

Department Store At H.S.S.

This modern store is operated under the direction of Mr. H. W. Best with the purpose in mind of training Grade 10, 11, and 12 students in the latest methods of merchandising.

The store is equipped with a modern 'U' type display counter, two display windows, cash registers, scales and storage space for supplies. Manikins are provided for the display of the entire student body which gives them practical education in merchandising. As well as the education factor, the merchandise is provided at very reasonable prices because the store is a non-profit organization.

The Grade 10 retailing students concentrate their efforts in the store for approximately 50 percent of their timetable and spend the other half in the classroom learning the theory of physical education equipment.

New Course For Students

The Grade 11 and 12 marketing students spend approximately 20 percent of their time in the store and put greater emphasis on the marketing and promotion policies of new and existing products. Having learned store procedure in Grade 10, they spend most of their time learning actual marketing theory such as creating a market for a new product and the study of marketing from an industrial viewpoint.

The store is open to the student body between 8:15 a.m. and 8:45 a.m. in the morning and from 3:15 p.m. to 3:45 p.m. in the afternoon. It is fact that the practical experience along with the classroom theory the students obtain, assists them considerably upon graduation when he or she advances into business or an institution of higher learning.

The course touches on international law, space politics, science, history, technology, astronomy. It has special significance in that some experts rank Canada third in the field of space exploration.

The course themes range from an introduction to flight through to the recent Moon Walk. Introduction to Flight starts from the ground and works its way up with suggested class visits to airports, control towers, air traffic control centers, flying schools and aircraft plants.

K. of C. Visits Grand View Lodge

On Tuesday October 7, the Father Fitzgerald Council met in Grand View Lodge, Dunnville.

The council and their families provided entertainment under the direction of George Anderson. Judy Montague sang "I Wish I Was," Michaels and Kelly Montague performed a song and dance version of "Glow-worm" and "Today," Bryan Montague sang "Sunshine Wine." Owen Montague, dressed in a policeman's outfit, did a tap dance. Marie and Ann Anderson combined to sing "The Green Beret" and "Amen." The members of Grand View enjoyed this half-hour and expressed the desire that Knights of Columbus return again.

Mrs. Lillian Lowes Hosts Knox W.M.S.

Mrs. Lillian Lowes entertained the W.M.S. and Ladies Aid of Knox Presbyterian Church, Tuesday afternoon.

Mrs. Alfred Walker, president of the Ladies Aid, opened with a Bible Reading and Prayer. Miss Helen Miller read the minutes and correspondence. The Executive of several groups reported on plans for the Couples Club under the supervision of Mrs. Tom McBride to plan the Anniversary supper. Offering was taken and dedicated.

AT THE CHURCHES

Presbyterian

Sunday, October 19, 1969

Chalmers' Stone Church
(Hwy. No. 3 at Cheapside Rd.)
10 a.m. - Worship
11 a.m. - School
8:15 p.m. - WMS Thankoffering (annual public service)

Speaker
Rev. Eric Ramtattan
Singers
Misses Gail Fugler
Marsha Lane

Knox Church
Main St., Jarvis
10 a.m. - School
11 a.m. - Worship
ADVANCE: Knox 113th
Anniversary Oct. 26, 11 a.m. & 8 p.m.

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Beer Tastes Better With Music

BEER CHANGED FROM FLAT TO SHARP BY MUSIC - "Will the Beatles make beer drinking happy?" asks the editor of Food in Canada magazine, adding that only Dr. Kristian Holt-Hansen, a Danish psychologist, can say for sure.

He believes that the right musical tone makes alcoholic drinks taste better. This leads to interesting possibilities, champagne with Lawrence Welk, scotch to the accompaniment of a highland pipeband or rum imbued to a chorus of sea chanteys.

The relationship between taste and musical tone could have some application in comparing various food products.

Holt-Hansen has been pursuing his studies of taste in relation to musical tone since 1962 when he set up his experiments with the aid of a leading Danish brewery.

He has discovered that various beverages have their own harmony tone. Ordinary beer comes through near C above middle C. He also found that beer and other drinks taste better at a certain tone, and his rather eager volunteers nearly all picked the same tone for each drink under study.

"We are determining, through a psychological method, the quantitative make-up of taste," says Dr. Holt-Hansen. "Our discoveries may interest brewers, distillers and certain food manufacturers."

"They could use the relationship between tone and taste to evaluate their products or to compare them with those of their competitors."

Recommended reading for this theme are the works of Jules Verne, H. G. Wells, John Wyndham and other noted science fiction writers.

Among other suggested themes are Communication by Satellite, The Planets, Are We Alone?, and Rocketry.

Jarvis Women's Institute

The theme of the October meeting was "United Nations" which was ably reviewed by the hostess, Mrs. George Anderson.

Mrs. Wm. Blake, president, opened the meeting by reading a poem. Mrs. Leonard Church was at the piano for the opening Ode and for the closing music. The Maple Leaf and the Institute Grace.

The secretary-treasurer, Mrs. Sumner Church, announced that the Holmes Branch had volunteered to help provide the funds for the support of a child according to the "Save the Children Effort." The amount needed has escalated to \$84.00. Jarvis and Holmes will each give \$42.

Mrs. Blake will be the Delegate to the Hamilton Area Convention, Oct. 27 and 28, with Mrs. Marr as alternate.

The flowers for Armistice Day will be placed on the Cenotaph by the W.I. as in former years. The roll call was answered by 23 members who displayed an article from a Country of the A.C.W.W. Mrs. Sumner Church very ably handled the motto "No man is an island" noting that people need people.

Efforts toward any project must be combined in order to grow. Ten Commandments to individuals to make for successful growth.

1. Speak to people; 2. Smile; 3. Call people by name; 4. Be friendly and helpful; 5. Be cordial; 6. Be genuine; 7. Be generous; 8. Be considerate of the feelings of others; 9. Remember there are three sides to any argument: YOURS, THE OTHER PERSONS, and the RIGHT ONE; 10. Be alert to give service for others - This is what counts in life. Helpfulness freely given.

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Nanticoke Personals

Congratulations to Mr. and Mrs. Cornelius Maas for acquiring their Canadian Citizenship on Monday Oct. 6, 1969.

Miss Sharon Banfield of Woodstock spent Friday with her parents Mr. and Mrs. Keith Banfield.

Mrs. Cam Thomson and Mrs. Turner of Cayuga attended the fall conference of the Hospital Auxiliaries on Wednesday afternoon at the General Hospital in St. Catharines.

Mr. and Mrs. Russell Thomson and Gail Dennis spent the weekend with Mr. and Mrs. Robert Elliot of Williamsford.

Mr. and Mrs. Hubert Field and Mr. and Mrs. Howard Dennis were north for Thanksgiving.

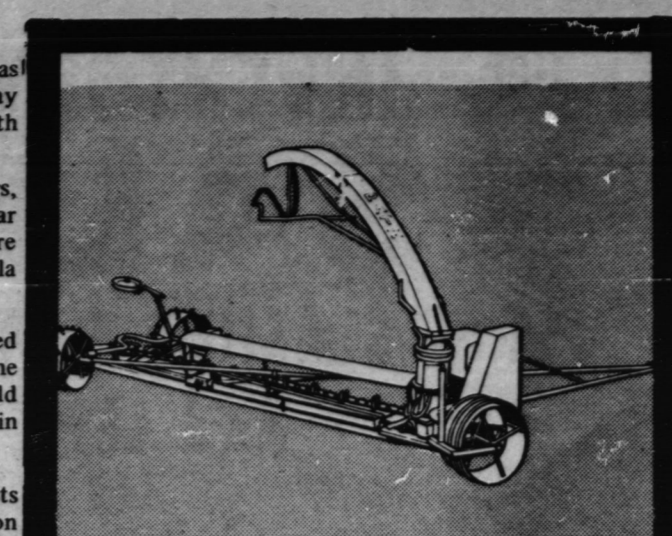
Mr. and Mrs. Richard Awde and family and Mrs. Orloff Awde of Hagersville, were dinner guests of Mr. and Mrs. Gordon Banfield on Sunday.

Mr. and Mrs. Cecil Hedges, Mrs. John Thomson of Rockford, Mr. and Mrs. James McAlpine of Hamilton, and Mr. and Mrs. James Pond of Sandusk, and Gail Weaver of Hamilton, were dinner guests of Mr. and Mrs. Cam Thomson, Sunday.

Word has been received that Mr. and Mrs. Neil Clark of London are the proud parents of a new born son, a brother for Tracey.

Here's a message for older drivers, from the Ontario Safety League.

Do you ever feel you are going to break a blood vessel trying to change a wheel, or helping to push a car out of mud or snow? Here's a bit of medical advice for anyone lifting heavy weights or undergoing other severe exertion... OPEN YOUR MOUTH! If the air passages are kept shut during physical exertion, pressure from the trapped air imposes strain on the internal organs, and can lead to rupture.



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