

failures. That is the promise held out for him to strive for. That is the bounteous reward given when it is done.

Is not that a brilliant prospect? Is not that a simple task to offer a student? Is not that an ample reward for his labor? Well, perhaps—but—it might be better.

But why and how? Is the College magazine worthy of best support? Yes, it is worthy of the best possible support. For if rightly conducted a magazine is of great worth to its college in many ways. As a part of the curriculum it offers opportunities for training in one of the widest fields of modern work. As it circulates among the students it becomes a medium for the expression of the student ideas on important matters of the college life. It thus becomes a great factor in the arousing and moulding of college sentiment, and may influence the faculty to the consideration of some question under debate. As it reaches the alumni it becomes the bond which links the past to the present, keeping them in touch with their Alma Mater and with each other. And as it goes outside it becomes the highest exponent of the college, of the students, and of the work—a higher exponent even than athletics. If you do not believe this read carefully the magazine of some other college, and see if you do not form an idea of that college immediately which no athletic achievement can greatly change. Why? Because men can become athletes without being scholarly men at all. Not that we would do away with athletics—because they bring the college before many people who would seldom hear of it otherwise, but where the college magazine comes before the stranger it is positively of more influence on his opinion than the college athletic achievements are.

Is not the College magazine, therefore, worth of hearty support? Is it not worthy and also needful of better support than the present careless one? Most assuredly, it could and should be helped in many ways.