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On Camouflage

I HAVE often marvelled as I drove into the village for the groceries, at the custom so prevalent among small town merchants of setting up a big false front to their store. Should the structure be a one story shack, an imposing two story front is erected and held in place by braces, running back to the real roof. There must be some psychological reason for this false front. Very probably it is cheaper for the merchant to leave off the superfluous part, but he thinks it pays him better to build it up and I dare say his reasoning is right. His customers will buy with greater relish because of the more imposing front, even if they have seen the telltale braces as they approach his emporium.

In some cases we farmers might do well to look a little better to the front we present. We are the only class of people who have not recognized the value of putting our best foot forward in our dealings with the rest of the world. I do not mean that we would be any better for sailing under false colors, but many of us go to the other extreme and appear in public in a manner that is hardly creditable.

For instance, you, a farmer, have dealings with a business man in the city. If you would place yourself in a position where you will have some chance in getting your rights due, do not call on the business man in his

father who was known locally as "Button Foot Johnny," because of the effeminate foot gear, together with the high standup collar and subdued sick room voice he affected when he was in society. Yes, say what you like, we boys in the gingham shirts felt rather outclassed when the Joneses have in sight. But when swimming time came in the early summer, we lost our respect for the pink striped shirts. They turned out to be only dummies and hid but sorry little gray flannel shirts indeed. You can easily imagine in the winter months would hold these superstitious duds when the honor went to the boy who was first in the water.

Yes, some people's efforts to keep up a front are very ridiculous indeed. An uncle of mine was once riding home from town with Frank Smith, a neighbor. He had an idea that Frank was unable to read, but thought he would try him out. So handing Frank the paper he offered to drive. Frank took the paper and went through the performance as if he were reading. Unfortunately he turned the paper upside down and was unable to notice his mistake. It was a Montreal paper and the back page which Frank had seized upon as the front contained a number of advertisements of shipping companies which were illustrated with boats. Now Frank's system of reading was to gather the news from the illustrations, so this is what he read aloud: "Horrible storm at sea. Several ships turned upside down!"

Keeping up a front is developed to a fine art in our cities. The city man who would appear as he is, will never get anywhere in America. Imagine a bank manager sleeping the janitor to the back for very joy of living as he

"Only Three Days' Supply for French Civilians."

A STATEMENT of this kind made by a man of Baron Rodonda's position and reputation surely should bring home the necessities of the case. Added to this, the people of Canada must realize the seriousness of the situation when the Ministry of Food in France announced that, on the 23rd day of December, after a complete survey of the country had been taken, there remained only enough wheat and flour in the land of France to sustain her civilian population for three days; in other words, they are living from hand to mouth and subsisting on the cargoes of food which must come from the North American continent. Surely available in this case cannot fall on deaf ears. Every available organization and the public press of Canada will only do and can only their duty by reiterating and endeavoring to impress upon the people what their duty is and how their efforts can be made most effective.

office. In that situation the business man has the advantage of the swing chair. He is on his own ground, and has you at somewhat of a disadvantage. But register rather in one of the best hotels in the city, then call up your business man and tell him you will be able to see him at your hotel between 10 and 11 o'clock. In the meantime you can get shined and shaved. When the business man arrives let him come a little more than half way to get shaking hands with you, and he is your victim.

This doesn't mean that you must throw away a lot of money on expensive hotels. All you have to do is register in a high priced hotel. By taking a room in the garret, it will not come very steep. But be sure to take it European plan. Then you will have the advantage of the hotel's reputation and you can slide out to a cafeteria for your meals. You will be surprised how many people do this. The probability is that you will find sitting next to you at the quick lunch counter that aristocratic looking gentleman whom you had mentally placed as a cabinet minister, as you saw him stroll across the hotel lobby earlier in the day. This is keeping up a front.

I remember when I was a small boy at school how we used to be overawed by the Joneses. The Joneses didn't have as good a front as we had, but the boys wore white collars and pink striped shirts to school, a feature that they had apparently inherited from



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