## The Bree Press Short Story

By EDITH E. BULKLEY

all in the lap of spring, it lay there Of course there was nothing to like a loveable, purring kitten with cruel then but exhibit the monstrosity. Bol sister, Grace, had returned from an loud guffaw. "Great Caesar!" he cried, early church service, had lingered over and after returning the shirt, he wipad breakfast, and now were leisurely wasn- his fingers unconsciously on his handing dishes.

. It seems strange to have mother and father away at Easter time," remarked Jack, and the next, Easter Monday, was the girl a bit wistfully, "but I suppose a school holiday. He had promised to since Aunt' Julia's ill, she needed them right now more than we do."

ing the girl a reassuring clap on the shrine until she was inspired with shoulder. Remember you invited that great idea which she voiced with he's a sure cure for the blues."

Custom in the Carolton household had your shirt!" long favored exchange of Easter gifts; so when Grace departed nonchalantly "Sure! Pedro, of course! It'll guess that she would return presently why should I wear my shirt? I've got exchanged satisfied winks behind her with a remembrance for him. He hoped to wear my sweater. Why muss the back. The ruse was proceeding admirit would be a baseball glove or a tennis shirt under it?" This speech was such ably.

He sauntered quietly out to the garage, forgiven it: neeped through the window of the new But it's a bit mussed from handling laid for a fire. The quick blaze lighted sedan, and whistled to a young bull terrier | already, Jack. You can't wear it on her face, and showed it thoughtful. "Of that lay in an Easter basket on the floor any real nice occasion, before it's launof the car. When the dog whimpered in dered." reply, Jack opened the door, and lifted So Jack donned the shirt. After all your position, but since Bob-" out basket and contents. "You un he would be fortunate, he decided, if he gratful atom," he said cheerily, "don't could always hide it under a sweater. you know you're the first canine who A couple of hours later, Grace, Jack, hard feelings over the shirt. The color ever slept in this new sedan? Shame shirt, and ferns, and Pedro were all conon you to whimper even if it wasn't tentedly heading home after a gala just like nestling up to your mother, afternoon in the open. Pedro had be-Come on, and I'll introduce you to your haved admirably, taking to motoring like

reached the house just as Grace return- on her lap, when a passing car let out a ed from upstairs. At sight of the tiny, siren blast. hair could manage to wear such a color! night was approaching at a rapid pace. the pink shirt down. to, his aid, and enabled him to manage in desperation. It was apparent that his sister's demeanor, grabbed the odious when he purchased his fence. Hired smile of delight when Grace finally look- the night. ed up from her worship of Pedro.

could answer, she replied for him. "I'm row. He'll be over his fright by that as much for you some time. Stuff the for them and usually in advance.

Jack, who felt like being alone with journeyed homeward. think we can?"

accustomed to the motion of the car recovery. He had reconnoitered the spot was busily making further contributions. of selling and buying are the buyers. first. He'll probably like to ride. Most directly after, hearing of the dog's dis- 'Here are some more things to give Resources also mean equipment. Docdogs get a kick out of it, but he may be appearance, and he had found him. Bob," she blazed, head high. "You're tors aren't the only people who bury

was all concern!

did not lie down. Instead, he threw something he might like." the pink shirt on the bed with a vengeance, and buried his face in his hands. Why, Jack Carolton, do you begrudge There were deep lines of distress in his other point, is 'Know what it costs." As a small boy he had been high-tem- Bob a reward?" pered, and he would have given any- "Oh, no, certainly not, I'll ask him, thing now to have lost the control that Jack retracted quickly, and forthwith to hurt your feelings, Grace, honestly. I sures all things in terms of interest, training had won him, and indulge for a dismissed the matter from his mind. brief period in a good tantrum over the Indeed he did not again recall the can't you see I couldn't wear that shirt because all cost includes interest cost. ill luck that had befallen him. How admonition until late afternoon when with my red hair!" could Grace have been so blind? Even with the recovered Pedro in leash, he rummage sale to suing the company a little present for finding Pedro." that had made it. In the end, however, '"Can it! What d'ye think I am?" all he did was to put the offending "But. Bob, you've got to name some humans roared. article in a corner of his drawer of thing, or Grace'll think I didn't put the fts odious coloring contaminate the un- it!

Grace hallooed upstairs presently. new shirt to-day, Jack?"

"Hardly, just to loll around."

Bob with it!"

"Well, I'll see." -

There's the bell!" Bob, have a heart! That's my only Jack became a bit piqued. brother, and he's a little off color to-

pick out the finest day of spring to be through cleaner. Just what do you want

"Why indeed!" Jack thought miser- The two conspirators then held a deep In Soochow, China, where the making money you expend except to spend so ably. "If you'd only open that top and lengthy conference, in fact a re- of silk is almost a religion, there are wisely that profits, elsewhere, will more drawer, you'd see why!" Aloud he said, hearsal. Then with dubilant onfidence produced to-day more than 300 var- than make up for that loss. Only in Shut up! Come on out to the garage, in the success of the venture, they parted icties of satin, 200 weaves of silk and that way can independence be achieved. and I'll show you father's new sedan. in excellent spirits until evening.

ASTER day was really perfect, the This last was a most unhappy state-'air' balmy, the trees faintly ment, leading as it did to Grace's "Oh. If winter lingered at Jack, show Bob your shirt, too!"

Jack Carolton and took it gingerly, scarcely concealing a

"Somehow the awful day passed for motor Grace out to the woods for young ferns, and was regarding it as a highly "Cheer up, Sis," Jack comforted, giv- agreeable way to worship at spring rascally cousin of ourseto dinner, and radiant smile. "Oh, Jack, and we'll give the presents an outing, too, Pedro and

Jack searched pitiably for an

the proverbial duck to water. Grace Jack and Pedro, already so christened, relaxed tension on the plump little body

wondered desperately if one with red owners. To complicate the situation, reappear, but calling to Jack, she flung claim. But the man who loses a valu-An admirable exhibit of inhibition came Grace grew hysterical, and Jack frowned Jack, ignorant as yet to the change in glad if he had considered that point a facial contortion that passed for a Pedro, wherever he was, had camped for piece of apparel, and darted back to the men work at all jobs and, the more

"Aren't you feeling well, Jack?" Grace out for him next day. "Bob's a darling! I could hug him "I thought I'd stretch out for a bit. right now!" Grace glowed the next morn-"All right, lie down till Bob, comes." she added, "We ought to give him a When Jack accomplished his exit, he present, Jack. Find out this afternoon

Oh. Bob's got junk enough?"

Then while Jack was wondering as to Tre you going to dress up in your the next logical step in the procedure, a happy thought popped into his mind, an inspiration if ever there was one. self. "I thought you might like to impress "Look here, Bob, do you really mean you aren't going to accept anything?"

"Absolutely on the level!" "Oh, here he comes now, I guess. Presently Bob Ward, their cousin, rewards, maybe it will this once, just to the kindest thing we can do is to make the farmer is effective enough to home from college for the spring holi- help me out of a tight place! Bob, you've him believe this play went over success- overcome the handicap of the invisible day, bounded upstairs, Grace at his got to demand that pink shirt of mine!" fully. What do you say?" heels. He pounded Jack in vigorous "I don't want that thing!" Bob gave "I say, Grace," Jack grinned broad- buying. greeting until the girl objected. "Oh, way to such prolonged merriment that ly, "you're one good little scout!"

"Say, look here, Mr. Funny Man, if some one presented you with a hideous you wouldn't find it so laughable!" "Hey, old timer," roared Bob, "why "I begin to get you, old man. Come useful it is.

strolled over. "Well, Bob, suppose you" have thought up by now something nice you'd like to have." "Ah, Grace, I don't want anything, honest!-- It wouldn't be-quite decent to turing interests of the Canadian Steel ask for it, that's all."

marked histronic ability. "Ah; Grace-" He stopped abruptly.

"What?" By now the pretended embarrasament had changed to real fear. What if he should make a slip! "Well, you know, Grace, I've gone daft over that shirt you gave Jack for Easter!"

"I don't suppose Jack would care to hand it over." Bob went on, "You know we wear the same size." This speech went over very well.

"Why, I don't know, Bob, he might, Jack! Jack!" called Grace. From the house sauntered the whistling in a way that was meant

be indifferent. "Well, princess?"

The girl gasped

"Why, Jack, Bob has a crush on yo pink shirt!" The girl made the an nouncement 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 horrifled Jack. "Well, of "Hush!" Grace insisted. "Let's all

a farce that Jack prayed instantly to be A chill pervaded the house, and Grace course, Jack," she began presently, seat ing herself, on the floor, "I appreciate

> "Oh, call it off then," put in Bo sacrificially. "I don't want to make any

"Isn't it stunning!" exclaimed Grace "Oh, say," Jack said finally, "I'm no

than I am! Take it. boy! It's yours!"cuddling Pedro, she was so elated that Pedro bounded in terror over the side flash. At the door of the room, turning she neglected to present her gift with of the car, and made for a dense thicket suddenly, apparently to ask a question, due ceremony. Instead, she thrust it at on the roadside. By the time Jack could she beheld peculiar smiles that aroused can be and should be used for other her brother, and knelt down to the stop the car, and institute a search, the her suspicions, particularly since the purposes than the direct need which basket. This was fortunate—in that she dog had delved farther and farther into wearers strove quickly but vainly to com- leads to their purchase. One of our missed the agony of despair in Jack's a mass of undergrowth, and either from pose their features. The rest of the trip fencing products, for example, protects face as the boy took a violently pink lack of proximity or fear, granted no upstairs she acomplished with slow, cattle in a field from lightning. Not enshirt from her outstretched hand. He response to the calls of his distressed deliberate steps. Indeed she did not tirely, of course, and we make no such

living room. Thanks, old top!" he intelligent ones, with a minimum of "There's only one thing to do," Jack exulted, wrapping it hastily in a piece direction. Materials will often do several "Do you like it, Jack?" Before he decided, 'get out here at dawn to-mor- of paper, and handing it to Bob. "Do jobs, also, but somebody else has to think

"Oh, I say, Grace!"

"But Grace! I-"

of Easter gloves!" "Grace!" Jack looked most miserable. forehead, and he ran excited fingers Approach this question from the standthrough his red hair. "I didn't mean point of the successful banker. He meawas only trying to spare yout Grace, not because he likes to, particularly, but

11 he were not red-haired, pink was not and Bob stood talking on the curb, "Oh, pressed to the front, and the girl was exchange your own money for some proa man's color anyway! Only girls wore say, old top," the former exclaimed sud- convulsed with laughter. When her duct, no matter what its use, you never pink! As it was, he thought of a number denly, "most forgot something. Grace brother became convinced that this was cease paying for that product so long of desperate measures to take, all the wants you to let her know something a normal response, not merely hysteria, as you live and your estate, when you way from presenting the shirt to a you'd like to have. Wants to make you he, too, joined in. When Pedro strolled die long afterwards, will be the poorer into the room, and made a bed of the because of that purchase. jumbled articles on the floor, the two For money, in the form of owned

shirts far removed from the others, lest thing up to you as though I really meant days," Grace summed up, sobering fin- the reasonable rate of interest which

made such a poor selection." "I'm a worse one ever to have thought the use of that fence which must, eventto get by with such a stuft." He ex- ually, be replaced. plained the game between Bob and him-

concluded. "He not only found Pedro you will be losing double interest for a for me. but he tried to help you out of service which should have been obtained "Well, look here then, if your cousinly your double dilemma, getting rid of the by one investment of capital. spirit doesn't ordinarily let you take shirt, and sparing my feelings. I think

200 kinds of gauzes that are virtually The final point in wise buying is

THE FIVE POINTS OF WISE BUYING By R. S. Rider, Vice-President Canadian Steel Corporation, Ltd.

One of the most important manufac- manufacturers will go to almost any Corporation, Limited, is the manufacture of farm fence which is marketed under Bob feigned discomfort that showed our own "Olibway" brand. Our experience in selling to farmers through dealers who handle our product has given material on which this article is based. The five points of wise buying, as

see them, are: Know what you want. Know why you want it. Know who makes it. Know what it oosts. Know how to use it.

The first point, "Know what you want," needs little elaboration for the farm owners. They, of all people, probably know their purchase needs best. But, generally speaking, it is amazing to mark how few people-buy according to programme or budget their purchases. As a result, about half retail salesman-"Tell him. Bob." Grace addressed her ship to-day rests on the weakness instead of the strength of human nature. How often both men and women something they don't want because, for the moment, the critical opinion of some clerk seems more important than their financial welfare. Men, in general, actual victima of propaganda to the effect that they are too sensible to shop around when, very often, it is merely a sort of pride that satisfies no one so much as the sales person able to take advantage of it. This is to be found in current humor where harrassed husbands are depicted as martyrs to their wives' eminently sensible attitude that, as buyers, they are just as entitled to ing about two o'clock by the persistent sellars are entitled to get the most profit

"Knowing why you want it," is a very important point in wise buying. A young door, "I have come to get you to explain married couple, for example, may pur- the difference between modernism and chase six dining room chairs. Left in fundamentalism." the dining room, they can give only part "I don't-think I can explain that time service. In most newly established you at this late hour and in your present way over the whole house. They accomodate unexpectedly numerous guests in ebriate one, "when I'm sober I don't care the living room; serve in the kitchen a cuss." Grace's face was radiant. "Ill get it!" laundry. Later on, very likely, they can

so glad! You couldn't have pleased me time, and will come when we call. 'I'll thing down the first trash can you pass." "Knowing who makes it" is mighty phone Bob when we get home, and ask Bob departed immediately, but Jack sound advice. No farmer expects good "Pedro," Jack supplied as she paused. him to go with us." With these words remained by the open fire, waiting for crops from poor land. There is no more he led Grace back to the ear, and they his sister to return. As minutes passed, reason to expect value in a product-if however, and Grace did not appear, a there are not outstanding resources at his shirt, as one often does with a grief, "Some luck," he mused sullenly. "Of feeling of apprehension replaced that of the command of the manufacturer. Restarted out of the room, but Grace de- course Pedro had to be lost instead of satisfaction. Almost timidly he tip-toed sources mean capital to buy the best tained him. /Jack, we must teach Pedro | the awful shirt." It was gripping him upstairs to his room. There in the door- materials at the lowest prices—that is. to ride on the running board. Do you now like a pink leech! Pedro was way upon the floor, lay a heap of his in quantity when the market is in the perhaps permanently gone, that would possessions, his fountain pen, his flash- manufacturer's favor. If that capital be the irony of the misfortune, but his light, some necktles, an alarm clock, a isn't available, it stands to reason that "And after that, on the hood. There's pink shirt would be with him always. pair of slippers, all articles, he sensed in the purchase of materials to sell at a a big car goes by nearly every day with At eight o'clock that same evening quickly, that Grace had given him at competitive price there will be some Bob, who had been acquainted with the various times. He looked in questioning tendency to sacrifice quality. The only "I guess you'll have to let him get affair, telephoned the news of Pedro's surprise from the pile to his sister who philanthropists in this mighty business Jack again headed Pedro was spending a peaceful night at pretty good, but I saw through it finally, their mistakes. They can be buried in the Ward home, and Jack might come You just wanted to get rid of that the heart of the metal that makes a milk bucket. In 'Knowing who makes it." ask about the maker's resources, his "So that's how you appreciated my equipment, the type of labor employed, and find out from your dealer not how far that maker stands behind his pro-"And I sacrificed the price of a pair duct, but how long he will stand back

Next, and in importance second to no This fundamental fact about buying is Slowly at last Grace's sense of humor rarely considered. But whenever you

capital, can draw interest if invested. "Well, this has been a hectic three If you pay \$500.00 to fence your land, ally. "I was a dumbbell ever to have you could have obtained on that \$500.00 each year means what you are paying for

Wise buying means taking this into account so that your purchases of mater-"Bob is the hero of this deal," Grace ial will not be so soon duplicated that

> No land is rich enough, no labor by mortgages you incur through unwise

What farmer would run two parallel rows of fence about one piece/of property? But many properties, nevertheless, Many methers can testify to the virtue have phantom double and triple rows of "Off color! Apt diagnosis!" thought gift that you had to make a fuss over, of Mother Graves' Worm Exterminator. fence because the first erected-a "barbecause they know from experience how gain"-didn't stand up and had to be replaced again and perhaps again. There is, of course, nothing that can

be done about the loss of interest on

take chances on utilization of products you buy. Products worth buying come with full instructions how to erect, to install or to put into use. Reputable 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. Knowing farm fence as we do, we also know that improper erection is the cause of many thousands of dollars being lost yearly on many farms. But fencing is only one example of how important it is for the wise buyer to know how to use his purchase.

If you have any doubt about how to handle any product, use His Majesty's mails. Write to the manufacturer directly and you will not only get an information or assistance desired by ou will get that manufacturer's deepest appreciation for your courtesy.

Persian Balm. Cool and refreshing. Soothing and protective. The perfect aid to beauty. Unrivalled in its softening and beautifying effect on the skin. Imparts a fresh and fragrant charm to oughness caused by weather conditions. Safeguards the skin and keeps it smooth.

ONLY IMPORTANT SOME TIMES

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minister and theologian of New York, relates that he was awakened one mornget the most for their dollars as the ringing of his doorbell. Going to the window he looked out and inquired what

"Mr. Fosdick," said the drunk at the

"But, Mr. Fosdick," profested the in-

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homes, reflection if not experience would condition. Come back to-morrow when show that those chairs will find their you are sober and we'll talk about it." Free Press Ads Will Sell Your Goods Let Us Convince You

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

O 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. Advertisers, to be successful and to live long, have to offer something of value or of desire-something really wanted or needed by the public. Advertisers, to live long, must not cheat the expectations or confidence of those who buy what they offer or propose.

Here are some questions to be answered by those who say "I never read advertisements"—

- 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?

be satisfactory.

- 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
- 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 o 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

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.

IT IS TO ONE'S DISCREDIT TO SAY, "I NEVER READ ADVERTISEMENTS"

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