

woman loved the perhaps unworthy Earl of Leicester with the love that ennobles; no one doubts which woman in that critical moment showed herself a queen among women.

In conclusion, from the standpoint of a Catholic, I cannot refrain from expressing a regret that in the long gallery of Scott's women, so beautifully portrayed, there is not one true Catholic heroine. True, the two Queen Marys have been given to us historically, but the novelist has used his privileges in intensifying, rather than glossing over imperfections, and the picture of the beautiful, gifted, lovable but ill-fated Queen of Scots is not a satisfying one.

I. MacC.

Benefits of Advertising.

PERHAPS before narrating any benefits that may accrue from advertising, it would be well to consider what an advertisement is. No better definition can be given than Macaulay's trite description. "Advertising is to business what steam is to machinery — the great propelling power."

Advertising is just as tangible a commodity as any other. It is the man who doesn't know who claims that advertising is intangible and vague. But it is the man who knows who gets profit out of the money he invests. To my mind advertising is merely a suggestion. Before the days of the newspaper the suggestion was made by display of wares and by word of mouth.

A good suggestion made through the columns of a clean home paper will undoubtedly do a great deal. A message delivered by a clean, honest, truthful person will have more weight than one delivered by a person of questionable character. It is just so with newspapers. The clean paper possesses the confidence and respect of the entire people; its influence is great. The character of the paper is shown in its pages and style, just as the character of a man may be detected in his face.

No doubt there are those who will complain of getting little profit from their advertisements; but the fault is invariably their own. We have seen that one must advertise in good trustworthy