A single case, a crude, poorly focused picture would be more effective. Such photographs as certain dahlias in full bloom, which need more for the cause of peace than all the oil paintings in the world, would adopt a medium suited to the purpose. The stark horror of blood and famine can best be shown by the grim realism of the news cameraman's lens.

Laurence Stallings' "The First World War" is an illustration of what can be done. We recommend the volume to the originators of these advertisements.

THE END AND THE MEANS

WHETHER the end justifies the means has long been a subject for debate among philosophers. The general public, however, evidently believes that it does, if we are to judge from its recent editorial on the air-mail controversy entitled: "Who's Been?"

"Thank You!" Yet its justification here of the prearranged bidding among the airline specialists of soap.