

The Free Press' Short Story

JERRY WENT A CALLING

By REED FULTON

"N"AY, Claude, you're out of luck this time. The speaker's head protruded into the room through the half-open door. "Oh, yeah, how come?" came the reply from the good-looking chap in front of the bedroom mirror. "Annabelle said she'd go to the library party with me!" Jerry Moore showed the door open and balanced backward and forward from toe to heel as he watched the effect of his announcement on Claude.

"You want me to tell you a secret, Jerry?" inquired Claude Phillips with knits in his voice. "Huh? A secret? What do you mean?" replied Jerry, slamming the door behind him. "Well, I'm not abiding any tears over your taking Annabelle. Your pocketbook is going to be as empty as a hat by the time the affair is over." "Say now, Annabelle—" began Jerry, coming to a flat-footed position. "Sure, she's all right," broke in Claude, "but she expects all the trimmings." "The party's only fifty cents apiece," exclaimed Jerry. "That's only a dollar."

"You had some other luck?" "Getting the job I need the coin." "Trying to keep yourself in school?" Jerry smiled. "Not exactly. You see, I have a date with a town girl. I didn't realize I'd need so much money, but my pal, Claude Phillips has been out with her and—"

PICTURESQUE 'BANDIT'

End of the Trail for Corsican Robber

Andre Spada, bandit leader whose exploits in Corsican mountains, where he reigned like a feudal chief, have become part of the country's legend, was recently trapped by two policemen in one of his hideouts near Ajaccio.



ANDRE SPADA

Nelson, an English woman who visited him in one of his mountain retreats, described Spada as a tall, slender man with a handsome face. Through the windowpanes he could see a trim figure circling the room with a dusting cloth. She was the maid, no doubt. This must be quite an establishment.

AN ARCTIC EDITOR

Twelve Newspapers Per Year Crowd Eskimos' Reading Time

'Greenland's only newspaper editor recently visited London to study British newspaper methods and bring new ideas back to the Arctic.' It is Kristofer Lyngge, a sturdy Greenland, thirty-seven years old, who lives at Godthaab, on the west coast. His newspaper is Atuungadluut, or Freely Distributed Reading—so called because the cost of printing and distributing its 3,600 copies is borne by the Danish government.

Australia's Rabbit Pest

Sheep Breeders Have to Wage Incessant War Upon Bunnies

Since rabbits were first imported from England to Australia 70 or 80 years ago, the "bunnies" have multiplied and spread so greatly that they have become the Australian sheep-breeder's most malignant curse. Millions of rabbits eat grass which would otherwise nourish thousands of sheep, and so, in most seasons, imperil the pastoralists' livelihood, and the nation's prosperity.

WORLD'S LONELIEST JOB

A man on the world's loneliest job has just retired. He is W. H. Holte, who is going into civilization after 52 years' service on the overhead telegraph line which runs north and south, right through the middle of Australia. His solitude has at times been deeper than that of Robinson Crusoe or a lighthouse keeper.

LEGEND OF THE DANDELION

The south wind, gazing over the field, saw some dandelion away, a beautiful girl with yellow hair. Next morning he looked again, and she was still there, more beautiful than ever, and day after day he saw her out on the prairie.

BOTH SIDES

"Do you always try to see both sides of a question?" "Always," declared Senator Sorghum. "I think it best invariably to ascertain which side can command the most votes."

METAL FROM EPSOM SALTS

Motor cars and aeroplanes made from Epsom salts may be the next wonder produced by the metallurgical chemist. It is understood that experiments are being made by the Department of Industrial and Scientific Research in search of a metal lighter than aluminium which would be available for aeroplanes and vehicles in which weight is dominant consideration.

TONGUE TWISTERS

Six shining salmon swam the Shannon. If a shipshape ship shop stocks six ships, how many shipshape ships would six ship shops stock? Ninety-nine naughty numbetukks annoyng nineteen knighs. Recent rains revealed warrens, rabbits' refuges. Oliver ordered enormous officers; Oliver officiated at the oyster-opening. Six thick ticks and six thick sticks.

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TRICKS OF SPIES

Lighting a Pipe Sometimes Sent Evidence Up is Smoke

The old warning, "Put that in your pipe and smoke it," was carried out literally by spies during the Great War, according to Major Thomas Coulson, formerly of the British military intelligence service. "The hardest part of a spy's job was to get information out of a country," he said in an address before students. "Many methods were used but probably the most effective was the pipe stunt."

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"TROUBLED WITH CONSTIPATION" FOR PAST 25 YEARS"

Then ALL-BRAN Brought Welcome Relief

Read this voluntary letter from Mr. Lecour: "I have been troubled with constipation for the past 25 years. I tried practically every cathartic without results."

"Recently, I determined to give Kellogg's ALL-BRAN a fair trial. Kellogg's ALL-BRAN has not only helped me, but I believe it is an actual relief for chronic constipation."

"Due to insufficient 'bulk' in meals. Kellogg's ALL-BRAN provides 'bulk' to aid elimination. It also furnishes vitamin B and iron."

The "bulk" in ALL-BRAN is gentle—and safe for normal individuals. Often more effective than "bulk" in fruits and vegetables, as it does not break down within the body.

Get the red-and-green package at your grocer's. Made by Kellogg in London, Ontario. Keep on the Sunny Side of Life

Subscriptions for All Magazines Taken at The Free Press Office

Don't Be Sold Advertising Buy It!

Beware of "Clever Advertising," and free circulation mediums were two of the points made by Morgan Eastman, Vice-President, McConnell, Baxter & Eastman Ltd., Toronto, at the Rogers-Majestic National Convention of Retail Radio Dealers recently.

"When you advertise you are not desirous of securing praise for the advertising itself, but orders for the merchandise you advertise," said the speaker. "Eliminate cleverness and instil sincerity into your advertising by the use of simple, straight-forward language. Don't smirk and don't strain for dignity. The purpose of advertising is identical with that of selling, and you are perfectly entitled to demand sales results from your advertising. Criticize your own advertising, and the advertising we do for you, but criticize intelligently. Does the copy incorporate the real sales argument—does the headline arrest attention—does the artwork make the merchandise more desirable—is the layout legible and does it tell its message in natural sequence?"

"Be persistent in your advertising—few salesmen make a sale on their first call. Repetition and reiteration are two essentials in all advertising. You must call again and again until you strike the opportune time when the prospect is ready to buy."

"Don't be 'sold' advertising—'buy' it. Don't have yourself placed on a sucker list for every special edition, every program, every hither and your publication that some fly-by-night promoter gets you to underwrite. A publication with free circulation may safely be said to have no real value as an advertising medium. Your message must be placed in a medium that carries reader interest which will bring your message to the attention of the reader. If I were in your place, spending my own money, I would most certainly invest the entire budget in two forms of advertising—only—window displays and your local newspaper. And I would appropriate sufficient money to do a real advertising job. Advertising properly applied won't cost you one cent because it must lower your selling costs and your fixed overhead more than enough to absorb the money you invest in advertising. Your non-advertising competitor pays in less volume, increased selling costs, increased cost of overhead in relation to sales, and loss of profit."