

AD MODELS NEED POISE, PERSONALITY, BIT OF CONCEIT

Beauty Is Not Most Important Ingredient of Those Girls Who Pose in Everything from Step-ins to Convertible Coupes

NEW YORK—Those beautiful advertising models who pose in everything from step-ins to convertible coupes insist that it takes more than a pretty face and a shapely figure to be a successful model.

More important than mere beauty, they say, are personality, poise, distinctive features and a dash or two of conceit.

Sometimes they're top notchers in one line of modeling and failures in another. A girl whose picture makes the big magazines and billboards consistently, for example, once tried to get a job modeling gowns in Gloria Morgan Vanderbilt's shop.

A Bad Walk

"You walk like a football player," she was told. Yes, she's in the big money now.

Two types of work are open to the advertising model: fashion shows, which pay from \$15 to \$25 for a two-hour show and a couple of advance fittings; and sitting for a camera which pays about \$5 an hour. Some models charge double rates and get it.

The average age of advertising models is about 21; and the good ones make about \$75 a week; the very good ones double that amount. Their bosses say an expert model can stay in the business for eight or ten years, but most of them marry in a couple of years and stop working. Usually they marry well.

They're not "beautiful but dumb." Some are not particularly good looking, but they all have charm and personality.

They get into the modeling business for a variety of reasons. Bunny Hartley, the 18-year-old Richmond, Va. girl, married a man who poses for advertisements and decided she'd like the same work.

Anita Counihan who is beautiful, unmarried and 20, left a finishing school in Washington, D.C., and thought she'd prefer modeling to teaching. You'll see her on the nation's billboards.

Quit School To Model

You probably wouldn't recognize her, though. Models whose pictures have been plastered from one end of the country to another—in newspapers,

magazines and signboards—say that strangers never come up to them and say, "Excuse me, but aren't you the girl in so-and-so cigarette ads?" They suppose it's partly because people take their advertising girls impersonally.

Usually a girl is picked for a certain modeling job because she's the type—sweet, sophisticated, sporty or sentimental. Jane Steele got her first job because an advertiser wanted a frowning girl and Miss Steele frowns beautifully.

Upkeep is expensive, since a model must be well dressed and well groomed and they furnish their own clothes for most sittings.

FORTUNE TELLER GETS BEATING

KREANSBURG, N. J., Sept. 5—Mme. Evelyn, a fortune teller, told her client she saw nothing but bad luck in his future.

"Are you sure?" he asked.

"Yes, indeed," said Mme. Evelyn taking another look at his palm.

"Well," he said, "Here's the beginning of the trouble."

He catapulted Madame out of her chair with a right to the jaw and escaped before police could respond to her screams.

BLACKSMITH AGED 91 DEAD AT TORONTO

TORONTO, Sept. 5—James Black, nonagenarian blacksmith who followed his trade for more than six decades died yesterday in his 91st year. He was a native of Carleton Place, and began horseshoeing there before coming to Toronto. Four sons survive.

NEW EXHIBIT TECHNIQUE USES SATIN FOR EFFECTS

A huge picture, painted on satin, is a unique feature of one of the outstanding exhibits at the Canadian National Exhibition in Toronto this year. The picture portrays the route of the International Limited, Canada's famous train which has operated daily each way between Montreal and Chicago since 1900, and forms part of the Canadian National Railways exhibit. The use of satin is a new technique in exhibition displays and one of the features is the pleasing and glossy effect under indirect lighting. Only one craftsman in Eastern Canada could be found capable of working the new display material, specially prepared dyes having to be used. Other features of the exhibit done in satin are, the "Lady Nelson" of the Canadian National Steamships, in service between Canada and the British West Indies, in a setting typical of scenes in these islands of the Caribbean; the Houses of Parliament in Ottawa with a medal of the Chateau Laurier hotel in the foreground; other Canadian National hotels across Canada and summer resorts, including The Nova Scotia at Halifax, N. S., Pictou Lodge, Pictou, N. S., and The Canadian National in Charlottetown, P. E. I.; the world-wide service given by the Canadian National Express by land, sea, and air. The main feature of the exhibit, however, is a topographical display showing the Canadian Rockies with Jasper Park Lodge nestled amid the huge mountains rising about the valley and the main transcontinental line of the railway across Canada.

The progress made in the art of telegraphic communication is also set forth, the Canadian National Telegraphs having an exhibit portraying electrically the speedy one-minute cable service between London, England, and Toronto and a two-minute service to Vancouver, flashing lights timing the seconds between the three widely separated cities.

France's Position

It can now be set down as practically certain that there will be no war in Europe as the result of sanctions voted by the League of Nations against Italy, and the threats of Premier Mussolini as to what will happen if they are. The action of the French ministry, which has instructed Premier Laval to vote against sanctions, makes the condemnation of Italy by the Council impossible.

The rulers of France are realists. They would like to save the League of Nations; but they feel it is even more important to save the status quo of Europe. It would not be a bad thing at all, from the purely French angle, if Italy did acquire Ethiopia; that it would take Italian eyes off Tunis and Syria, and would give the Italians something to think about for years to come. At the same time, the plans for a coalition to maintain peace in Central Europe could be perfected, and another link placed in the chain around Germany.

The French logic has its supporters in England. Better to scrap the League, they say, than to embroil Europe.

"There is no earthly possibility of applying the strict letter of the Covenant as it stands," reasons J. L. Garvin in the Observer. "The Covenant was framed when America was a member of the League, and otherwise would not have been thinkable. The original idea was to provide, with the support of the United States, powers of action so real and overwhelming as to make the resistance of any single nation impossible, and to ensure that the League should triumph either by the tremendous weight of peaceful pressure, or, at least, by brief operations against an isolated offender, without risk of convulsing civilization by another universal conflict."

That view, it seems in view of France's action, is likely to prevail at Geneva, even though a great deal of execration is poured upon the head of Il Duce for bringing the League into such a mess.

But what follows? A general feeling of insecurity in Europe, since it will have shown that the League is powerless. A scramble for alliances. A field day for the armament makers. A period of anxious watching to see how long it will take Italy to achieve the conquest of Ethiopia, and whether the campaign will so weaken her, materially and morally, as to injure her standing in Europe and lead to moves in the Central European field that for years she has been set to check.

Now that France has spoken, and no sanction can be voted by the League, it remains to be seen whether Mussolini's attention will be called to Article 12 of the Covenant, which pledges members not to go to war until three months after the Council has reported regarding a dispute, and Article 16, which says that if any member resort to war in disregard of Article 12 and other articles, it shall ipso facto be deemed to have committed an act of war against all other members of the League who are thereupon bound to sever all trade and financial relations with the offender. If these clauses are scrapped, the League is as dead as imperial Caesar.

RULES ARE CHANGED FOR MODEST MISS

NEW YORK, Sept. 5—Because a 17-year old high school girl objected to appearing before judges in a bathing suit, the whole structure of the "Miss Italy" beauty contest to be staged in Brooklyn September 23 was changed. The 200 contestants will appear in the contest in evening gowns. Mary Fulminante admitted that she is reluctant to appear anywhere but on the beach in a bathing suit.

Express Rates Reduced Police Will Put an End To Horn Honking

MONTREAL, Quebec, Sept. 5—Striking reductions in rates on long-haul heavy express shipments effective over the lines of all railway express companies in Canada on September 2nd are announced by the Express Traffic Association of Canada. The new rates represent a reduction of more than twenty per cent. Some time ago express rates on packages 15 lbs. and under were considerably reduced, but in order to take of these rates shippers frequently found it necessary to split large shipments into small packages. This entailed an increase in packaging costs which is now removed. The present reduced rates on packages 15 lbs. and under will remain in effect.

COMMENTABLE COMMENTS

The Psychology of Fellowship—For those with grievous troubles, the friendly atmosphere opens the gates for relieving mental pressure. It gives men a chance to get problems "off their chests" and thereby obtain a new grasp on themselves. We have all seen this work out; we seldom, if ever, stop to realize how psychologically sound and how humanly important it is.—Dr. Amos O. Squire, former chief physician at Sing Sing prison, in the Rotarian Magazine.

You and Your Town—One thing is certain—if a town does not look like a good place to live in, it isn't—Ernest Elmo Calkins in the Rotarian Magazine.

The Men Who Lead—Today we have two classes of minds. There is one crowd which strives to attract attention by loudly proclaiming they are materialists; and there is the other which believes in personal and civil righteousness. It has been men of the latter type who, in the past despite conquerors and persecution, have led the world, and the same will be true in the future.—Dan Beard, National Boy Scout Commissioner, in the Rotarian Magazine.



Sealed tenders, addressed to the undersigned and endorsed "Tender for Wharf, Baie Ste. Anne, N.B.," will be received until 12 o'clock noon (daylight saving), Saturday, September 14, 1935, for the construction of a wharf at Baie Ste. Anne, Northumberland County, N.B.

Plans, form of contract and specification can be seen and forms of tender obtained at the office of the Chief Engineer, Old Post Office Building, St. John, N.B.; Canadian Construction Association (St. John Branch) 111 Princess St., St. John, N.B.; also at the Post Offices at Chatham, N.B., Bathurst, N.B. and Baie Ste. Anne, N.B.

Tenders will not be considered unless made on printed forms supplied by the Department and in accordance with conditions set forth therein.

Each tender must be accompanied by a certified cheque on a chartered bank in Canada, payable to the order of the Honourable the Minister of Public Works, equal to ten per cent of the amount of the tender, of Bearer Bonds of the Dominion of Canada or of the Canadian National Railway Company and its constituent companies unconditionally guaranteed as to principal and interest by the Dominion of Canada, or the aforementioned bonds and a certified cheque if required to make up an odd amount.

Note.—The Department will supply blue prints and specification of the work on deposit of a sum of \$20.00, in the form of a certified cheque payable to the order of the Minister of Public Works. The deposit will be released on return of the blue prints and specification within a month from the date of reception of tenders. If not returned within that period the deposit will be forfeited.

By order,

N. DESJARDINS,

Secretary.

Department of Public Works,
Ottawa, August 31, 1935.

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