

Bourassa upon "The Annexation of Ungava to Quebec and Minority Rights." Bourassa as a national character is always interesting and no doubt he puts up a very clever argument in support of his contention as to the constitutional rights of the columns upon our readers on a subject which has no direct bearing upon the future of this city. By dropping a line to the office of Le Devoir, Montreal, copies of the article can be obtained both in French and English.

the Dominion. He is going on a "mission" through Canada and as far as Prince Rupert, but the particular object of this mission any specific character:

province and the causes that led to so disastrous a defeat are cleverly summed up in an editorial of the Vancouver Sun, from which we give a few extracts herewith:

"Everything was on the side of the government save a dent. See the Insurance People. Phone 150. meritorious record as administrators, and their conduct of provincial affairs they resolutely refused to discuss."

"The invincible allies which they possessed in the campaign were the general prosperity of the province, which is in no sense due to them; a powerful and perfectly working political organization; an unlimited supply of money; a popular program of railway construction, and the active support of all who have personally benefitted by the alienation of the public domain and by direct or indirect gifts from the government."

"They were aided by the briefness of the time allowed the Liberals to prepare for the contest, by unjust voters' lists which in themselves gave them an immense advantage."

* * * * * * "The Liberal party accepts defeat uncomplainingly. The regret they feel is simply that the province should be placed so entirely at the mercy of men whom they hopestly believe to be unworthy of public confidence and who they are convinced will

take advantage to the utmost of the opportunities they will possess of despoiling the people during the next four years."

"The old saying anent giving folk plenty of rope we predict will apply to the provincial government during the next term of office."



You Are on the Bench

Phone 4.

YOU-the Public-are the judge. On your good opinion and your good word depends the success of the advertised article. For no amount of advertising will induce you to buy a second time what you do not like. No advertising will offset the bad effect of a dissatisfied buyer.

That is why advertisers must and do maintain the quality of their goods.

Advertisers realize that to turn their outlay for advertising into profit they must give good value.

They are not looking for onetime sales. First sales, in most cases, would not pay for the advertising.

To be successful, they must make steady customers. So, quality is being put in to bold the trade that advertising produces.

No manufacturer can afford to advertise for long an inferior article. From the moment the advertising begins, the quality must either be kept uniform or improved-to go back means ruin.

orized or taken.

The day is passing when you ask for a pint of pickles. You name the brand.

You don't ask for Rolled Oats.

TAR LIVEROIL Cures Coughs Mathieu's Syrup of Tar & Cod Liver Oil

MATHE

(Dept. 97) 85 Fleet St. London, Eng.

is a great Tonic and not only stops a cough but enables the system to throw it off. There should be a bottle of it in every home.

Large size bottle 35c. Sold everywhere. J. L. MATHIEU CO., Prop. . SHERBROOKE

Thus, to be sure of quality, one naturally turns to goods that are advertised. And isn't it only reasonable?

You name the brand you prefer.

The unknown article may be good, but you are not so sure of it as you are of the advertised article, which bears the seal of quality, -a well known maker's trade name.

TO MANUFACTURERS

You who make good goods and do not advertise --- show your confidence in your product.

Advertise it.

Let the public know that you stand back of your goods to maintain their nigh quality.

Make your trade name the recognized standard in your hne.

Advice regarding your advertising problems is available tbrough any good advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building. Enquiry involves no obligation on your part-so write, if interested.

