STUDENTS are too prone, now days, to neglect their English. They pay too little attention to their English training in school. They are not aware of how much they need it when they get on with their work. The average graduate does not know what good his English will do him when he gets through with his other studies. He should remember that his strictly professional subjects will be of far greater value in the years to come. He forgets that first impressions are lasting impressions and that a man's English is one of the first things to strike the eye of a director or a prospective employer. It does not matter what his work may be; he cannot handle it on the right side until and unless his English is right.

The ability to express one's ideas in clear and forceful language is much less difficult to acquire than proficiency in any other art. A person's daily conversation is the laboratory in which he may perfect his English. There one can master the art of expression. There faults may be most easily corrected, and precision of diction acquired. We will fall into the habit of using slang because it is brief and expressive. In many cases it is more effective than flowery language. This is, however, to use slang in the inclusion of good English. This must be avoided. To recognize one's faults and to correct them is the first step in learning one's English; the second is to overcome them. Remember that in improving one's manner of speaking, that the only instructor needed is one's own intelligence.

If you smoke a pipe (if you don't ought to) it may be worth your while to read this.

You know tobacco is a vegetable; it grows out of the ground, and when it's green, it is too harsh and strong to smoke. The very best way to remove that harshness and bitterness is by thorough aging in wood. To age Velvet Tobacco in wood is expensive for us—you, very expensive, and it takes time, but it gives you a milder, cooler smoke with less flavor.

It's 10 to 1 you'll like Velvet Tobacco—aged in wood.