

The School Magazine

OF THE

McCABE COMMERCIAL SCHOOL

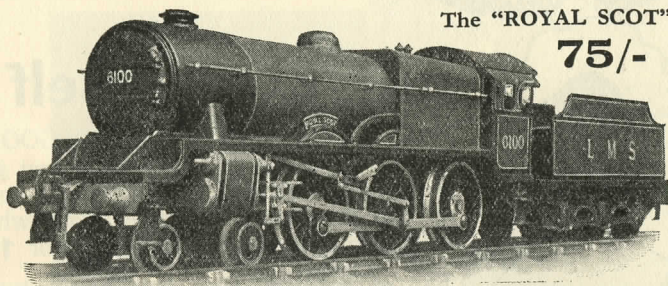
MAIDSTONE



Vol. V. No. 13.

January, 1935.

SCHOOLBOY'S DREAM THAT CAME TRUE



The "ROYAL SCOT"

75/-

Nearly forty years ago there was a small school-boy who was just as interested in making models and owning them as you are. That school-boy was Mr. W. J. Bassett-Lowke, now Managing Director of the famous firm of Bassett-Lowke Ltd., who from his own absorbing boyhood hobby has created a world-wide business in scale models—railways, engines and ships—for other boys to enjoy as he has.



If you are interested in the possibilities of model railways, model ships or model engineering of any kind, write to Mr. Bassett-Lowke about them, and he will give you good advice on commencing any of these splendid hobbies.

Write for the interesting Free Booklet—"Realism in Miniature," or better still send for the New **BASSETT-LOWKE Handbooks** :

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|---|-----------------------------------|
| A.19. Model Railways and Equipment | <small>PRICE</small>
6d |
| <small>New Edition out this December.</small> | |
| B.19. Model Engines, Castings and Parts | 6d |
| S.19. Model Ships and Fittings | 6d |

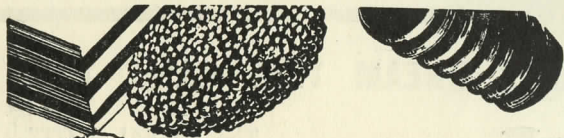
BASSETT-LOWKE

LTD,

NORTHAMPTON

London Branch
112
HIGH HOLBORN
W.C.1

Manchester Branch
28
CORPORATION
STREET



Enjoy Yourself!

BASSETT'S ARE JOLLY GOOD! Treat yourself to a carton when you get your pocket money. You will be keen on the flavours and centres—and what a lot you get for your **3d., 6d. or 1/-.**

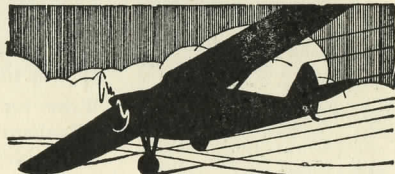
They're good for you, too—100% pure.

IN CARTONS 1-lb. $\frac{1}{2}$ /-, $\frac{1}{2}$ -lb. **6d.**
3d. $\frac{1}{4}$ -lb. loose.

BASSETT'S

Original LIQUORICE ALLSORTS

THIS SUPER PERFORMANCE



MODEL AIRCRAFT

OF LONG STANDING AND INDISPUTABLE REPUTE WILL UNDOUBTEDLY UPHOLD ITS UNCHALLENGED PRESTIGE FOR HIGHEST PERFORMANCE IN 1934—AND AFTER ALL IT'S PERFORMANCE THAT COUNTS! ANY ONE OF OUR VARIED RANGE OF STURDY MODELS WILL STAND NO END OF ROUGH USAGE AND REALLY PERFORM ALL THE FEATS ACCREDITED TO THEM—THEY'RE CRASH PROOF, TOO, AND ALL MODELS "TAKE OFF."

THE AWARDS TO

WARNEFORD

FLYING MODEL AEROPLANES

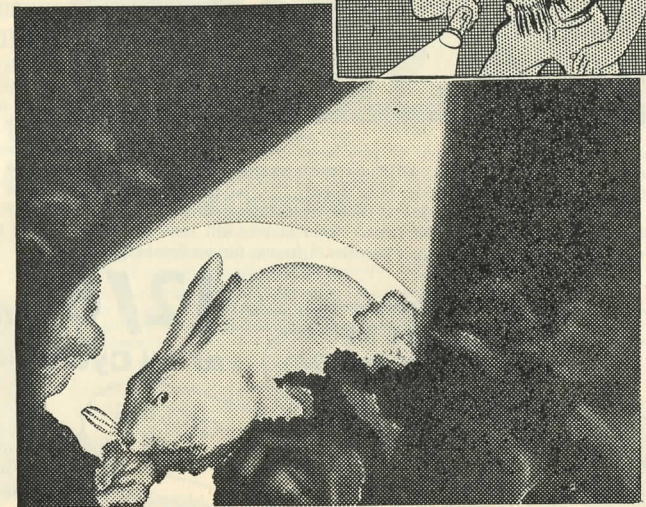
QUALIFY THEM AS THE BEST TO BE HAD

PRICES $\frac{1}{6}$ TO 5 GUINEAS

OBTAINABLE FROM ALL GOOD STORES, TOY AND SPORTS DEALERS THROUGHOUT THE WORLD

ILLUSTRATED PRICE LIST POST FREE FROM WARNEFORDS, DEPT. C.8, GREENWICH ROAD, LONDON, S.E.10

FOUND!



And this is only one of the times you need an Ever Ready torch. Out of doors in the winter evenings; camping during the summer; in attic, cupboard or cellar an Ever Ready torch turns night into day. Save up, or get Dad to give you an Ever Ready—the torch for Christmas or your birthday. Don't forget! Ever Ready—the torch that lasts the longest and gives the biggest beam of light.

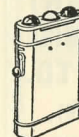
THAT'S *when you're glad of your*

EVER

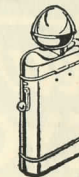
READY

Regd. Trade Mark

TORCH



The Signaller's Torch. This torch shows a red, green, or white light and most Boy Scouts carry one. Nickel-plated or covered with leatherette, it costs complete, only **3/6d.**



A Pocket Searchlight. A big magnifying glass gives this torch an amazingly long and powerful beam of light. You will find the battery will last a really long time, and it costs complete only **2/6d.**

THE EVER READY CO. (GT. BRITAIN) LTD., HERCULES PLACE, HOLLOWAY, LONDON, N.7.

"I'm having one for XMAS"

No Modern Bicycle is really complete without the

COOPER-STEWART BICYCLE SPEEDOMETER

which is a real precision instrument, such as is fitted to a motor car. This

handsome speedometer is fixed on your handlebar, and driven from the front wheel, by means of a flexible shaft. It shows, **all the time** you are cycling, just **how fast you are going**. You have often wanted to know your speed . . . on the straight . . . down or up the hill.

Every bicycle will have one of these Speedometers later on, but the most up-to-date cyclists are fixing one **now**. **Be first**. Your bicycle will then be the envy of all your friends. Do not just think you are doing "twenties," **know for a certainty**.



12/6 complete of all Cycle Dealers

Fitted easily and quickly. Full instructions included.

Read all about it in Illustrated Descriptive Folder. POST FREE

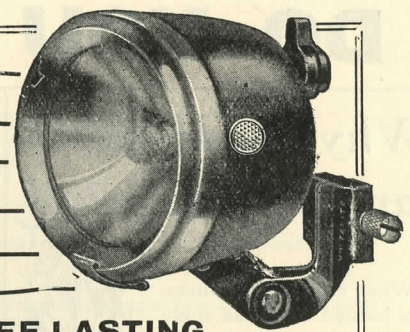
Ask your usual Cycle Dealer to fit one on your Bicycle NOW, or send his name and 12/6 and we will see you get one by return. Specify whether for 26in. or 28in. wheel.

COOPER-STEWART ENGINEERING CO., LTD.

(Dept. 9),
136-137
LONG ACRE,
LONDON,
W.C.2.

Cooper Stewart BICYCLE SPEEDOMETER

"VOLTALITE" ORIGINAL AND BEST OF ALL DYNAMO ELECTRIC CYCLE LAMPS



A TROUBLE-FREE LASTING DYNAMO ELECTRIC Cycle Lamp

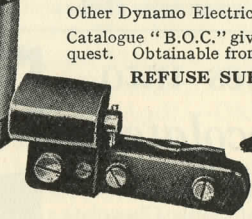
MADE IN ENGLAND

Utilising the latest scientific achievements in metallurgy. A brilliant light at all speeds—unaffected by severest weather conditions.

"VOLTALITE" DYNAMO with Improved Model Head Lamp, 4-inch front, as illustrated, fitted with emergency dry battery, concealed in body, for use when cycle is stationary. D.R./336 **15/-**

Other Dynamo Electric Cycle Lamps from 7/6. Catalogue "B.O.C." giving full particulars on request. Obtainable from first-class Cycle Stores.

REFUSE SUBSTITUTES. If your Cycle Store does not stock, write direct.

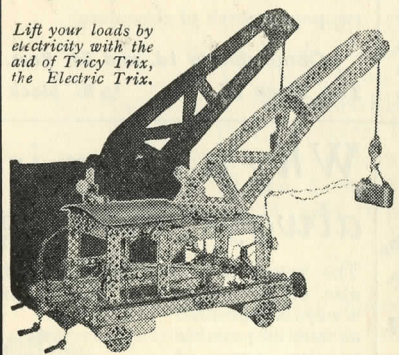


Voltalite Ltd

FREDERICK RD., PENDLETON, MANCHESTER, 6.

TRIX BUILDS BEST!

Lift your loads by electricity with the aid of Tricy Trix, the Electric Trix.



Models made with Trix are better, stronger and far more realistic. Thanks to Tricy-Trix, The Electric Trix, they can even be driven and lit up with electricity! With Trix Gear Sets

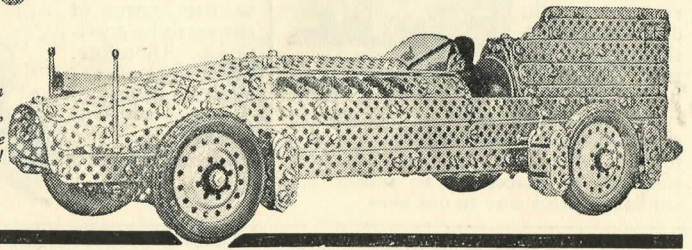
A Wonderful New Invention

you can also put your models *in gear*. Pocket money goes much further when buying Trix.

There are no extra parts to buy, no expensive accessories.

There's *nothing* like Trix.

Sir Malcolm Campbell's "Bluebird." Look at the "exhausts"!



DO YOU KNOW—

Why coal burns and not a stone?

When the element silicon is burned it makes stone or rock, and once burned the stone naturally cannot be burned again. But coal is made mainly of carbon which has not been burned, and can, therefore, be lighted, as you've seen when coal is put on the fire at home.



Why you shiver when you are cold?

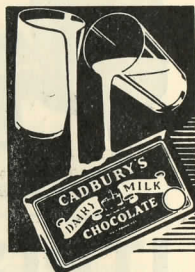
When you shiver on a cold morning nature is warning you. Just as, when you feel hungry, your body is telling you it requires food, so when you shiver, your body is warning you that it needs warming. Shivering makes us aware of the cold when we might not have noticed it, and so gives us the chance to protect ourselves by getting near a fire, by brisk walking, or by putting on more clothes.



How much Milk goes into Cadburys Milk Chocolate?

When you take your twopence to your sweetshop you probably ask for a 2 oz. block of Cadburys Milk Chocolate. The milk Cadburys use to make this chocolate comes from hundreds of British Dairy Farms. Rich, full-cream dairy milk, which is poured into the chocolate at the wonderful Cadbury factories in the country. And Cadburys are generous. Actually a glass and a half of this delicious creamv milk goes

into every $\frac{1}{2}$ lb. block of Milk Chocolate; nearly half-a-glass of this milk goes into every 2 oz. block. So now you know exactly how much milk goes into your twopennyworth of chocolate.



Obtainable in 1d. and 2d. Bars.

2 oz. block 2d. $\frac{1}{4}$ lb. block 4d.

Where the Rainbow ends?

A rainbow seems to come right down and touch the earth, and there are stories about finding the rainbow's end. But it ends nowhere, for it is a mere appearance in the sky, due to tiny drops of water, and the rainbow finishes where the drops of water end that are so placed as to reflect the sunlight in this way to our eyes.



Why a river is always moving?

The water of a river, like everything else on the surface of the earth, is always being pulled as near as possible to the centre of the earth by gravitation. Therefore, the river is always moving down to the place which is nearest to the earth's centre, and this, of course, is the sea.



With acknowledgements to the Children's Encyclopædia.

MCCABE COMMERCIAL SCHOOL MAGAZINE.

Vol. V. No. 13.

JANUARY, 1935.

SCHOOL HISTORY.

Monday, 14th January.—Easter Term begins.
 Wednesday, 23rd January.—Old Boys' Dinner.
 Tuesday, 29th January.—Old Boys' Annual General Meeting.
 Tuesday, 26th February.—Old Boys' Monthly Meeting.
 Thursday, 28th February.—Old Boys' Social.
 Friday, 1st March.—Concert and Prizegiving.
 Monday, 4th March.—Half Term.
 Tuesday, 26th March.—Old Boys' Monthly Meeting.
 Thursday, 4th April.—Old Boys' Social.
 Saturday, 13th April.—Term ends.
 Tuesday, 7th May.—Summer Term begins.
 Wednesday, 31st July.—Term ends.
 Wednesday, 18th September.—Christmas Term begins.
 Wednesday, 18th December.—Term ends.

Salvete.

The following new boys were admitted this term :—

- No. 145.—G. K. Reynolds, Upper III (St. Peter's).
- No. 146.—B. D. Beale, Lower IV (St. Augustine's).
- No. 147.—B. W. Day, Prep. (School).
- No. 148.—N. L. W. Hartridge, Lower III (St. Peter's).
- No. 149.—J. P. Le Fever, Lower III (St. Peter's).
- No. 150.—E. K. Leeves, Lower III (School).
- No. 151.—S. Moore, Lower IV (School).
- No. 152.—D. G. Winsor, Upper III (St. Augustine's).

Valete.

The success of the School in finding suitable posts for boys leaving us continues unabated. During 1934 we have had more applications for trained boys than we have been able to fill. It has been our experience that employers who have had a boy from us in the past return again and again when fresh vacancies arise. There is a very definite demand for boys with a knowledge of Shorthand, Typewriting and Book-keeping, and we strongly urge the bigger boys to

concentrate on these valuable commercial subjects. This term, R. J. Wood has taken a post with Messrs. W. H. Smith & Son after four years in the School. L. Morgan has gone into his father's business after six years in the School.

R. W. Randall is entering the Royal Exchange Assurance Co. after six years in the School. P. Murdoch has left the district after two terms with us.

The College of Preceptors' Examination results show that K. W. Whibley passed with distinction in Algebra and J. H. E. Piper passed in the Junior Division, while F. E. M. Betts passed with distinction in Arithmetic in the Preliminary Division. This year we have sufficient candidates for Civil Service examinations to enable us to form a separate class for that work.

In Pitman's Shorthand, G. H. Goodchild obtained his Stage I Theory Certificate, and H. Philpott his Speed Certificate for 60 words per minute. We hope to have other boys ready for these examinations this term.

We hope to see a record attendance at the School Concert on 1st March at the Corn Exchange. Tickets will soon be available, and we hope everyone will dispose of as many tickets as possible. The prices will be Gallery 6d., Hall 1s. and 2s. Boys in the School at half-price for the Hall seats. An interesting and varied programme is being arranged, and a thoroughly enjoyable evening is assured.

During the term a "snap" debate was held on the following 10 motions. Two minutes were allowed for each side to put their case, and the votes were counted immediately.

"That Football is a better game than Cricket"—Carried 51—19. "That Cats, as well as Dogs, ought to be Taxed"—Lost 7—61. "That teaching History is a waste of time"—Lost 22—52. "That the Price of Sugar ought to be Doubled"—Lost 3—71. "That Lying is worse than Stealing"—Lost 11—57. "That Boys should Learn Needlework"—Lost 15—43. "That no Boys under 12 should stay up later than 7 p.m."—Lost 2—72. "That Prizes should be given for Conduct only instead of Work"—Lost 9—61. "That Boys should have more Homework in Winter and less in Summer"—Carried 52—13. "That Cinemas show more Bad Films than Good Ones"—Carried 37—34.

A party of about 80 boys attended the Central for the epic film "90 Degrees South," in aid of the R.S.P.C.A. fund. Every moment of this historic story was greatly enjoyed. The film gives a more vivid idea of the desolate Antarctic wastes

than can ever be acquired from books and the indomitable courage of the explorers in face of difficulties was more admirably realized than by any oral description.

A lantern lecture was given at School by Miss G. Barker explaining the work and needs of the Dr. Barnardo's Homes, and the pictures and lecture were much appreciated.

The usual collections were made this term. About 17lbs. of tinfoil was sent to Kousin Mac's Fund. The Poppy collection on Armistice Day was 18s. 5d. The R.S.P.C.A. received 8s. 2d., and the Royal West Kent Hospital 2s. 5d.

The School Branch of the League of Nations has held two meetings this term, one in the School, and the other in the St. Peter's Parish Hall. At the latter meeting Mr. Brinton gave an interesting address on the National Declaration. Books can now be borrowed from the League of Nations Library at 15, Grosvenor Crescent, London, S.W.1. The only charge for these books is for the carriage. In his address Mr. Brinton said that in the large towns such as Luton and Rugby, the voting had proved decidedly favourable. He said we wanted the League of Nations as the governing body of the world, as the police were in England, and the Armament manufacturers were only looking after their own interests when they hampered the work of the League of Nations. G. Goodchild is the School Secretary, and intending members should apply to him for further particulars.

A large number of boys have taken up boxing this term. The principal contests resulted as follows (the letters refer to Houses) :—

P. Randall (A.) beat J. Pierce (A.) $5\frac{1}{2}$ — $4\frac{1}{2}$. D. Noakes (P.) and K. Whibley (S.) 5—5. Rickard (S.) beat Hughes (A.) 6—4. Froud (A.) and Edmed (A.) 5—5. Farman (S.) and B. Beale (A.) 5—5. Edmed (A.) beat Foord (S.) 7—3. L. Beale (S.) beat Jessup (A.) 6—4. Stevenson (S.) beat Hughes (A.) 6—4. Rickard (S.) and Hughes (A.) $4\frac{1}{2}$ — $4\frac{1}{2}$. P. Randall (A.) beat Stevenson (S.) $5\frac{1}{2}$ — $3\frac{1}{2}$. Jessup (A.) and R. J. Randall (P.) 5—5. Rickard (S.) and Black (P.) $7\frac{1}{2}$ — $7\frac{1}{2}$. P. Randall (A.) beat J. Beale (P.) 8—7. We are indebted to C. Jessup for his work in arranging the contests and recording the results. The usual physical exercise and gymnastic classes have been continued.

The following boys of the Upper School deserve the thanks of their comrades: G. Goodchild, for his work as Captain of the School Team and Secretary of the League of Nations. L. Beale, Vice-Captain of Football, J. Beale, Football Secretary, R. W. Randall, Chess Secretary; C. Jessup,

Boxing fixtures; J. Piper and D. Noakes, Librarians. All have worked well to make their jobs a success.

The final House Points for 1934 were as under :—

	Football	Cricket	Sports	Boxing	Work	Total
School ...	34	67	36	13	79	229
St. Augustine's	33	33	25	20	59	170
St. Peter's ...	33	—	39	7	62	141
Totals	100	100	100	40	200	540

A SHIPWRECK.

One night, I was on board the ship *Albatross*; it was very stormy weather, the waves swept the deck, and crashed into the sea again. Suddenly the ship gave a terrific crash, and shook awfully; we had struck a rock. The lifeboats were lowered, and the women and children got into them, the men following.

The boats put off; not a minute too soon, for the ship gave a lurch, and sank.

We rowed on for about an hour. At last we sighted an island, and rowed towards it. Soon we reached it; we got out of the boats, and dragged them ashore. We went into the island. There were banana trees, and melons, and calabash trees, and several other kinds of fruit.

We ate some, and then we tried to find a spot to sleep in. We found a nice place, and we lay down to go to sleep.

About five o'clock in the morning the watch roused us and said he had seen a black face peer through the bushes.

We got up, and the officers got their guns and stood ready for an attack. Suddenly, we heard a wild yell, and we saw a ring of the cannibals around us, as if they had come from the thin air itself. Suddenly the chief stopped dancing, and came towards the captain.

The captain dropped his rifle, whipped out his revolver, and fired, and the chief fell with a wound in his leg. When the others saw this, they started for us; but the officers, clubbing their rifles, struck out at the cannibals. A panic was caused amongst the cannibals, and meanwhile we were running to the boats; the officers followed, and we got into them. Once we were on the water again we had to row for our lives. Soon we were away from the island, and sighted a ship, which picked us up. So all's well that ends well.

D. Colinese (age 10).



Careers for Boys.

“THE USES OF ADVERTISEMENT.”

ADVERTISING AS A CAREER.

ADVERTISING is one of the oldest things in this world of ours. It is at least as old as the commencement of retail trade. When the shoemaker or clothier or barber of long ago hung a richly-painted sign outside his shop, he was trying to attract the attention of customers to his trade and induce them to enter and purchase. When apprentices cried “What d’ye lack?” in the streets of Old London, they had the same object in view; and both of these are advertising.

Modern Advertising.

The advertiser of to-day has gone beyond these primitive methods, though indeed he still maintains them: for the butcher still shouts “Buy, buy, buy” as he cuts off the Sunday dinner, and the great stores still attract custom by tasteful window decoration. But progress has brought with it means of reaching the potential buyer who never comes near the shop window, in the form of a great mass of newspapers and periodicals, and numerous advertisement hoardings. It is with the use of these, and more especially of the former, that we are concerned; and with the tendency to specialization which is the mark of advancing civilization, there has grown up a specialist in advertisement, who saves the merchant the trouble of shouting “buy, buy, buy” by doing it for him.

The Business of Advertising.

We will assume that you are a manufacturer of, say, toys. You are convinced yourself that the toys you produce are very much better than those of any other firm. You are naturally anxious that as many people as possible should

share this belief. How is this desirable result to be produced? Obviously you must advertise, and tell the public, through the medium of advertisement, the reasons why they should purchase your goods.

You decide to spend, shall we say, one thousand pounds a year on advertising. You get into touch with an advertising agency, and ask them to map out an advertising campaign costing approximately a thousand pounds.

The Art of Advertising.

The agency will have records of all the publications read by those likely to have any interest in the subject of toys. They will also know the circulation of these publications, and how much per square inch is charged for advertisements. Suitable advertisements will be roughly drafted by the copy-writers, and the art department will be asked to propose sketches and diagrams likely to arrest the attention of readers.

When the agency has mapped out a campaign costing a thousand pounds, a full report will be sent showing exactly how it is proposed to spend your money. You approve the proposals, and tell your agency to start the campaign. Space is then booked in the suggested periodicals, the draft advertisements are carefully finished off, and orders placed for the blocks or stereotypes necessary for reproducing the pictures that may form part of the advertisements. The agency will settle accounts with the advertisement managers of the publications concerned, deducting from the sums paid over a commission of 10 per cent. This the agency keeps as its own remuneration for planning the campaign on your behalf. Thus the full thousand pounds is spent, just as if you had planned the campaign yourself, and you have had the services of the most expert advertisers, copy-writers and artists, the expense of which has fallen on the periodicals in which you have advertised.

The Science of Advertising.

When the thousand pounds is spent, there is still one important task to be performed. Every modern agency runs a special research department, the object of which is to trace as accurately as possible the return in sales for every pound spent. Helped by the advertiser, the agency arrives at a statistical table, which shows the return from every

periodical, from every kind of advertisement, and provides invaluable material for future use. It is a difficult task, but most interesting, and its necessity for any well-planned advertising campaign will be obvious. The research department is the "memory" of the agency, which stores up the fruits of past experience, and makes it possible for a really practical certainty of a good return to the advertiser.

From this it will be seen that, although advertising has become a specialized career, there is yet need within its bounds for men of widely different training and temperament. The business man is needed for administration, the man of literary capacity for copy writing, the artist for illustration, the research worker and statistician for tracing the results. This is not the least reason why it is a career attractive to the boy who may not seem to fit in to one of the more stereotyped and rigid callings.

Conditions in the advertising profession are governed very largely by its professional organization, the Institute of Incorporated Practitioners in Advertising.

This Institute was founded in 1927 to secure for Advertising a recognized professional status by raising the standard of qualification necessary for those engaged therein. In pursuing this object, the Institute holds examinations, the passing of which is one of the essential requisites for eligibility to Associate Membership.

Whilst it is not essential that those taking up Advertising as a career should become members of the Institute, yet membership stands as a guarantee of the observance of a standard of conduct, and of a qualification of efficiency in Advertising practice.

Qualifications for Membership.

To become an Associate of the Institute the aspirant must (1) have had the requisite experience, and (2) have passed the Institute's Final Examination.

To achieve the requisite experience it is essential to satisfy the Council of the Institute that the aspirant has had at least five years' experience on the staff of an advertising firm recognized by the Council. This means in effect that eligibility depends on proof being forthcoming of sound general advertising experience. The Council can, if it wishes, reduce the period from five to three years.

The examinations are as follows:—(a) A preliminary examination calculated to test the standard of general education of candidates. This examination need not be passed by those who have matriculated or passed general examinations of a type approved by the Council.

(b) An intermediate technical examination calculated to test candidates' knowledge of all branches of advertising.

(c) A final technical examination calculated to test candidates' knowledge of advertising and of its application in practice.

This final examination covers the following subjects:—Theory of Advertising, Sales problems, Marketing, Research, Campaign Planning, Law affecting Advertising, etc., etc.

All details relative to the work of the Institute can be obtained from the Secretary, Institute of Incorporated Practitioners in Advertising, 3-4 Clement's Inn, W.C.2.

The Boy Who is Wanted.

The boy who is most likely to be successful in advertising is he whose mind is always alert and active. The voracious reader who devours every book he can get hold of, the enquirer into every problem that comes under his notice, these are the boys who should seriously consider the prospects that advertising offers.

Mr. Shane Leslie has recorded in one of his books the advice given to him while at Harrow by his distinguished uncle, Mr. Winston Churchill: "Don't turn your mind into an ammunition wagon; turn it into a rifle to fire off other people's ammunition." This exactly expresses the type of mind necessary to the journalist and to the advertising man.

The most essential thing to do in one's school-days, then, is to find out as much as possible about everything. The business of the advertising man is to concoct appeals to the buying public which will induce them to purchase certain goods. The surest way to succeed in this is to enter into their interests, and relate one's appeal to their interests. These interests are varied, almost as numerous as the individuals who make up the public, and consequently the more varied the advertising man's own interests, the greater his capacity for understanding what will appeal to the public.

School-days.

It follows that in the matter of knowledge, all is fish that comes to your net, but it is certainly advisable to give your education a bias towards literature. It is absolutely essential to the advertising man that he should have a thorough and complete command of the English language. The days when an advertisement simply consisted of an exhortation to "Use Blank's Soap" in heavy block capitals are long gone by. The present-day advertisement must be couched in terms that will gently attract the reader, focus his interest in the product advertised, and gradually arouse in him the desire to possess it. One can no more do this without a complete mastery of the most flexible and richest of all spoken languages than one could write the novels of H. G. Wells. Nor is it sufficient that one's English should be grammatically sound. To the fundamental of correct grammar and syntax must be added the subtle refinement of style. Style is largely the expression of one's own personality, but it is certain that unless one is supremely well-read, one's style will be clumsy and awkward. The more you read in English literature while at school the better. Nor should the foreign languages be neglected, for advertising is not confined to this country, and many a good post in the advertising world has been secured by an ability to read French and German and adapt the ideas of foreign advertising experts to one's own problems.

The Importance of Studying Art.

An interest in art is almost as important. Much of modern advertising is pictorial, and it is almost essential at least to be able to sketch sufficiently well to plan a pictorial advertisement, even though the actual illustration be left to a professional designer of posters. Without the ability to form sound judgments on questions of art you will not be of much use to the advertising agency.

Finally, advertisements have to be reproduced, either in periodicals or on the hoardings, and what matters is not how your design looks to you, but how it looks to the reader or the passer-by. Consequently some knowledge of printing, and the kindred processes of reproduction, such as lithography, is essential. When you are designing an advertisement, you must have the possibilities and limitations of printing and pictorial reproduction always in mind, and give your instructions in terms that the composing room will understand. It is no good telling them that you want "those big

capitals that the 'Referee' uses for its headlines" or "that heavy black type that the 'New Leader' has at the head of each paragraph." The result will simply be profanity and waste of time. You must be able to say "Westminster Capitals" or "De Vinne Lower Case," and you must know exactly what you mean when you say it. Consequently you must familiarize yourself with printing. This may best be done by attending lectures at a technical institute, either before or after leaving school.

How to Start.

When one sets out to get a job in advertising, one is in a position parallel to that of the boys who enter what is vaguely called "the City." As in the case of ordinary business careers, one must go in chase of the individual employer, and one's luck depends on the impression one creates. It is of course essential to have shown one's capacity, and to this end every boy should aim at leaving school with the qualification of London Matriculation or an equivalent. The employer then has something definite before him when interviewing an applicant. If the applicant can also offer the qualifications specified above, then his chances should be good.

There is no employment agency specially devoted to the requirements of advertising, so that one has to take steps through the ordinary agencies, including those which are maintained by schools for finding employment for their former pupils. Apart from agencies, it is well, for some time before leaving school, to keep an eye on the "Advertiser's Weekly," which often has notices of posts vacant. A well-written letter to an advertising agency, stating one's qualifications and asking for an interview, will often produce results, since advertising is by no means an overcrowded profession, and its chiefs are very anxious to recruit the right type of young man. The names and addresses of the more important agencies may be found in the "Advertiser's Weekly."

One of the most favourable points from which to start is in the publicity department of one of the big London stores who do their own advertising. The variety of their goods is so striking, that after a few years there one is used to advertising almost every kind of commodity, and consequently one is an asset to any agency. Whilst the experience referred to in a previous paragraph is being obtained, the student will prepare himself for membership of the Institute.

Present State of the Profession.

As mentioned above, advertising is by no means overcrowded, and there is a real demand for well-educated, well-read, cultivated young men. With the increasing multiplication of the needs of civilized humanity, advertising is almost certain to expand in the future. Even long-established firms with a traditional clientele are finding advertising advisable, in some cases even to retain their customers against the competition of younger rivals, in other cases to extend their business. The same factor of competition is raising the standard of advertising. More and more skill in presentation is becoming necessary, and consequently there is an ever increasing demand for the advertising man with ideas and

Pay and Prospects.

The youth who enters advertising must not expect to make his fortune right away. While he is acquiring experience, his work will perhaps be rather hum-drum, and his pay will be small, though perhaps on the whole rather more than in the average junior business post. But once he has become a competent advertising man, there is no limit within reason to the remuneration he may expect. Four figure salaries are quite common, and even if he does not rise to the top, he is as safe as he has any right to expect to make a reasonable income. The advertising man is much better paid than the journalist of equivalent ability and experience, although journalism is a comparatively well-organized profession, with very definite standards of payment.

Useful Publications.

English books dealing with advertising as a career are rare. There are, however, a number giving a broad survey of the subject. The most useful to the beginner are perhaps the following:—

- The Art of Advertising Copy Writing, by J. C. Toothill (John Bale, Sons, & Danielsson, Ltd.).
- First Essays in Advertising, by J. Murray Allison (Cecil Palmer).
- The Art of Newspaper Advertising, by Francis Meynell (Ernest Benn, Ltd.).
- Modern Advertising, by specialist contributors (Sir Isaac Pitman and Sons, Ltd.).
- Training in Commercial Art, by Verney L. Danvers (Sir Isaac Pitman and Sons, Ltd.).
- Advertising as a Science, by John G. Nash (Nash & Alexander, Ltd.).

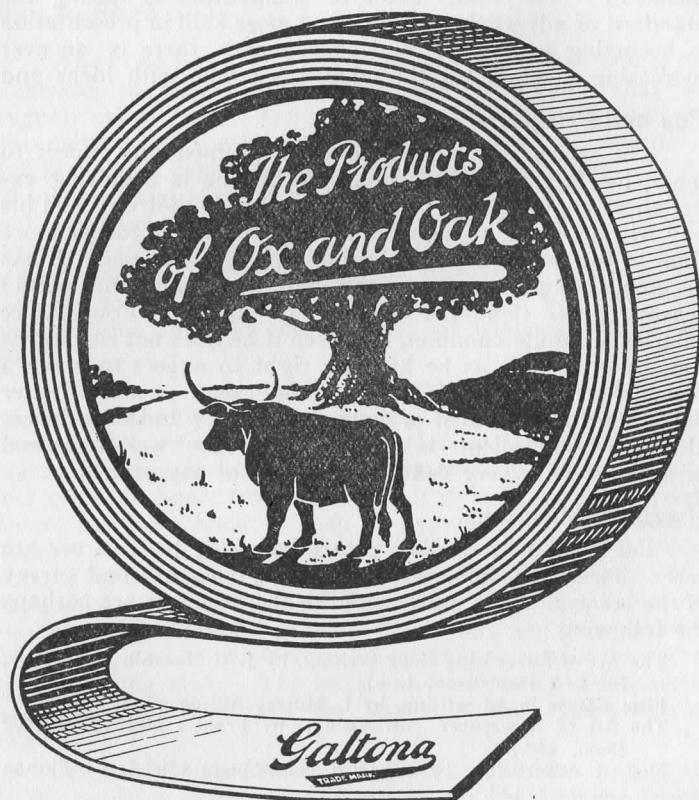
All these books can be obtained direct from the publishers, or from Mr. Arthur F. Bird, 22 Bedford Street, Strand, W.C.2.

The "Advertiser's Weekly," published by Business Publications, Ltd., at 66 Shoe Lane, E.C.4; 4d. weekly.

ADVERTISEMENT ILLUSTRATION.

The Selling Argument.

Have you ever stopped to think that a faulty leather belt may plunge a town in darkness or stop an ocean leviathan upon a stormy sea! The wise engineer is concerned that his belting shall be reliable; that it be British Made; from British bull's hide; and tanned in British Oak Bark.



The Argument Illustrated.

Notice how the advertisement specialist has symbolized these selling arguments. The oak tree and bull not only signify a British product, but illustrate the process of manufacture necessary to produce a reliable leather belt.

FOOTBALL.

This season's team is one of the best we have had for some seasons, and so far every match has been won. We were fortunate in being able to share a pitch with Messrs. Fremlin's team, and our thanks are due to them for their kindness.

The results to date are :—

24th Oct.—West Borough O.B. (home)	...	Won	4—2
27th Oct.—Linton Juniors (away)	...	Won	9—0
7th Nov.—West Borough O.B. (home)	...	Won	6—1
24th Nov.—Boxley (away)	...	Won	3—2
8th Dec.—Boxley (home)	...	Won	5—0

Goal Scorers :—L. Beale 10, J. Beale 7, A. Byam 7, G. Goodchild 3.

G. Goodchild (inside right) has been a capable captain, and makes excellent use of his head—both internally and externally. Fast and useful.

L. Beale (centre-forward) has been Vice-Captain and our best goal-scorer. A dashing and persistent leader of the attack.

J. Beale (right half) proves an energetic secretary. Very capable, both in attack and defence.

C. Jessup (goal-keeper) has been a valuable asset, and promises very well.

L. Morgan (right back) has been the stalwart of our defence. A sure kick and safe tackler.

A. Harrison (right wing) has done speedy and useful work.

A. Byam (centre-half) is a steady player and a tower of strength to the team.

J. Pierce (left back) has been a useful man and has a powerful kick.

M. Froud (inside left) controls the ball well. Though small in stature he is a valuable member of the team.

E. Hughes (left half) is a promising player, and should make a fine footballer.

J. Hooker (left wing) has been a prominent player and promises well.

Photographs should be ready early in the term. We hope to receive a special coaching visit from Mr. W. Harding, the famous footballer and cricketer, early this coming

term. The visit has been arranged in connection with the Secondary Schools' coaching scheme of the Football Association.

The house football matches this term resulted as under : St. Peter's beat School, 6—4 ; St. Augustine's beat School, 12—5 ; St. Peter's beat St. Augustine's, 6—5.

MECANNO EXHIBITION.

On the last Wednesday of term a very successful display of mecanno models was staged at School. Mr. F. Randall kindly consented to judge the exhibits, and urged the competitors to persevere with their efforts. The following exhibited :—

Working models.—1st, E. Austin, lorry ; 2nd, W. Tucker, horizontal engine ; 3rd, A. Seymour, traction engine. J. Piper, transporter bridge ; B. Westover and N. Stevenson, steam-shovels ; K. Noakes, C. Beale, and B. Beale, cranes ; D. Colinese, cotton-winder ; D. Winder, water-wheel ; R. Westbrook, lorry ; E. Hughes, Scammel van.

Non-working models.—1st, P. Randall, destroyer ; 2nd, D. Black, lorry ; J. Newman, racing-car ; P. Randall, motor-cycle ; M. Higgins, tram-car ; R. Westbrook, gun ; J. Foord, ski-man.

Boys under 10.—1st, R. Knight, anti-aircraft gun ; R. Relf, lathe ; R. Farrant, crane ; E. Skinner, bridge.

Assembly models.—1st, B. Westover, biplane ; N. Ashton, seaplane ; J. Foord, biplane ; R. Farrant, monoplane ; E. Austin, boats.

Display of stamps.—1st, M. Betts ; D. Noakes ; J. Beale.

INDUSTRIAL GEOGRAPHY.

On Monday, 8th October, the Upper School, and a few boys from the Fourth Form, visited the Gas Works at Rochester.

It is not generally known that the gas which is used for lighting and heating purposes is not all coal gas, although it is a fact that some of it is "Water Gas" !

Coal gas is made from coal dust, which "cakes" when heated. The dust is forced into the retort, which is heated by a furnace below. After the coal, or coke as it is now, has been in the retort for twelve hours it is taken out, and more put in.

While the coal is in the retort it gives off a gas which contains a certain percentage of tar and other materials. This mixture is filtered through a tank of water, leaving the tar, etc., at the bottom, while the gas rises and escapes through a pipe at the top.

The gas is then cooled to about sixty degrees Fahrenheit by being passed through pipes which are placed in cylinders full of cool air.

After a process of "washing" and "brushing," to extract any impurities which are left, the gas is stored away in gasometers.

Let us return to the retort house for a moment. When the coke is emptied from the retorts, it is allowed to drop into a moving stream of water. This not only cools the coke, but carries it away. It is then sifted ; the small stuff is used for making breeze blocks, while the rest is placed in a mixture of clay and water. In this way the clinker, which sinks, is separated from the coke, which floats.

The good coke is then placed in a large cylinder, and made white hot. Near by is another cylinder—full of water ; this is heated to boiling point, and the steam is blown through the hot coke at high pressure. The oxygen in the steam combines with the carbon in the coke, and makes carbon monoxide, while the hydrogen from the steam passes through unaltered.

The carbon monoxide is then subjected to the same process of cooling, washing and brushing as the coal gas, and then stored away similarly.

Seventy tons of coal are used daily, in the ninety retorts, and nine million cubic feet of gas are made every week.

The gas is tested at every stage, and a careful check is kept on all gas manufactured.

J. Piper.

THE OLD BOYS' ASSOCIATION.

Two very successful socials have been held at the Central Café this term. On 25th October about 80 Old Boys and their friends were present. The evening passed very pleasantly with dancing and games. We also had the pleasure of listening to songs by Mr. Bettle and Miss Walters. Prizes were given for novel competitions. Our second event was also very enjoyable, but the inclement weather prevented some of our supporters from being present. The Rhythmic Band was again engaged. A delightful cabaret was arranged by Miss Boorman, the items of which were well up to their usual high standard.

Mr. Piper, in a short speech, congratulated Miss Boorman on her recent marriage to Mr. Jenner. Both suitably responded.

The Christmas Competition has been held, and twenty prizes were given. The funds of the Association will benefit considerably.

We should like to remind all Old Boys of the Annual Dinner at the Royal Star Hotel on Wednesday, 23rd January, when Councillor J. Hillier French will be present as the guest of honour. Tickets 4s. This is the premier event in the Old Boys' year, and an excellent dinner and entertainment are being arranged. We hope to have a record number at this fixture.

We were delighted to receive a visit from Alan Baxter after his first trip at sea, which lasted 14 months. He was looking very well and brown. During his voyage he visited Russia, America and Japan. In Russia the ship's team played a game of football (Baxter was School Captain for a year), but it ended in a free fight, as the Russians insisted on playing 22 men to the English 11. Baxter told us that he did not think much of New York—it was all noise. On his way to Japan the ship encountered a typhoon. Part of the bridge was smashed, and two life-boats were stove in. After but three days' leave he was off again, and we wish him the best of luck.

We would like to remind all Old Boys that they are able to obtain the correct O.B.A. colours from Mr. Birchall's shop at 79 Bank Street, and we hope they will avail themselves of the opportunity. We should also like to have a larger magazine circulation among the O.B.s—both new subscribers and also those who have allowed their subscription to lapse. Attention is drawn to the future events mentioned in the School Calendar.

A. M. Williams.
J. W. Solman.

Important Notice.

We shall welcome further subscribers among the Old Boys, especially those who have previously had copies of the Magazine. The cost is only 2s. 6d. per annum, and keeps you in touch with the School and your former School friends.

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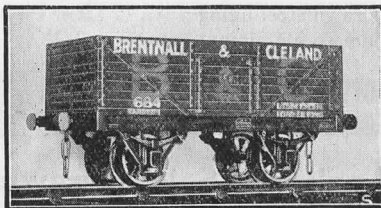
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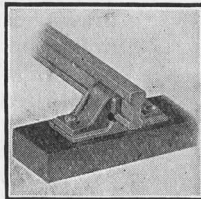
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ONE SHILLING

MONTHLY

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WHAT TO DO

ASK YOUR FRIENDS FOR 1^p EACH AND
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TO FILL FATHER CHRISTMAS' EMPTY
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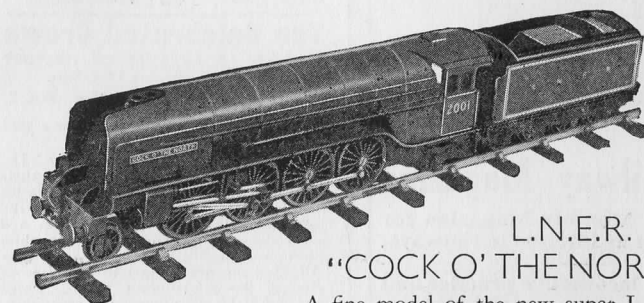
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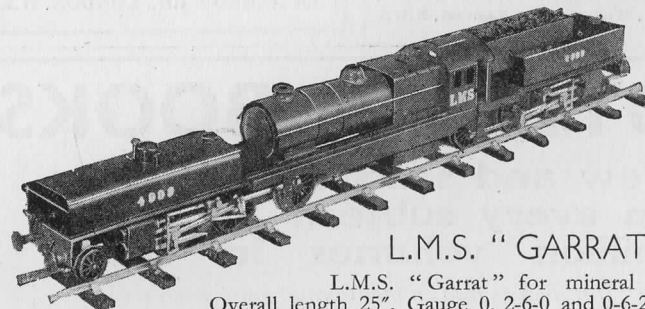
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