Vol. VIII-No. 26

HARTFORD, CONN., FRIDAY, JANUARY 19, 1912

PRICE FIVE CENTS

TRINITY'S GROWTH. Briefly Reviewed by Hartford Board of Trade.

The report of the Secretary of the Hartford Board of Trade on business prospects for 1912, has the following to say about the growth of Trinity:

"Trinity College during the past year has continued to grow in numbers and efficiency. The plant is now worked to its full capacity and more, so that no great further growth is possible until there are more buildings, including dormitories, lecture-rooms and laboratories.

"The course in civil engineering is well organized and complete. The graduates in that department are at work in Hartford and elsewhere. In electrical engineering also the facilities are modern and the training thorough.

"All this is in addition to the older and more strictly literary and philosophical courses which have been maintained and developed in accord with the educational practice of the times."

At the meeting of the Board of Trade held Jan. 16th, Pres. Luther was re-elected a director of the organization.

COLLEGE STUDENTS PETITION. Movement to Enlist Support for pending Treaties.

The following letter has been received by the Senate from the Intercollegiate Peace Association:

Yellow Springs, O., Jan., 1912.

A member of the Committee on Foreign Relations in the United States Senate has expressed the opinion to the officers of the Intercollegiate Peace Association, that it would be well worth while to have a petition on the pending peace treaties presented to the Senate from the colleges and universities of the country.

the country.

We are therefore enclosing to you a form of petition, and earnestly request that you will see that it is signed by the students of your college. It is urgent that this be attended to at once. When the petition has been signed, please forward it to Prof. Stephen F. Weston, Secretary of the Intercollegiate Peace Association, Yellow Springs, Ohio.

Very sincerely yours,

CHARLES F. THWING, President, STEPHEN F. WESTON, Secretary.

Any student interested in the movement may obtain petition blanks from the president of the Senate.

PRESS CLUB MEETS.

The press club met last Monday evening in the *Tripod* office. Active steps were taken as to advertising the Junior "Prom" and spring athletics, baseball and track. Professor Gill was present and made several fine suggestions as to the use of material and the means of getting it published.

The next meeting of the club will be Monday evening, January 22nd, in the history room at 7.45 p.m. All students interested in this work are invited, as there will be a speaker who is prominent on a Hartford paper.

COMMUNICATION. AN OUNCE OF PREVENTION.

To the Editor of the Tripod:

I want to present to the college students, through your columns, a few significant facts which ought to be of interest to them.

Last year Edward F. Croker, the greatest chief of the greatest organization of its kind in the world—the New York Fire Department—resigned from the position he had held for twelve years, to devote the rest of his life to the work of preventing, instead of fighting fires. Never again will this man be seen doing his heroic, patriotic work in fighting the flames—for hero he has been, as herosim is only part of the fireman's trade—and no patriot, fighting for the love of his country, is more anxious to beat an enemy than the true fire-fighter is to put out a fire.

But he is now enlisted in a cause far nobler, far more heroic and patriotic. He has quit the game of fighting fires after they have started for the less spectacular, but more progressive one of diminishing the number necessary to fight

This teaching of Croker's might be taken home to our college. And the first lesson might be on the Jnuior Promenade, so near at hand. Scene: Alumni Hall, decorated from wall to wall with gay bunting and streamers, the stairways themselves completely enfolded by a canopy of flimsy cloth: a brick building, built entirely of wood within, with plenty of live wires hung Close your eyes: the big dance about. is well under way; nearly a hundred couples are tripping the light fantastic in the hall above; below, a half-dozen college men who are "stagging it" or merely "cutting a dance", are smoking cigarettes on the draped stairways, in the Trophy Room, in the other anterooms likewise covered with decorations of cloth-and all with the carelessness so characteristic of young college students.

Imagine a lighted cigarette butt dropped near a pile of flimsy and loosely flying cloth—but one cannot depict the horror of the catastrophe that would surely result. It would be a death-trap for scores of people—there is only one other exit, and the while building would be a mass of flames in less time than it takes to tell of it.

What caused the greatest horror that New York has experienced since the Slocum disaster—the Asch building fire with its terrible toll of lives? Somebody dropped a lighted cigarette butt into a pile of flimsy cloth. The fire scarcely damaged the building itself. Its stone and steel were fireproof; but the material in it, and the people in it were not fireproof, and one hundred and forty-three girls were killed by a blaze that would hardly have been mentioned in the papers but for the loss of life. The building was not "death-proof". The fire came, first,

FIGHT IN IVY BOARD. Question of Representation agitating Year-book Committee.

The 1913 Ivy Board is discovering that there are other worries than the ever-present struggles with printers, engravers, photographers and delinquent contributors. At present it has its hands full determining just what shall be its own personnel. The board was constituted last year, but since then two of the members have changed their affiliation, having joined the new fraternity of Sigma Psi. The board argues that by so doing they forfeit their places on the editorial page. The Sigma Psi men, however, contend that they are entitled to representation, to which the board retorts that as they are not recognized by the Senate they should not be by the class.

A member of the Senate was interviewed upon this point. The explanation he gave of the Senate's position was a purely technical one. "According to our constitution," he said, "all fraternity representatives must be elected before a certain date in June. The Sigma Psi fraternity was not even organized then, and so naturally could elect no representative. I believe that if that fraternity elects a man at the proper time next June the Senate will have to receive him."

The president of the class has threatened to take the problem out of the hands of the board and place it before the class for resolution.

ADDRESS IN CHAPEL. "Boys' Work," Mr. Alexander's Theme.

Mr. J. L. Alexander, the expert on Boys' Work, spoke to a large number of the students in chapel Friday morning, on the general subject of "Boys' Work". He pointed out the splendid openings for college men in that field, and showed the need for the work, and the results that were already coming from the same

because of the carelessness of the man with the cigarette, and secondly, because of the carelessness that had neglected to take steps toward fire prevention. And when the fire came, the great New York Fire Department, with all its men, its science, its apparatus and equipment, was powerless to prevent the holocaust.

prevent the holocaust.

Do we want anything of such a nature to happen at Trinity? Then let us take no chances. Let a rule be made that there shall be no smoking at the Promenade except in a place wholly unexposed to the danger from burning ashes of cigarette butts. And let the decorators take care in their work, that the least possible chances for conflagration be given,—for there are always those who are thoughtless enough, and selfish enough to transgress any rules. This lesson may well be observed in college at all times and in all places, but the danger seems greatest at the college dances. And where the danger is greatest, the greatest precautions must be taken.

UNDERGRADUATE.

SOPHOMORE SMOKER.

B. L. Ramsay Elected Chairman by 1914.

The sophomore class at a meeting held Wednesday elected Benjamin Louis Ramsay of Pittsburgh, New York, chairman of the sophomore smoker committee. This affair is one of the big events of the college year and this year the class promises to keep up to standard already set. Ramsay was on his class football team and is a member of the I. K. A. Fraternity.

REVISED EXAM. SCHEDULE.

A number of changes have been made in the preliminary schedule for the mid-year examinations printed Tuesday. The revised schedule follows:

January 29th (I):

Mon. A. M.—*Drawing 1, History 2, Latin 1, Religious Studies 2.

Mon. P. M.—Chemistry 2, English 4, German 3, Physics A.

January 30th (III):

Tues. A. M.—English 5, Greek 3, History 1, Physics 1, Physiology and Hygiene 2.

Tues. P. M.— Civil Engineering 4, Mathematics 1, Spanish 2.

January 31st (IX):

Wed. A. M.—*Drawing 3, English 2; French 2; Physics 6.

Wed. P. M.—Mathematics 2; Philosophy 2.

February 1st (VII):

Thurs. A. M.—*Biology 6; Economics 1; German 2.

Thurs. P. M.—Greek A; Latin 5; Physics 7a; Spanish 1.

February 2nd (II):

Fri. A. M.—English 8; French 5; Geology 1, Greek 2; Mathematics 3; Physics 3.

February 3rd (III):

Sat. A. M. — Civil Engineering 1a; Greek 1; History 7.

February 5th (X):

Mon. A. M.—*Biology 2; Chemistry 1; English 7; History 5; Italian; Mathematics 5; Philosophy 5.

Mon. A. M. (IV)—Biology 1; Economics 2; Latin 2.

February 6th (VI):

Tues. A. M.—English 1; German 5; Geology 3.

Tues. P. M.—English 3; Philosophy 1.

February 7th (VIII):

Wed. A. M.—*Drawing 2; Economics 4a; French 1; German 1.

February 8th (V):

Thurs. A. M.—Civil Engineering 3; Latin 3; Philosophy 3; Physics 2.

Not provided for in above schedule: Biology 4, Chemistry 3, 4, 5, and 5a, French 7, Geology 2a, and Shop Work.

*Examinations held in Boardman Hall.

Unless specifically stated to the contrary, all examinations are held in Alumni Hall, beginning at 9 A. M., and 2 P. M.



Published Tuesdays and Fridays throughout the college year by the students of Trinity College.

Subscribers are urged to report promptly any serious irregularity in the receipt of the *Tripod*. All complaints and business communications should be addressed to the Circulation Manager. The columns of the *Tripod* are at all times open to alumni, undergraduates and others for the free discussion of matters of interest to Trinity men. All communications, or material of any sort for Tuesday's issue must be in the *Tripod* box before 10.00 a. m. on Monday; for Friday's issue, before 10.00 a. m. on Thursday.

Entered as second - class matter September 24, 1909, at the Post Office, at Hartford, Conn.

Editor-in-Chief, William A. Bird, IV, '12.

Managing Editor, Chapin Carpenter, '12.

Athletic Editor, James S. Craik, '12.

Assignment Editor, Thomas G. Brown, '13.

Alumni Editor, Samuel S. Swift, '13.

News Editor, Leonard D. Adkins, '13.

Treasurer, Allan B. Cook, '13. Advertising Manager, William Short, Jr., '12.

Ass't Advertising Manager and Secretary, T. F. Flanagan, '12.

Circulation Manager, Kenneth B. Case, '13.

Subscription Price, \$2.00 per Year.

Advertising Rates furnished on application.

OFFICE-1 SEABURY HALL.

"NOW THEN, TRINITY."

In these days of widespread criticism of the work of American colleges and of American college students, it is a relief to find someone who not only dissents from the all too frequent deprecating view of our institutions of higher education but can put down his feelings and views on the subject in a knowing and convincing way. Clayton Sedgwick Cooper, in the first of a series of papers in the Century magazine on the "American Under-graduate," in which he considers the general characteristics of college students, has made an able and clear defense of the system which prevails and of the student who is the product of and who produces the system. Mr. Cooper is by no means a rabid follower of college athletics, nor does he favor unlimited toleration of the actions which the expression, "student prank" generally suggests.

He does find, however, that the average student may be fairly be called a student, that he possesses a desire for

realism and entire naturalness, that he has a keen sense of humor and radiates a generally breezy atmosphere, that for the most part his life and his nature are free from animosity and bitterness and that "he has acquired the fine art of laughing at himself and with himself. This for the less serious side of him.

Mr. Cooper believes that the college man is really religious, not that his religion is always directed toward the expressions of it exemplified in chapel attendance and attention to religious instruction, but that he really has the religious impulse and the religious spirit. He cites the great increase in active betterment work as indicative of the practical rather than theoretical nature of the college man's religion.

With reference to the drink question, Mr. Cooper cites an incident of 1814 which would show that the student has lost some of his tendency to absorb liquor since the times of our grandfathers.

Though he does not find college athletics an unmixed good and believers that too few are able to indulge in them, and though he finds certain postvictory observances highly objectionable, he nevertheless finds them valuable for discipline and for moral restraint. He also enlarges on college spirit and the sportsmanship and gentlemanliness required of and usually possessed by both player and spectator as making athletics a positive good.

Gentlemanliness, open - mindedness, originality, honor, patriotism, truth, he concludes-these are increasingly found in both the serious pursuits and the play life of our American undergraduates. *

COLLEGE NOTES.

Professor Babbitt has been absent from college on account of the sudden death of his brother's wife.

Ryerson, '15, contributed a long article about Trinity to his preparatoryschool paper recently.

The catalogue has been delayed by the printers, but is expected to appear within a few days.

PRESIDENT LUTHER SPEAKS.

At the entertainment given to the members of the Glee Club last Tuesday night at the Parish House of St. John's Church, Prospect Avenue, President Luther spoke on "Education."

DINNER FOR MR. ALEXANDER.

Last Thursday evening a dinner was given at the Allyn House in honor of John L. Alexander who is a member of the team of experts who are taking charge of the "Men and Religion" The guests Campaign in Hartford. were the officers of the college Y. M. C. A. and others interested, and included, beside Mr. Alexander, President Luther, Professors Urban and Gettell, Mr. Briggs, Mr. Cratzer, of Hartford, C. H. Howell, '12, W. Short, Jr., '12, D. S. Pulford, '13, C. H. Collett, '13, J. S. Moses, '14, and E. P. Wroth, '14. After the dinner the guests went to the First Baptist Church, where Mr. Fred B. Smith was the speaker. Mr. Alexander, Mr. Cratzer and Professor Gettell were students together at Ursinus, at the time Professor Urban was a member of the faculty there.

Everything

Gentlemen's Evening Dress from Headwear to Footwear

Horsfall's

93-99 ASYLUM STREET and 140 TRUMBULL STREET.

"It Pays to Buy Our Kind."

Want **Calendars** for 1912?

A good time to buy, as we have some big values for you. Calendars worth up to \$1.50 and none less than 25 cents are offered for 5, 15, and 25 cents. Some choice picking.

Brown, Thomson & Company

General Theological Seminary

Chelsea Square, New York.

The next Academic Year will begin on the last Wednesday in September.

Special Students admitted and Graduate Course for Graduates of other Theological Seminaries.

The requirements for admission and other particulars can be had from

The Very Rev. WILFORD H. ROBBINS, D. D., LL. D., Dean.

GYMNASIUM GOODS, FOOT BALL GOODS, PUNCHING BAGS AND BOXING GLOVES.

Gustave Fischer Company 236 ASYLUM STREET.

If you are looking for a real SANITARY BARBER SHOP

THE POPULAR BARBER SHOP

12 Chairs

HARTFORD TIMES BUILDING

Manicuring Surgical Chiropody

KELLEY & LEAVITT, 726 MAIN ST.

WELCH The Florist

"GARDE" BUILDING.

Randall & Blackmore High-class Portraiture 11 PRATT STREET HARTFORD

P. H. BILLINGS MERCHANT TAILOR

Popular Prices.

9 Asylum Street, Hartford, Conn.

Connecticut Trust and Safe Deposit Company

Corner Main and Pearl Streets, Hartford, Conn. Capital \$750,000. Surplus \$600,000. Meigs H. Whaples, President.
John P. Wheeler, Treasurer.
Arthur P. Day, Secretary.
Hosmer P. Redfield, Ass't Treasurer.

Olds & Whipple Ranges and Heating Stoves

Our Leader is "The Richmond". THE RANGE THAT BAKES. 164-166-168 STATE ST., HARTFORD

Awnings, Tents, Flags

DECORATIONS OF ALL KINDS, Also Full Line of Favors. G. O. SIMONS,

Successor to Simons & Fox, 240 ASYLUM STREET, HARTFORD

Fidelity Trust Co.

46 PEARL ST., HARTFORD, CONN.

We do general Banking as well as all kinds of Trust business. We solicit accounts from College Organizations and Individuals.

Let us do your Banking for you. F. L. WILCOX, Pres't, Trinity, '80. LOOMIS A. NEWTON, Secretary.

For Good Photos

Call on

J. FRED DUNNE,

759 MAIN STREET, HARTFORD GROUPS A SPECIALTY.

BIENSTOCK'S JEFFERSON PHARMACY

990 Broad Street, cor. Jefferson, Is the nearest and best equipped Drug Store.
P. O. Station No. 11.

NOWADAYS IT'S "QUALITY CORNER"

FOR YOUR HATS, CLOTHES AND FURNISHINGS.

The Stackpole, Moore, Tryon Co. ASYLUM AT TRUMBULL

G. F. Warfield & Co. Booksellers and Stationers,

77-79 Asylum St., Hartford, Conn.

F. M. Johnson **PHOTOGRAPHER**

COLLEGE GATHERINGS SUCCESSFULLY PHOTOGRAPHED. Group Work a Specialty.

1030 Main Street, Hartford, Conn.

Mason's Coal

IS ALWAYS GOOD - THE PRICE IS ALWAYS RIGHT

A trial order will make you a regular customer.

"COAL THAT IS COAL."

W.C.Mason & Co., Inc.

746 MAIN STREET.

COEBILL \$2.50 HAT

(None Better for \$3.00)

SIGNS, AWNINGS, TENTS, FLAGS

DECORATIONS OF ALL KINDS.
Also Full Line of Favors.

F. B. SKIFF & CO. 40-42 ANN STREET, HARTFORD

We offer a large assortment of

urniture

for the College Man's Room.

C. C. Fuller Company 40-56 Ford Street.

Overlooking Capitol Grounds.

The Connecticut Mutual Life Ins. Co.

Hartford, Conn.

To Professional Men:

No class of men need life insurance more than do professional men. As a rule, the income of a professional man is largely, if not wholly, dependent on his brain, and when the activity of the mind ceases, his income ceases, or is at once greatly reduced.

The Connecticut Mutual Life Insurance Company

offers to the professional man who desires to assure his wife and children for life, or for a specified term of years, the continuance of a substantial part, at least, of the income to which they were accus-tomed during his lifetime, a contract perfectly suited to these needs.

For further information, address the Company or any of its agents.

John M. Taylor, President. Henry S. Robinson, Vice-Pres't. William H. Deming, Secretary.

Alumni Potes.

'96-Edward W. Robinson has been appointed manager of The National Metallizing Company at Garwood, New Jersey, where he will also reside.

'98-The Rev. Edward S. Frances, the chaplain at West Point since December, 1905, was one of the speakers at a meeting recently held in New York for the purpose of urging the restoration of the Army "Canteen".

'98—The law office of Joseph H.

Lecour, Jr., in the Equitable Building, New York City, was entirely destroyed by fire on January 9, 1912. Present address 50 Church Street, New York City.

'09-E. J. Donnelly coached the successful 1911 football team of the Maryland Agricultural College.

'09-Welles Eastman is in the firm of Smith and Eastman, real estate, Minneapolis, Minn.

'10—Richardson L. Wright is suc-ceeding as a writer of fiction for various magazines and newspapers. Address, 80 Washington Square, New York.

'10-Sturges Harmon was a visitor at the college early in the week. He is connected with the advertising department of a painters' trade paper. His address is care of Mr. George Hamilton, 25 West Broadway, New York. '10—A. Spencer Murray 3rd, was in

Hartford for a day or two last week. His address is 100 Grand Street, New York City.

'10-H. C. Green is in the New York office of the Western Electric Company. Incorporated 1825.

The Connecticut River Banking Company

South Corner Main and Pearl Streets Hartford, Conn.

ALL BANKING FACILITIES. Deposits and Business Received by Mail Given Prompt Attention.

Capital, \$150,000.00. Undivided Profits over \$220,000.00.

PLUMBING

COAL AND GAS RANGES, ROOFING, GAS MANTLES.

N. B. BULL & SON, Tel. 2048. 257 ASYLUM STREET.

FLOWERS FOR ALL OCCASIONS



688 MAIN STREET, HARTFORD

OTTO BRINK, THE COLLEGE BARBER

Full Line of Cigars and Tobaccos.

996 BROAD STREET, HARTFORD Corner Jefferson Street.

When Dealing with Advertisers Please Mention The Tripod



Ask your dealer for our Reliable ATHLETIC GOODS. SWEATERS SKATING CAPS COAT SWEATERS STOCKINGS THE HITCHCOCK & CURTISS KNITTING CO. Hartford, Conn.

HENRY ANTZ First Class Barber Shop

Opposite Connecticut Mutual Life Insurance Company's Building

27 PEARL STREET, HARTFORD GEMMILL, BURNHAM

& COMPANY, Inc. Men's Outfitters.

Custom Tailoring. 66 ASYLUM STREET, HARTFORD

Reconstruction of Old Work. Ventilating a Specialty. JAMES F. DUFFY & SON LICENSED SANITARY PLUMBERS "The Linden,"
433 Main Street, Hartford, Conn.
Telephone.

Newton's Coal Office

15 PEARL STREET, corner Main St. Buy a ton of their hard, clean Lehigh and get a present of the latest novelty—a Magazine Safety Matchbox.

SCHUTZ & EDWARDS

Walter S. Schutz, Trinity, '94.
Stanley W. Edwards, Yale '00.
Charles C. Russ, Yale '03.
Attorneys and Counselors at Law. 36 Pearl Street, Hartford, Conn. Telephone, Charter 1838.

HERWOOD PRESS 308 Pearl Street

Opposite Y. M. C. A.

Booklets, Catalogs
Programs
Order of Dances
Office Stationery
Factory Blanks

Booklets, Catalogs
PRINTERS
Of Banking and
Insurance Forms

P. J. Dahlen, D.D.S.

759 MAIN STREET, Corner of Pearl.

Hours: 8.30 a. m. to 12 m., 1 to 5.30 p. m.

Crane's Linen Lawn

and many other HIGH-CLASS WRITING PAPERS

Manufactured by

Eaton, Crane & Pike Co.

PITTSFIELD, MASS.



PRINTING



Make a Specialty of the better classes of work.

> Monotype Composition for the trade.

284 ASYLUM STREET Printers of THE TRIPOD

THE EDWARD BALF CO.

GENERAL CONTRACTORS.

Sand, Crushed Stone, Trucking, Excavating. 26 STATE STREET, HARTFORD.

The Quality Flower Shop

R. S. Gladwin, Proprietor. CHOICE CUT FLOWERS

722 Main Street, Hartford, Conn. Telephone, Charter 151.

A RATHSKELLER

Downstairs for Private Parties, Dinners and Banquets.

SMOKE & BUCK, 300 Asylum Street, Hartford, Conn.

DINNER WARE TOILET WARE

Lamp Goods, Kitchen Furnishings, especially for Clubs, Lodges, etc.

The Mellen & Hewes Co. 275 Main Street, Waverly Building

Wright & Ditson Headquarters for Athletic Supplies ::

Base Ball, Lawn Tennis, Golf, Basket Ball, Foot Ball, Hockey, Track and Field Sports. Catalogue Free.
College Students and Athletes who want the real superior articles for the various sports should insist upon those bearing the Wright & Ditson Trademark

WRIGHT & DITSON,
WASHINGTON ST., BOSTON.
WYORK San Francisco Chicago
Providence Cambridge

THE SISSON DRUG CO.

CHEMICALS, DRUGS AND MEDICINES,

729 Main Street, Hartford, Conn.

ASYLUM AND HIGH STREETS. Entirely New and Modern.

Conducted on the European and American Plans.

HARTFORD, CONNECTICUT.

THE LIBRARY contains about 60,000 volumes, 30 per cent. of which have been purchased within the last twelve years. It is open daily for consultation and study.

LABORATORIES — Physical, Chemical, Biological, and Psychological, are fully equipped with modern apparatus for work in these departments.

SPECIAL ATTENTION is given to work in preparation for Electrical Engineering, Civil Engineering, Industrial Chemistry, and Medicine.

EXTENSIVE COURSES are offered for study in Mathematics, Ancient Languages, Modern Languages, Economics, History, Ethics, and Philosophy.

A large list of valuable scholarships and prizes may be found in the Annual Catalogue.

For Catalogues and Information, address the President, or the Secretary of the Faculty.

James Albert Wales, '01

Bartlett-Wales Co.

ADVERTISING in Magazines and Newspapers Selling Plans Prepared Business Literature, etc.

381 FOURTH AVE., NEW YORK

Have your next Suit or Overcoat made by a Custom Tailor at

David Stein & Son

WATERBURY, CONN.

Watch for our representative

Golden Opportunity

Wanted—Young men between the ages of 20 and 35 to take a course in the "RICHMOND" School of Salesmanship. The instruction is given by corre-spondence, and the tuition is free.

Each candidate must furnish two or more first-class references as to habits and honesty. Ap-pearance and general education must be above the average.

An opportunity will be given students to sell "RICHMOND" Vacuum Cleaners on a commission basis while they are taking the course. All who can pass the final examination will be given a salaried position with unlimited chance of promotion. Present trained salesmen earn from \$20 to \$50 per week. No past selling experience necessary.

A fine opportunity for students who are working their way through school.

Richmond Sales Co., 103 Park Avenue, New York ***********

To Students, Artists, Architects. We beg to call your attention to our line of the different materials you use. Give us a Call.

WADSWORTH, HOWLAND & CO. 153 Asylum St., Hartford, Conn. Telephone, Charter 4360.

The Wm. H. Post Carpet Company

219 ASYLUM ST., CARPETINGS, RUGS. WALL PAPERS and UPHOLSTERY





Full Two **Ounce Tins**

One ounce bags, 5 cents, convenient for cigarette smokers.



Patronize Our Advertisers!