

**NEWS, ADS, AND SALES:
THE USE OF ENGLISH FOR
COMMERCIAL PURPOSE,
PART II, PP. 90-193**

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News, Ads, and Sales: The Use of English for Commercial Purpose, Part II, pp. 90-193 by John Baker Opdycke

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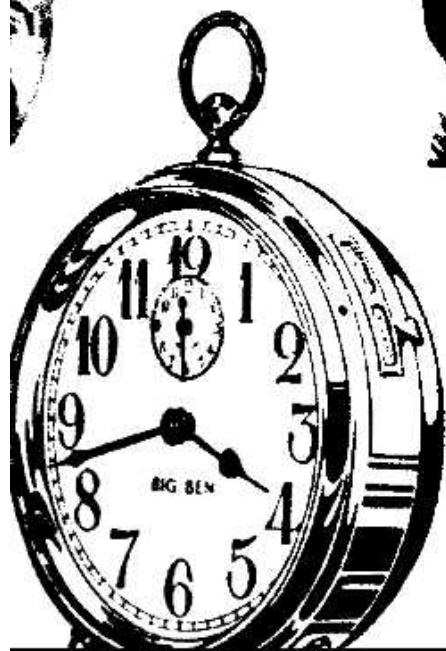
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John Baker Opdycke

NEWS, ADS, AND SALES;

THE USE OF ENGLISH FOR
COMMERCIAL PURPOSES

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*Learning a business involves the learning of the
principles underlying that business.*

— HERBERT SPENCER.

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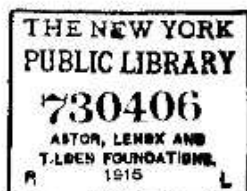
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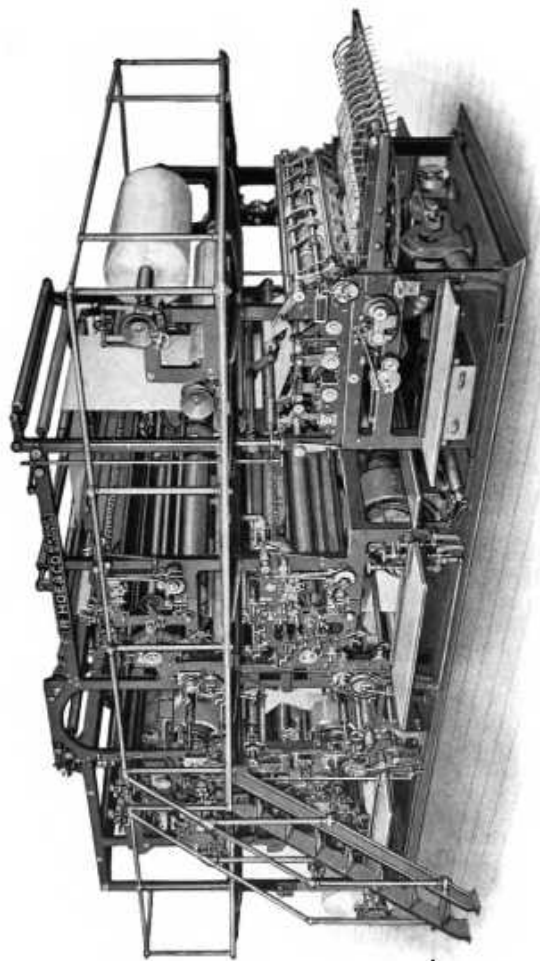
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FOREWORD

The common complaint of teachers who are inexperienced in such subjects as the following, is that pupils do not know anything about them, have no apperceptive mass, and therefore do not know how to prepare lessons in them at home. This ignorance on the part of pupils is, the author believes, an asset. In the first place it indicates that they will have nothing to *unlearn* and, in the second, that as a consequence their powers of thinking and observation will be the more unhindered, the more keenly alert. After all, the best purposes of any study are to throw pupils upon their own initiative, to make them keen observers and, if possible, independent thinkers. It is *par excellence* the purpose in the study of these subjects. Pupils should read each paragraph question group over carefully and thoughtfully. They should observe, "take notice," of the common things around them, as suggested in a lesson series. If they do this conscientiously they will find their home study periods as well as their recitation periods filled with rich materials and illustrations for thought and discussion.

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