

Sales Classes Hear Lafferty On Grocery Biz

Grocery jobbing as a stable business not lending itself to speculating or plunging was discussed in the sale management class of Dr. N. H. Comish Thursday afternoon by Paul Lafferty of the R. E. Lafferty & Sons firm of Eugene.

Lafferty explained the qualifications for salesmen in the wholesale grocery line and said that personal appearance, ability to talk, and ability to get along with others were three of the most important factors.

It may be a tough comedown for college graduates to begin their selling career in the warehouse and driving a truck, he said, but six months of that kind of experience will make a man a more able salesman when he goes on the road.

Boom Over

The speaker pointed out that for the grocery line the boom was over and it was again becoming a buyer's market. He said that the

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Vet Enrollment Up 13 Per Cent

Nearly 13 per cent more veterans were enrolled in Oregon's colleges and schools at the start of winter term than were counted early in fall term, Richard Menger, veterans administration training officer here, reported today.

As of January 31, VA rolls showed 19,623 ex-GIs in schools, an increase of 2241 over figures for the end of last October. This is about 200 below the all time classroom crest of early December.

Job Training Down

In contrast to schools, on-the-job training has dropped off steadily since its peak of a year ago. Veterans in training under employers numbered 3957 at the end of last month, only 40 per cent of last year's high.

Schools of higher learning, which account for the majority of all veteran trainees, listed 13,498 at the end of January, about 2000 more than in the first month of fall term but just 24 less than a year ago.

Farm training, now classified as

day is past when a salesman's biggest problem was to attempt to ration out the scant stocks in the warehouse and still maintain his friendship with his customers. He related that today competition is stronger than ever and a salesman must again use demonstrations and all the sales arts to stay in the running.

National advertising has become the biggest asset to selling in the grocery business, concluded Lafferty.

Taylor to Attend Stanford Meeting

Dr. H. R. Taylor, head of the department of psychology, will leave Saturday for Stanford university, where he will attend a meeting of west coast psychologists. The committee will visit institutions and survey facilities for training in clinical psychology.

Dr. Taylor, with another committee member, will visit the University of California and the University of Southern California during the coming week.

The meeting was called as a result of the greatly increased demand for clinical psychologists anticipated by the Veterans Administration in connection with its hospital program.

institutional, was taken by 947 ex-GIs at latest count, and nearly 1800 were in flight training.

Disabled veterans under public law 16 include 1486 in Oregon schools and 1086 in job training. Rehabilitation training, though greater than a year ago, has not expanded since last October.

During January, 716 ex-GIs enrolled under the federal education program for the first time, including 58 disabled veterans.

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RIDERS

To Portland and Seattle
New Chev.—Bob Bechtle
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1374 Onyx—Ext. 355

Lau Promoted To Edit Board

Larry Lau, columnist of the Oregon Daily Emerald, has been named to the paper's editorial board, Editor Bob Frazier announced this week. Lau's duties will mainly be advisory, and he will continue to contribute frequent editorials and columns to the Emerald.

The only junior on the editorial board, Lau has written for the editorial and sports departments of the Emerald.

Other members of the paper's editorial board are Jonathan Kahanani, graduate of the school of journalism, Bert Moore, editor of Old Oregon magazine, Ted Goodwin, Register-Guard writer, Bill Stratton of the Athletic News bureau, and Jack Billings, graduate instructor in journalism.

Four Harvard university buildings still standing were used by Gen. George Washington to barack his troops in 1775.

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If you wish, you may receive the well-known Marine training under competent instructors; obtain high school and college credits, or training in a trade. You are invited to engage in sports, recreation, parties and

dances. You may even be paid to visit Virginia, Southern California or North Carolina with other young men from your community during the summer.

It is possible to earn from \$157 to \$350 per year in your spare time, depending on your rank (reservists receive promotions!). All this, and you're still a civilian!

So, if you want to share the prestige and tradition of the finest, phone or visit your local Marine Reserve Headquarters. There is a spot for you.

41 W. 8th Ave., Eugene
Or See Lt. JACK L. BILLINGS, Rm. 3, Journalism

