

representation of the friend, so a good advertisement is a representation of a company. .

Advertising has become so common and essential that even the poorest firms use this medium of becoming known to the world. One great firm in London makes yearly through advertising over three millions. The New York Book Company sends more books to foreign ports than they sell in the State itself. This may be attributed chiefly to advertising. But as I said before some people deny that advertising is a money-making scheme merely because they use the worst newspapers. A newspaper is valuable as an advertising medium in proportion to its value as a news medium. The reliable journal wins steady readers and steady advertisers to it with the least urging. Sensational papers are read only when a sensation is on. And they are quickly thrown aside to cumber the sidewalks and car seats when the vicious appetite that feeds on such sustenance has been satisfied. Readers that can be reached through such mediums, even if they be numerous, are those whom the largest users of space care least to cultivate.

F. CORKERY, '11.

MORNING.

The year's at the Spring
And day's at the morn;
Morning's at seven;
The hill-side's dew pearled;
The lark's on the wing;
The snail's on the thorn:
God's in His heaven—
All's right with the world.

—Browning.