

Lighthearted Professor Talks Selling

A "lighthearted professor" last night kept 62 people smiling while they were learning about retail selling.

Prof. Larry Vukelitch, of the University of British Columbia, gave his first of three lectures in Booth Memorial High School auditorium and took his enthusiastic class through the barter era, to the period when goods and services were sold for money at whatever the traffic could bear, to the age of fixed prices.

The professor insisted that to build a permanent business "we must sell service and help to satisfy the customer."

"With taxation and overhead increasing, people are becoming more particular about what and where they buy."

"He emphasized the importance of appearance, mannerisms, and vocabulary in sales personnel. The professor urged his class to consider the customer a friend, and to treat him

All Will Hear Debates In House Under New System

By DOUGLAS HOW
Canadian Press Staff Writer

OTTAWA (CP)—A parliamentary problem should soon be laid to rest.

The next session will be the first to solve for everyone in the Commons chamber—members, reporters and visitors alike—the puzzle of what is going on.

As such, advising him and directing him or her towards the products to fill the need.

Professor Vukelitch maintains that "a smile and a pleasant greeting to any prospective customer should be a 'must' for people in sales work of any kind."

Mrs. Katherine Laurie is in charge of arrangements for the sales course. Mr. Vukelitch will lecture again tonight and tomorrow.

IT PAYS
TO ADVERTISE

A Halifax firm is installing a sound re-inforcement system that will allow everyone in the big green chamber to hear what a speaker is saying, just as though they were sitting side by side.

For years now members have been complaining that the visitors and press galleries, and even a fair number of the members themselves, could not adequately hear what was being said.

Experts believe they have found the answer in a network of microphones and loud-speakers similar to that used in the British House of Commons at Westminster. The system will be installed and waiting for members when they return to their seats here in November.

A five-man crew from Cosor (Canada) Ltd. of Halifax, under a 33-year-old Montreal-born engineer named Frank B. Lee, a Canadian of Chinese descent, went to work early in July. They expect to be busy through the summer fitting their modern apparatus into a chamber that was never intended for this sort of thing.

Members' desks now are on their sides and the green rug is rolled back. The opposition members' lobby outside is a stockroom and electric wires are all over the place. Groups of sight-seers escorted by guards keep coming into the chamber but the work goes right along.

The overriding aim, says Mr. Lee, is to install the equipment as unobtrusively as possible. One big headache was how to suspend 19 microphones so they will hang about 10 feet off the floor and in such a way that a member can speak in his normal voice in any part of the chamber and be heard easily.

It was eventually decided to suspend them from wires fastened in turn to wires strung from side to side of the chamber close to the ceiling, far above the green carpet.

TWO-WAY SYSTEM

The aim is to have a two-way system—the microphones to broadcast the voice of the member speaking and small loud-speakers for listeners. The loud-speakers will be fitted all over the chamber, one for each two-member desk, one for each two members of the press gallery, one for each two seats in the other galleries upstairs.

In the diplomatic gallery there will be a small control console from which an operator can turn on the microphone nearest the man who has the floor.

The others will be kept off. If they were all turned on at once, the members would be robbed of one of their favorite pursuits—holding private conversations in not-too-modest whispers.



ATTEND CONGRESS—Among the 700 delegates attending the 22nd world congress of Paxe Romana at Montreal are a number wearing colorful national dress. Delegates include left to right: Rafael Chavez, Mexico; Agnes Konadu, Gold Coast, West Africa; Maria Pham Thi Tu, Viet Nam; Jorge Guerrero, Mexico; and Therese Njokanna, West Africa. The theme of the congress, an international federation of Catholic students and intellectual associations, is the mission of the university. (CP PHOTO)

Whitaker's Folly Now Ultra-Modern Farm

GODALMIN, Surrey, England (Reuters)—Whitaker's Folly is now Huggett's reality.

Witley Park, the fabulous Edwardian playground built here by the financier, Whitaker Wright, at the turn of the century and since known as Whitaker's Folly, is soon to be converted into an ultra-modern food producing farm by its new owner, Ronald J. Huggett.

Huggett, 39, a leader of Britain's canned meat industry, paid £150,000 in cash for Witley Park when it was put up for sale recently. The transaction secured him a massive 50-bedroom mansion, 1360 acres of woodland, a 500-acre deer park, a chain of artificial lakes, a palm court with glass dome, a theatre, a full-size organ—and an underwater ballroom.

The ballroom, built under one of the lakes, was just a millionaire's whim. But to Huggett, who started with one meat pie shop and made a fortune in 10 years, it is just a waste of space.

But for the rest of Whitaker's Folly, Huggett has a long-term plan. He wants to turn the estate into an extensive farm.

Already, he has taken over a herd of beef cattle left behind by the last owner of Witley Park, cotton-millaire Sir John Leigh. Now he intends to bring in several hundred head of dairy cattle and to plant wheat, barley and oats on a

large scale. As for the house—"I shall get rid of the monstrosities even if it means pulling down one third of the whole structure," he says.

The circular glass roof of the costly winter garden, where Whitaker Wright once sat and contemplated his home-grown palm trees and imported tropical plants, will come down.

On the east wing, a half-timbered Elizabethan-style

structure will be torn down and modernized. Out will go the Roman marble and Moorish arches which were built by 2000 workmen, many of them craftsmen brought specially from Italy.

Huggett and his 24-year-old wife, Mary, have decided to retain the 120-foot-long bridal suite with its 30 windows.

They will also keep the 50-foot-square oak-floored dining-room, a 15-car garage and a long bank of cookers designed to feed 400 guests at one sitting.

SCREEN ★ FLASHES

HOLLYWOOD (AP)—In 1945, Frank Ross first said he was going to produce "The Robe."

This week he said it is finally coming about. "I can hardly believe it is coming true," he commented. "In fact, I still won't believe it until it's all done."

Ross has been awaiting production of "The Robe" for 10 years and has had many false alarms.

"I bought the story 10 years ago," he said. An agent friend told him about an unfinished book he was handling by Lloyd C. Douglas about the man who crucified Christ.

"At that time, I didn't even know who Lloyd Douglas was. But the idea was so intriguing that I bought the novel when it was only half finished."

Thus began one of the longest production sagas in Hollywood. Ross took the project to R.K.O. and worked on it for a few years. Finally, Ross said, he never found out why he and Howard Hughes ended up by suing each other for \$1,000,000.

"But I realized I would be in court five years, even if I won. So we reached an agreement whereby I could take 'The Robe' to another studio. The deal was all set a couple of times, then the studios called it off and acted as though they didn't even know me."

Ross then heard that Darryl Zanuck of 20th Century Fox had bought Hughes' interest in "The Robe." Ross flew to Paris and made a deal with Zanuck.

The picture now is set to begin in the fall, and will be Fox's most expensive production. Cost is estimated at \$3,500,000. Many stars have been mentioned for the leading roles, but none has been cast yet.

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City Men Take Civil Defence Course

Two Prince Rupert men are among Canadians taking an advanced course in civil defence which opened today at Ottawa. They are Fireman J. C. Ewart and Thomas Elliot, of B. C. Packers staff.

Following completion of the 10-day course, Mr. Elliot will return as qualified instructor.

Mr. Hill expects to begin a civil defence class at the Fire Hall after Sept. 13.

ENDS TODAY Kathryn Grayson—Howard Keel
7 - 9 p.m. in "LOVELY TO LOOK AT"



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From a farm to a fiddle—Daily News Classified

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