

The Free Press Short Story

AN EASTER AFTERMATH

By EDITH E. BULKLEY

EASTER day was really perfect, the air balmy, the trees faintly green. If winter lingered at all in the lap of spring, it lay there like a loveable, purring kitten with cruel nails concealed. Jack and Grace, who had returned from their early church service, had lingered over breakfast, and now were leisurely washing dishes.

This last was a most unhappy statement, leading as it did to Grace's "Oh, Jack, show Bob your shirt, too!" Of course there was nothing to do then but exhibit the monstrosity. Bob took it gingerly, scarcely concealing a loud guffaw. "Great Caesar!" he cried, and after returning the shirt, he wiped his fingers unconsciously on his handkerchief.

"Why, Jack, Bob has a crush on your pink shirt!" The girl made the announcement with a certain gusto of pride in a taste that was presumably the envy of her adored cousin. "Would you—?" "Nothing doing!" interrupted the seemingly horrified Jack. "Well, of all things!" "Rush!" Grace insisted. "Let's all go in, and talk it over."

THE FIVE POINTS OF WISE BUYING

By R. S. Rider, Vice-President Canadian Steel Corporation, Ltd.

One of the most important manufacturing interests of the Canadian Steel Corporation, Limited, is the manufacture of farm fences which is marketed under our own "Ojibway" brand. Our experience in selling to farmers through dealers who handle our product has given us material on which this article is based. The five points of wise buying, as we see them, are:

1. Know what you want. Know why you want it. Know who makes it. Know what it costs. Know how to use it. The first point, "Know what you want," needs little elaboration for the farm owner. They, of all people, probably know their own needs best.

take chances on utilization of products you buy. Products worth buying come with full instructions how to erect, install or to put into use. Reputable manufacturers will go to almost any length to help you erect, install or use properly. For the best made products cannot get a chance to show their true worth unless the man who uses them does as directed.

Rev. Harry Emerson Fosdick, noted minister and theologian of New York, relates that he was awakened one morning about two o'clock by the persistent ringing of his doorbell. Going to the window he looked out and inquired what was wanted.

All this is to indicate that most things can be and should be used for other purposes than the direct uses which led to their purchase. One of our fencing products, for example, protects cattle in a field from lightning. Not entirely, of course, and we make no such claim. But the man who loses a valuable bull by lightning would have been glad if he had considered that point when he purchased his fence.

Fragrance Sealed In Metal "SALADA" TEA "Fresh from the Gardens" MADE OF CANADIAN WHEAT SHREDDED WHEAT ECONOMICAL HEALTHFUL-SATISFYING THE CANADIAN SHREDDED WHEAT COMPANY, LTD.

Free Press Ads Will Sell Your Goods Let Us Convince You

Are You Among Those Who Say---"I never read Advertisements"

TO SAY "I never read advertisements" would be much like saying "I never use soap, or 'I never read newspapers,' or 'No one can teach me anything,' or 'I know everything.'"

Many good—but not very wise—persons seem to think that all advertisements are just the vainglorious braggings of those who publish them—designed to part fools and their money. The truth is that most advertisements are incitements to their readers to do or be or buy or use something for their immediate or prospective advantage.

- 1. What alarm clock would you buy if you needed one? 2. What camera would you buy, for your own use, or to give to a son or daughter? 3. What motor car possesses your favor? 4. What face cream or shaving soap or cream, or tooth paste did you use to-day? 5. What laundry soap (or flakes) is in your kitchen right now? 6. Does the breakfast bacon which you like best have a brand name? 7. The watch on your wrist—what name does it bear? 8. Your shoes—who made them? 9. Your life insurance policy—what company issued it? 10. The ginger ale which you serve to guests—what brand is it? 11. The tea which you buy regularly—what brand is it? 12. The soap and baked beans and the tomato catsup now on your pantry shelves—what brands are they?

You see, whether or not you consciously or habitually read advertisements, you buy, by preference, what advertisements have recommended to your confidence and what experience has proven to be satisfactory. The things which we don't buy, and which have a sickish life, are those which are not advertised, and which try to ride into public favor on the backs of well-advertised products.