

palace—that they had got £6 to spare for luxuries—things that Maggie who, none the less, got a complete home, had to go without.

I have brought with me a few instructive advertisements which I will show you, and we will consider their points. One thing you will gather is this—if you want to learn how to advertise, study the advertisement columns of papers where space is expensive; if you want to see how not to do it turn to those papers where you can get about six inches of double column for a sovereign.—*Pharm. Jour. and Pharmacist (London.)*

THE INTELLECTUAL LIFE OF AMERICA.

While the sum total of American intelligence is undoubtedly impressive, it is more by reason of its quantity than its quality. I mean that the educational system of the country has rather raised a great and unprecedented number of people to the standard of what we in England should call middle-class opinion than raised the standard itself, and that as a consequence the operative force of American politics is middle-class opinion left pretty much to its own devices and not corrected by the best intelligence of the country. And middle-class opinion, especially when left to its own devices, is a fearsome thing. It marks out the nation over which it has gained control as a willing slave of words, a willing follower of the fatal short-cut, a prey to caprice, unreasoning sentiment and the attraction of "panaceas," and stamps broadly upon its face the hall-mark of an honestly unconscious parochialism. Such, to be quite candid, appears to me to have been too much its effect in America. I know of no country where a prejudice lives so long, where thought is at once so active and so shallow and a praiseworthy curiosity so little guided by fixed standards, where a craze finds readier acceptance, where policies that are opposed to all human experience or contradicted by the most elementary facts of social or economic conditions stands a better chance of captivating the populace, or where men fundamentally insignificant attain to such quaintly authoritative prestige.—*Sydney Brooks.*