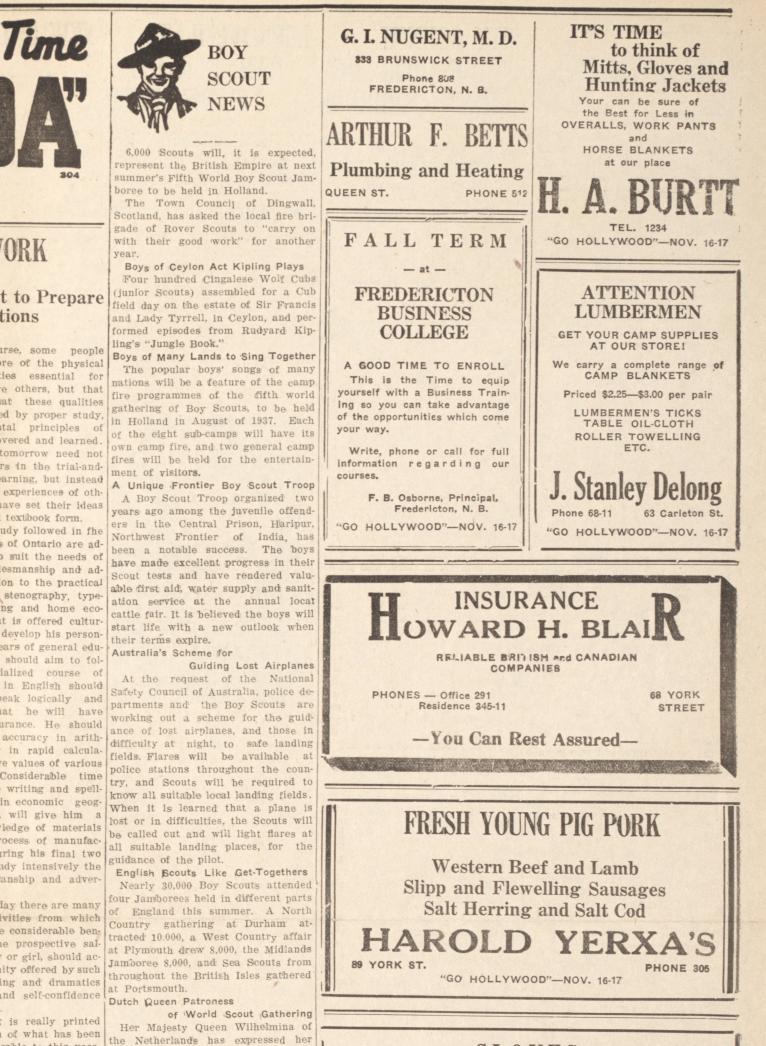
ful attention to training for their life down in condensed textbook form. The course of study followed in fhe Even a casual glance around our commercial schools of Ontario are adhomes shows us articles and services mirably adapted to suit the needs of we enjoy due to the persuasive abil- those choosing salesmanship and adity of salespeople. Think how our vertising. In addition to the practical standard of living has been raised subjects, such as stenography, typeeven in the last twenty-five years, writing, bookkeeping and home ecoagain due to the educational work of nomics, the student is offered cultur-

al subjjects which develop his person-We are not surprised that young ality. After two years of general edupeople today are concerned about the cation the student should aim to folrelation of depression conditions to low a more specialized course of the vocation of their choice. We will study. His work in English should not labor this article with figures, but enable him to speak logically and statistics show that not one life in- with such ease that he will have surance salesman lost his position be- plenty of self-assurance. He should ause of the depression. In fact, it acquire skill and accuracy in arithwas the very time that a larger sales metic, particularly in rapid calculaforce was needed. tion and the relative values of various The salesman and advertiser has a foreign money. Considerable time

wide field of choice in which to apply should be given to writing and spellhimself. There are the two great divi- ing. The course in economic geogsions, retail and specialty selling raphy as designed, will give him a fields. These are further divided into good general knowledge of materials vholesalers or jobbers, sales agents -their sources, process of manufacand brokers. In the field of advertis- ture and uses. During his final two ng there are the advertising depart- years he should study intensively the nent of the retail store, the advertis- subjects of salesmanship and advering agency, the advertising media and tising.

the advertising craftsmen. In our schools today there are many A brief survey of the qualities nec- extracurricular activities from which essary for success in any field of sell- students may derive considerable bening will enable us to arrive at the eficial training. The prospective salessential course of training for this esman, whether boy or girl, should acvocation. Since the salesman comes cept every opportunity offered by such in contact with all sorts of people his activities as debating and dramatics education must be general and broad to develop poise and self-confidence enough to enable him to help solve before an audience

their problems, adjust himself and Since advertising is really printed exercise patience. He must be ener- salesmanship, much of what has been getic, industrious and capable of said above is applicable to this vocaleadership. He should know and fol- tion. Courses in advertising usually low the rules of good health. The emphasize copy-writing, layout work salesman who would have any meas- and illustrations. Thus the student re of success must secure the con- learns advertising from the merfidence and interest of the consumer, chant's point of view. To enter the hence he must speak correctly. Since advertising field a boy would do well his results depend upon his ability to to accept position as salesman where persuade, he must be able to regiment he would learn the buying habits of Patroness of the movement. his ideas forcibly and logically. Evi- people. For the girl to whom this type dently the salesman cannot have too of work appeals, the surest entrance much education, and, while a high is through the stenographic door. Finschool graduate may expect a reason- ally, to repeat what was said in relaable success, the college graduate tion to a salesman's education, the would more likely rise to the execu- high school graduate may expect a reasonable success, but one who contive positions Value of School Work tinues his training beyond the high The question, "Can salesmanship be school years, at a university if poslearned in school?" naturally arises in sible, is more likely to rise to the exany discussion of this subject. It is in ecutive positions.



Page Seven

The New Fall and Winter Wool

GLOVES

PRESCRIPTIONS and be SURE

NEW ISSUE ----

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

a certain sense true that salesmen are May we hope that this brief discus born, not made. Is this not true of sion will assist boys and girls to get other vocations and professions-for the best training possible for their example, medicine, teaching, and en- chosen vocation.

ADVISES WAYS TO AVERT COLDS

Physician Suggests Precautions for Public With had any knowledge of first aid. The the Arrival of Fall

For lo, the summer is past, the coddling is not a good thing. They trought is over and gone; the head should be taken out in the open air, cold appears in the subway; the time even in cold weather, with not too of the sneezing and coughing is come, many clothes on. This makes them and the sound of the sniffle is heard hardy Improper hygiene in living rooms

in our land.

ret discovered a dofinite way of avert heated apartments the air is often too ing the common cold-in a large city, dry. This condition can be counteractat any rate-there are many precau- ed by heating water in the room and tions which the public can take to re- allowing it to evaporate."

duce susceptibility, according to Dr. The reason that dry air induces Lee W. Dean of St. Louis, president- colds, Dr. Dean explained, is that the elect of the American Academy of fluid secretion in the nose, which

Ophthalmology and otolaryngology. carries the germs away, becomes too medication for colds except under the Dr. Dean is attending the forty- sticky to move freely unless there is first annual convention of the acad- sufficient humidity in the atmosphere emy at the Waldorf-Astoria, which Douching the nose, on the other hand. by such great bounds, that no one per continues throughout the week. The makes the fluid too thin and watery son can keep up with what is known. organization comprises 2,500 eye and and should be avoided.

ear-nose-throat specialists. "Active and virulent germs will cre- if one could only avoid other persons knowledge which we now have rather ate infection no matter how healthy a who are infected," Dr. Dean pointed than by acquiring new facts. person may be or how strong his re- |out. "Sneezing and coughing dissem-

sistance," the new president warned. inate the germs most quickly and "A diet which contains an excess of should always be stifled with a hand- ural enemy of ducks. Vitamin A will help the resistance kerchief."

but cannot prevent a cold altogeth- The new president expressed himer," he said. "In the case of infants, self as strongly opposed to the use of in England 92 years ago.

Henry, was P Association, and shortly after his death the Queen assumed his place as

of the Dute

readiness to be Patroness of the Fifth

Boy Scout World Jamboree, to be held

near Vogelenzang, Holland, next sum-

mer. The Queen's late Consort, Prince

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 poor lady had to await the arrival of the hoat 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 Although medical science has not is one great cause of colds. In steam- 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.

> supervision of a physician. Scientific knowledge has increased The welfare of man will be better "One can often escape catching cold served by co-ordinating and using the

> > Crows are said to be the worst nat-

The oldest co-operative was born

Gloves are here in Plain and **Fancy Styles** Also **Children's Fancy Wool Mitts** Come in and see them. FRED BARNES

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