

ENTERPRISING business men are the ones who succeed, and it is the successful ones who believe in printers' ink. Advertising is an art, and the true advertiser, like the true painter, mixes his colors with brains, as Opie said. He takes into consideration the class of people he chiefly wishes to

reach, and he selects the medium that will be most likely to reach that class. The business man who wants to get his announcements before the "solid citizens" of Canada—the class which embraces the mercantile, artizan and professional elements, will find no better medium than GRIP, which circulates in homes throughout the Dominion, and is the favorite



paper in most of the reading rooms. It is read from end to end, advertisements and all; and, what is more, the numbers are in most cases preserved. Never in its long history was GRIP so popular and prosperous as it is to-day.

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WE find the following piece of humor attributed to the German comic paper, *Fliegende Blaetter*:

"What's the reason you have robbed and cheated so much?"
THE ACCUSED—"Like all men, your honor, I was anxious to secure for myself a quiet and comfortable old age."

Is it possible that the Teutonic humorist has heard of the Rykert scandal, and based his joke upon the audacity of the culprit's impudent attempt to justify himself on the ground of the necessity of making a provision for his old age? If so, it is another proof of the adage that truth is stranger than fiction. For if he had completed his joke by making the judge acknowledge the reasonableness of the plea and declare the prisoner worthy of reward rather than punishment, as did Rykert's judges, the Lincoln electors, such a conclusion would appear so monstrously incredible as to be beyond the limits of burlesque. Even those whose province it is to exaggerate the absurd and imagine the impossible dare not venture to fancy such a cynical condonation of villainy as Rykert's alleged "vindication."

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WELL, the agony is over, and the situation remains just about as before. The Opposition are beaten out of sight, and, though the Government majority may be slightly reduced, its position is practically unimpaired. A couple of Ministers, Messrs. Gibson and Drury, have lost their seats, but there will be little trouble in replacing them in the event of their being unable to find other constituencies. This is fairly offset by the defeat of Messrs. Creighton and French on the Opposition side.

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IN this city the result hardly surprised anyone except those political enthusiasts who allowed their judgment to be overruled by their sympathies. The Equal Rights candidates made a splendid run, considering the

strength of the adverse influences and the split in their own ranks by the presence in the field of the Third Party candidate. Mr. Armour, in particular, is to be congratulated on the large vote he obtained, and still more on the favorable impression which, in a very short canvass, he left on the minds of the electorate. Though defeated in Toronto, the Equal Righters have elected several candidates in rural constituencies, and enough of the regular Party nominees have accepted their platform in whole or in part to very considerably leaven the composition of the new House and exercise a strong influence on legislation, provided, of course, they remain true to their pledges. That is about as much as a party of only one year's growth could fairly expect.

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THAT Mowat has again swept the Province is not so much due to the strength of his Government as to the weakness of his opponents. The Equal Rights movement was the only influence that could have seriously endangered him. But in the matter of yielding unduly to Roman Catholic influences one party is as deep in the mud as the other is in the mire. Genuine Equal Righters could have but little confidence in old partizans who evidently took up the watchword merely as a cry to gain votes, while remaining hand-and-glove with Ottawa Toryism and depending on the party machine for election.

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IN case the defeat of Messrs. Gibson and Drury should involve a reorganization of the Ontario Cabinet, GRIP hopes that the claims of ex-Speaker Clarke to a portfolio will not be overlooked. Mr. Clarke is one of the oldest members of the House, exceedingly popular with his constituents and all who know him, and a man of marked ability, who would fill well and worthily any position in the ministry. Mr. Mowat could not make any appointment more acceptable to the public.

THE man who invented the phrase "everything goes" evidently never heard of the Keeley motor.—*World*.
 Nor of Mowat.



IN THE STREET CAR.

JOLLIBOY (to his little son)—"Come, Johnny, don't forget your politeness. Get up and give the young lady your seat!"