THE FIVE POINTS OF WISE

, BUYING

By R. S. Rider, Vice Fresident, Canadian Steel Corporation, Ltd.

One of the most important manufacturing interests of the Canadian

Steel Corporation, Limited, is the

our product has given us material on

The first point, "Know what

The five points of wise buying, as

cording to program or budget their

purchases. As a result, about half retail splesmanship today fests on the

weakness instead of the strength of

the Buyers. Resources also mean equipment. Doctors aren't the only

about buying is rarely considered. But

Wise buying meens taking this in-

overcome the handlosp of the invisible

mortgages you incur through unwise

What farmer, would run two paralle

rows of fence about one piece of prop-

can be done about the loss of interest

products you buy. Products worth

SUITS AND TOPCOATS

MADE - TO - MEASURE

Every fit guaranteed. Very reason-

Suits Cleaned and Framps

\$1.00.

A. ROSE

which this article is based.

-Edgar A. Guest ing to mark how few people buy ac-

# THE BREAKFAST THAT SATISFIES



WITH ALL THE BRAN OF THE WHOLE WHEAT

AND NOURISHING ECONOMICAL

Made in Canada with Canadian Wheat THE CANADIAN SHREDDED WHEAT COMPANY, LTD.

conspires to destroy your tence



Sun, rain or snow . . they are all the same to "OJIBWAY" Farm Fence . . because of two things . . "OJIBWAY" Wire and "OJIBWAY" Construction.



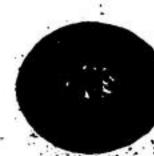
Made of Copper Bearing Bertanger Steel Wire . . Copper and Steel blended into a rust-resisting wire that wears far longer than ordinary steel wire Pure Zinc is bonded to every. "OJIBWAY" wire by our special Zinc Insulating process . . a further insurance against rust.



In both Stiff Stay and Hinge Joint "OJIBWAY" Fence the horizontal and spright wires are so joined that moisture cannot be held . . thus preventing rusting of wires at intersecting points.

All wires FULL GAUGE. Every roll full length. The Michaelet sign is your assurance of 100% satisfaction. Ask for our Guarantee of Service. It is worth as much as your fence. Only the BEST fender can carry so complete a guerentee.







Zinc Insulated rences

See Your Nearest Dealer-or Write Us Direct

CHANGERY REFERS NATIONALON

Mills and Head Office-Ojibway, Essex Co., Ont.

## Hydro Electric System

BEST LIGHT BULBS OF ALL SIZES (Guaranteed)

Orders taken for Ranges -AND-

Appliances of all Kinds

Office - Town Hall

## Counter Check Books

CHECK BOOKS

"The Herald Oficfe

#### SENTIMENT

wealth were all a man required And all on earth to be desired. Then he would be a fool to play And let the dollars slip away. And having money ended pain, Who'd stop at so much cash per

To read a book or grow a flower? If money were the stamp of worth.

The source of fellowship and mirth,

Then he would be a fool who'd spend The time it takes to make a friend.

we see them, are: Know what you And friendship's joys to pile up wealth want. Know why you want it. Know But he's the fool who squanders health Who tramples beautydown and turns who makes it. Know what it costs. Know how to use it. His every thought on what he earns. want," needs little elaboration for the For peace and joy and heart's content farm owners They, of all people, pro-Are born and bred of sentiment, And who spends all his time for gold bably know their purchase needs best. Shall sigh for firends when he is old. But, generally speaking, it is amax-

News and Information For the Busy Farmer

human nature. How often both men and women buy something they don't Only land that will respond to good want because for the moment, " the treatment should be cultivated at all. critical opinion of some clerk seems There are many thousands of acres in more important than their financial crops profitably and should be reforvictims of propagands to the effect ested without further waste of time that they are too sensible to shop aand energy. Every farmer can secure that they are too sensible to shop aresponsibilities for any number of trees for responsibilities for the Forestry Branch at Toronto. Apto the Forestry Branch at Toronto. Apadvantage of it. This is to be found plication forms are available at your in current humor where harrassed

Soil Must be Right for Use in Hot
The soil used in hot-beds should be the best for the nurrose that it it be the best for the purpose that it is get the most profit for their goods.

possible to obtain," states an official "Knowing why you want it," is a very important point in Wise Buying. of the Central Report of a A young married couple, for example, highly prized crop may depend to a may purchase six dining room chairs, very large degree upon the attention Left in the dining room, they can given to the proper preparation of the give only part time service. In most give not the proper preparation of the soil. Soils that are too fine in texture will not drain properly, and such a soil, while it may be amply rich in plant food, may lack only the addition of a little sand to make it satisfactory. On the other hand, a deficiency of humas will have a tendency to allow the soil to compact, which is likely to prevent even root development, and also does not permit of a proper distribution of mnisture through the soil.

give only part time service in the service on newly established homes, reflection if not experience would show that those chairs will find their way over the whole house. They accomodate understance in the kitchen during room; serve in the kitchen during rainy spells to dry the week's laundry. Later on, very likely, they can be used as a cage for the first little toddler. All this is to indicate that most things can be and should be used for other purposes than the

be used for other purposes than the Sew Clean Seed A recent survey shows that weeks chase. One of our Fencing Products, were responsible for a total loss of for example, proteots cattle in a field between 150 and 200 million dollars from lightning. Not entirely, of course in Canada last year. The direct loss in crop actually displaced or killed out by weeds was over one hundred millions while the remainder was made up of freight charges for carrying weed seeds along with grain, cloused and other crops, loss of moisture, depreciation of farm value due to weeds and the increase in cultivation increases and the increase in cultivation also, but somebody else has to think the more seeds and usually in advance. necessary where these soil robbers were for them and usually in advance. present. To mitigate this loss, the land must be cleaned up. Careful pre-meding cultivation will clean up ordinary fields, while partial summer fallow and the sowing of smother crops like buckwhest, rape and turnippe are recommended for very bad manufacturer. Resources mean capinary the heat materials at the paiches of such tenacious weeds as twitch and sow thickle. A clean seed bed, plus clean clover seed and clean seed grain of a high standard of purity and gerministion, will give a high increase in yield over the other kind at practically no more cost. Only clean, plump, vigorous seed, tested and approved by Government authorities, should be used.

Inanufacturer: Resources mean capital to buy the best materials at the lowest prices—that is, in quantity when the market is in the manufacturer's fagte. If that capital isn't available, it stands to reason that in the purchase of materials to sell at a competitive price there will be some tendency to sacrifice quality. The only philanthropists in this mighty business of Selling and Buying are

Ontario Farm Statistica A considerable decrease in the number of houses and cattle on Ontario farms and an increase in the number of sheep and poulity featured the farm statistics just released in connection with the 1931 densus. The following comparisons between 1931 and 1921 are given:

1931 1921 that Maker stands behind his product, but how long he will stand back of it.

Scattered woodlands through the countryside besides supplying the owner with cheap fuel and logs help the general living conditions of the owner and his neighbors. They help to control the flood danger and sot as reservoirs that augment the water which appears as open streams that are tapped by the walls. They are of the purchase. are tapped by the wells. They are ef- For money, in the form of owned fective windbreaks and beautify the capital, can draw interest if invested.

For you pay \$500.00 to fence your land, Provision should be made for the the

replacement of the old trees which you could have obtained on will eventually be cut or die of old \$500.00 each means what you are paying bush. This may be done by natural must, eventually, be replaced. Many woodlots have no natural pro- to account so that your purchases of duction because they are pastured. In stock browse the seedlings each year as they germinate, break and mutilate the saptings, pack the soil been obtained by one ingetment of and injure the roots of the large trees.

Continued pasturing means the grad- No land is rich enough, no labor by ual depreciation and the eventual disappearance of the woodlot. A new crop of seedlings will be appearing this spring and will be des-troyed, as in former years, if a fence What does not keep the stock out.

erty? But many properities, never-theless, have phantom double and triple rows of fence because the first Trimming of berry bushes is a very important task. In the early spring the canes of reid respherries should be out back a little at the tops. Some of the canes have branches and these should be cut back to a length of should be cut back to a length of can be done shout the loss of interest bear the most fruit. Thin out the canes in the hedgerow so that they will stand about six inches apart. If the plants are left in hills, leave about eight canes to a hill. In the case of black respiceries, the stand of the final point in Wise Buying is almost ten inchese The thick canes disturbed, but they should be out back don't take chances on utilization of

Twelve hundred Women's Institutes use. Reputable manufacturers will go to almost any length to help you erect, sideration, during March and April, to install or use properly. For the best made products cannot get a chance the institute year ends in April, and to show their true worth unless the the educational program for the following who uses them does as directed. the educational program for the following twelve months is usually ounpleted in May, or early in June, printed copies being placed in the hands of the members. The general practice is to have an address, paper, or demonstration of real practical value to the homewise, at each meeting.

Miost branches aim to have something to hear monthly to the homewise aim to have something to the homewise aim to have something to hear monthly to the for all conto hear, something to do, for all con-cerned at these gatherings. The following is a good example of one such

handle any product, use His Majesty's mails. Write to the manufacturer directly and you will not only get any information or assistance desired, but are marked "Push and Pull." you will get that manufacturer's deep-. Roll Call—"A Canadian Product, Where Found and How Used." Qanadan Vegetables-Their

Canadian Applets yersus Imported Discussion and Recipes.

Paper—"Frances Canadian Women."

Two Humbrous Sectiations.

Community Singing.

Social half-hours with afternoon tea

The opportunity to hear from women All earts of experience of methods which have

#### Here and There

There are over 450 miles o motor highways, 100 miles of roads, 2,492 miles of trails and 1.100 miles of telephone lines in the twenty national parks of Canada, which cover an area of manufacture of Parm Pence which is marketed under our own "Ojibway" over 13,800 square miles in differbrand. Our experience in selling to ent parts of the Dominion. farmers through dealers who handle

San Francisco was en fete recently when the Canadian Pacific liner Empress of Britain arrived there from Honolulu for a two day stay on her 128-day winter cruise of world ports. About 80 addi tional passengers joined the ship at San Francisco and another fifty at Los Angeles for the last lap of her voyage through the Panama Canal to New York.

"The Mineral Position of the British Empire" is the suggestive title of a paper by Dr. Charles Campsell, Deputy Minister of Mines, which will be the leading topic for discussion at the annual mosting of the Canadian Institute of Mining, and Metallurgy, in Montreal on April 5, 6 and 7. This same topic will provoke much discussion at the forticoming Imperial Economic Conference.

Belief that economic conditions were gradually improving and that the forthcoming Imperial Economic Conference at Ottawa would be one of the big historical events in the development of the Dominion, was expressed by Senator Gideon Robertson, former Minister of Labor, who sailed on S.S. Montcalm from Halifax recently, as Canada's chief delegate to the 16th annual conference of the International Labor organization

Canada': rapid change from an exporter of raw minerals to an exporter of finished and semi-finished products will be well set forth at the annual meeting of the Canadian Institute of Mining and Metallurgy in Montreal on April 5, 6 and 7. A number of important papers will describe the new smelters and refineries that have effected this change.

With five steamers in service between Port McNicoll and the head of the Lakes during the coming season, the Canadian Pacific Railway announces that they will now accept shipments of freight at eastern points destined to points in western Canada, via Port McNicoll, Ont., and their lake and rail route subject to delay at Port McNicoll pending the first

Changes in the management of Maritime Province summer hotels of the Canadian Pacific Railway will shortly become official. Joseph A. Cashman who managed the Lakeside Inn, Yarmouth, N.S., and is at present in charge of the Place Viger Hotel in Montreal, will become manager of the Algenquin Hotel, St. Andrews, N.B., and he will be succeeded in the management of the Lakeside Inn by Jeremiah Daley, Jr., now chief clerk at the Cornwallis Inn, Kentville, N.S.

Armong deeds of heroism at sea, the rescue of the 27 men of the salvage ship Reindeer by volunteer seamen of the S.S. Montealm recently will rank high. Ably seconded by Captain Rothwell who steered the Montealm to make a lea for the lifeboat, and with very hearly seas running, the men under Second Officer Knight put through the prefer a piece of work as one "as prefty a piece of work as one could wish to see," was the comment of J. G. Ross, of Moose Jaw, former M.P. for that city, who was a passenger and witnessed the rescue from start to finish. (831)

#### A. E. OOLMAN

Next, and in importance second to General Tracking Service and Weed 

### **BABY CHICKS**

### Custom Hatching

Hollywood S.C.W. Leghorn dosen. All breeders are 1 and 2 years old, selected for size and egg type, mated to young males. Pullets excluded from breeding

March Chicks 13c; April 13c; 6 week old pullets 65c. Hatch-ing eggs limited number 95%

Limited number of O. A. C. Barred Rock Chicks 2c more than Leghorns. Started Chicks 4c per WILL CUSTOM HATCH for

3%c per our for small quantities. reduction on larger quantities to 25 c for 1000 and over. Your eggs. will receive special atten-tion. Equipped with separate hatcher. Hatching Monday and Thursday mornings.

Oramsleigh Pentry Farm Chas. H. Oram Phone Cooksville 106

## THE New Way Buy Coal 'Blue-Coal'

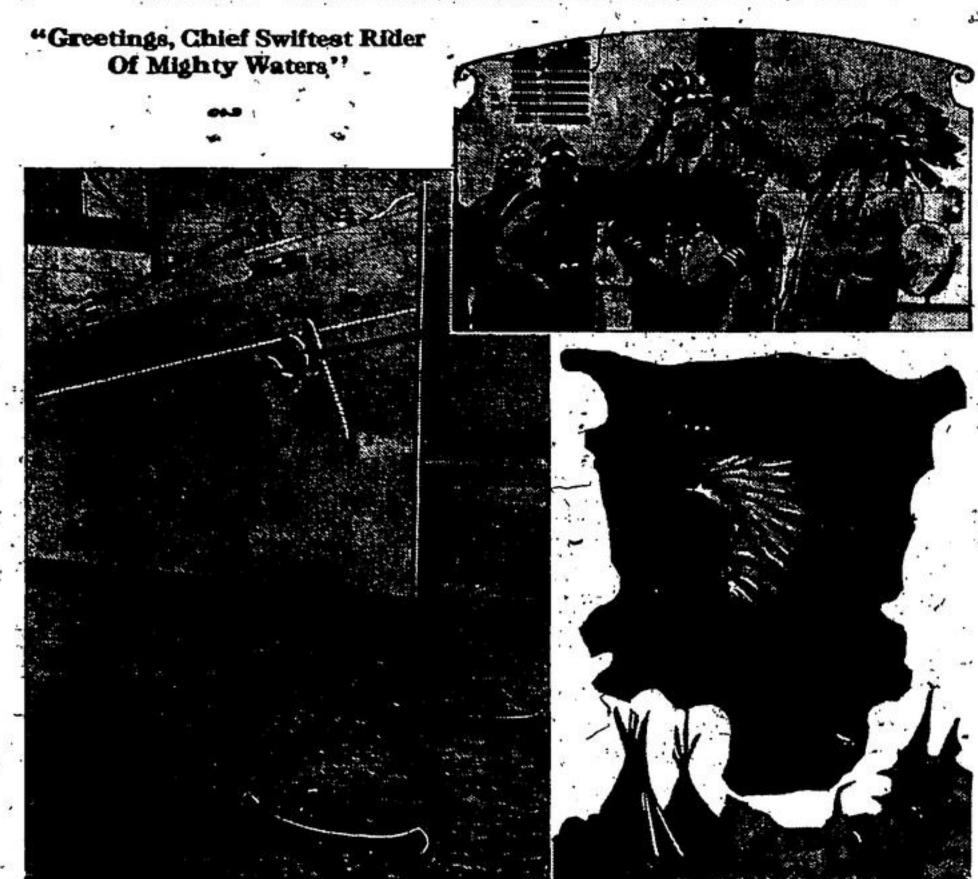
"Let the Color be Your

No Shovelling required Automatically Screened and Loaded

Standard Anthracite in All Sizes Select Lump, Smithing

and Cannel

#### SAGO TEHONIATARAKAKOWA!



"Jock" Latta, commander of the trans-Atlantic record liner Empress of Britain since his new 42,500 years regained the Blue Ribbon of the Atlantic for the British Empire by all classes of people but none have been more sincerely offered than the recent tribute of the Six Nations Indians.

Encamped at Loretteville, Quebec, where they are establishing a village in which the ancient arts of the redman are practiced, members of the Six Nations under the leadership of 81 year old Chief Wolverine recently honoured the Canadian.

Pacific Commodore by adopting him into the tribes and conferring chieftainship upon him are a tribute icate of adoption.

## YOU SHOULD BE DISCONTENTED

HAT man or woman who is completely contented is in a sorry state. Every man, woman and child should have aspirationsdesires for something higher and better than is now possessed. It is Godlike to be discontented.

> Poverty of mind and estate is a manifestation of contentedness.

> Laborers, if they were properly , discontented would raise the character and quality of their work, and would receive higher pay.

> Men and women in salaried jobs doing manual or clerical work are unlikely to receive promotion if they exhibit contentedness.

> Those who go farthest and highest in the world's estimation are they who have the creative impulse, plus initiative; they are those who strive to possess or reach what is beyond them.

Things beyond us are made known to us by and in advertisements. Advertisers dangle in front of us electric refrigerators, electric labor-saving domestic mechanisms, personal charm and beauty, the pleasures of travel, fine furniture and furnishings, the vigor and benefits of better health, cultural occupations and recreations, higher-paid employment, and the ways and means by which we can make our time and labor give us more money and more leisure.

Advertisements are designed to stir us out of bovine content by putting pictures before us-pictures of the imagination. These pictures create longings in us, and longings find a way of translating themselves into purpose, ambition and resolution.

OT THE news, not the stories, not the information, not the entertaining and educational articles, contained in newspapers and magazines are the pushers of us toward something better and higher; it is the advertisements in them. They are urgent and narrow-purposed, and are vivid. They are deliberately devised to make us do something.

Perhaps contentment is permissible in those who have reached their seventieth birthday, but those younger than 70 who say they are completely content merely say that they have collapsed mentally and physically,

Ideals change, desires change, objectives change, but never should any of us be contented. And we'll never be contented if we keep reading advertisements.

Pictureful, pressureful advertisements! Let us all be grateful for and to them.

Advertisements Are the Foes of Contented Men and Women

This Adv't is monsored by the Camadian Weekly Newspapers Association