

occasions, assures his foreign audience of the 'friendly relations' which exist betwixt their respective countries, when at the time he knows that it is want of money on one side, or men on the other, that alone prevents hostilities. But it is in those mammoth placards and in printed handbills that the exaggerator expands himself to the fullest, that he loses all control over truth in words and figures. One might be inclined to think that the greater number of those who are engaged in mercantile pursuits were actuated solely by a desire for the good of their fellowmen; that they were doing business without profit; that their chief aim were to benefit the general public, and that the "tremendous sacrifices," of which we read, be but the consequential results of the proprietor's magnanimous philanthropy. Still we must not be too hard on the ingenious advertiser. It is not altogether his fault that the sight of an immense rock, or a magnificent tree, suggests to him only the idea of a fine place on which to paste his advertisement. Yet it is more the fault of the times in which we live; in these days of keen competition, if the man in business does not succeed