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chants will not undertake an advertising campaign until they are sure their product is right. It would be ruinous to advertise an unworthy product, for that would simply call added attention to its deficiencies.

They pay you in information. Advertisements tell of new products, of new designs, new materials, better workmanship. Well-informed people always read the advertisements to keep posted.

> Reading the advertisements is an investment that pays big returns.

nadian minister to Washington was DEMAND discussed he opposed the idea; but the best he was host to the first diplomat to a foreign power from one of the milk for the British Dominions, Hon. Timothy "Rupert Brand" A. Smiddy, first Irish Free State best cooking. a minister to the United States, on the latter's visit to Toronto. Twice as rich Mr.' Nesbitt took a keen interest in the welfare of the legal profes-Kippers in cream as a sion, particularly in legal education. He was a bencher of the Law Sofresh milk. g ciety of Upper Canada and later F treasurer, the highest office in that body. As a bencher he was a member of the legal education commit-**RECIPE BOOK** "THE DAINTIEST BREAKFAST FOOD." tee and was a frequent visitor to FREE the Osgoode Hall Law School, often Smoked Daily by Use Coupon! addressing the students and sitting in at lectures to observe methods of teaching. During his life he made THE BORDEN CO. LIMITED, HOMER Canadian Fish & Cold Storage Co., Ltd. a gift of \$10,000 to the Law Society, Arcade Bldg., Vancouver the income of which was to be used Dept. A 73. for the improvement of legal educa-Please send me free St. Charles PRINCE RUPERT, B.C. tion in Ontario. Recipe Book. He also took a prominent part in the activities of the Canadian Bar Name Association. In 1928 he was elected Address president. Mr. Nesbitt was married twice, Advertise in "The Daily News" first to Mrs. Louise Plumb in 1889