

YALE ALUMNI WEEKLY

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NEW HAVEN, CONN., SEPTEMBER, 1899.

THE COMING YEAR.

The transition period at Yale has definitely begun. The events of the coming year promise more of interest than those of any previous period at the University. It is time for the sons and friends of Yale to watch closely and to give all aid and encouragement possible to those in command. It is idle to hazard prophecies, but we believe that the year of change ahead is not to be a year of loss, but of gain, and that all that is best in "good, old Yale," will remain and be better still, in good, new Yale. If things don't seem to go that way, ask or protest quickly, in such way as will be best for the University in the end. Try the WEEKLY whenever you have things to suggest, and we will cooperate with all alumni and friends of Yale to the best of our ability.

THE QUESTION.

It rests with the students of Yale whether Yale rises again to her old athletic stature. Changes of organization will not change the men who must do the work and the fighting. The responsibility is first on the Class of Nineteen Hundred, now in command at Yale. Such an opportunity has not been given to a class in modern times. The responsibility is next on every individual in the community of Yale. There is muscle enough and skill enough within five hundred feet of the WEEKLY office, to make the name of Yale again a power. Is there pluck enough—and self-denial and determination and manliness?

TO SUBSCRIBERS.

This first number of the WEEKLY for the year 1899-1900 goes to all names on the mailing list of last month. So will the first three numbers in October, published on the fourth, eleventh and eighteenth of that month; the latter being the Inauguration number. Sometime in October, a statement will be sent to each man on the subscription list of the paper, making a report on the condition of the paper and the plans for the future. At that time on opportunity will be given to any whose subscriptions have expired and who so desire, to leave the WEEKLY list. The receipt of these first numbers will not constitute a claim against any who decide at that time to discontinue.

At the same time it is urgently requested that any who are in doubt as to whether they will remain on the list, will wait, before making their decision, for the receipt of the report which will be sent them next month on the condi-

tion and plans of the paper. We believe that this request will at that time prove a reasonable and proper one.

A PRACTICAL MATTER.

This editorial is for those who are particularly interested in the ALUMNI WEEKLY, and who want to see the most made of it in the cause of Yale. To them we present an opportunity, and have no fear that they will construe it as an "appeal for support."

The subject is the relation of the readers of the WEEKLY to the advertising columns of the paper. We have talked about it and corresponded about it as far as we could with a good many of our friends. It takes so long to get at each individual in this manner and we are so impatient of any delay in the progress of the paper, that we send this general letter. We wish to place this proposition before you: It is the especial opportunity of every friend of the paper to help in making an advertising investment in the ALUMNI WEEKLY yield the largest returns to the investor. We bring this matter to the attention of Yale men in accordance with the Yale principle of cooperation in any Yale enterprise. We ask this cooperation in this particular direction, in the belief that reciprocity is a good business principle.

Two minutes time, while one is going through the paper, shows the reader any advertising announcement which may strike his particular demands. The next step is communication with the advertiser, and the third is doing business, if the business can be done better with him than with anybody else, or if it can be done as well with him as anybody else. Of course, the fact that the advertisement was seen in the WEEKLY should be emphasized in the transaction. If the friends of the WEEKLY would carry out this program every week, they would not as a matter of business, lose anything by it, but, on the contrary, would gain; inasmuch as the advertisers are, in the first place, carefully selected and, in the second place, are spending money in advertising because they believe they have something which the readers of the WEEKLY especially want.

And if, to repeat, this program should be carried out by the friends of the WEEKLY, the result would be such an ocular demonstration of the business value of advertising in the WEEKLY as would forever remove four-fifths of the objections raised to such advertising by some business men.

Do we not think that the advertising should stand on its own merits? We certainly do. We have never asked for an advertisement except on the proposition that it was a good business investment, and those who have tried our columns most liberally and those who have stayed in them longest are our surest and best business friends. But we cannot overlook the fact that there are a great many others who have a natural prejudice against anything new in the form of an advertising medium, and especially against one circulating, as they express it, in a "special class." The best houses are guarding their advertising appropriations with greater care than ever, and are, on principle, averse to attempting any new medium. With this conservatism and these criticisms, the WEEKLY has steadily labored through years of time and has slowly won over friend after friend. It is honestly proud of the quality of its clients. But those who now use the paper should see it to their advantage to use it still more liberally, and there should be scores more to come at once into its columns.

With the beginning of this new era at Yale, the opportunity of the WEEKLY has suddenly increased many fold. Now, why keep it back? What will allow it to go ahead at a good Yale rate? Increased resources, of course. Suppose that the thousands of Yale men in all parts of the country should this week make up their minds to do business, when other things were equal, with those who did their business with the Yale paper, and would make plain their reason to the advertisers. That business would not mean simply thousands of dollars; it would mean tens of thousands and hundreds of thousands of dollars, annually. Stop and think what the result on the advertising departments of the great houses of the country would be, when that demonstration was fairly made. Would there be any work possible for a University paper which the ALUMNI WEEKLY might not soon be able to do?

Literary Notes.

The announcement was made last month of the resignation of Mr. Walter H. Page from the editorship of the *Atlantic Monthly*, in order to accept a position with the allied houses of Harper & Brothers and the Doubleday & McClure Co. He has been made editor-in-chief of the Harper-McClure Encyclopedia, which is called one of the most important ventures of the kind ever projected. "The rise of Mr. Page in prominence as a successful manager of literary ventures," says the *Waterbury American*, "has been remarkable. Some years ago, perhaps a dozen, he was a member of the reportorial staff of the *New York Evening Post*. When the *Forum* was started as a rival to the *North American Review* a place in the business management was given to Mr. Page. On the retirement of the *Forum's* editor, he became the editor, and contributed by his genius for that kind of work toward making it a financial success. Later he retired from it, owing to some dispute among the stockholders, to become an adviser of Houghton, Mifflin & Co. of Boston, and editor of the *Atlantic Monthly*. To the *Atlantic* his management brought new success, while at the same time its high standard of literary excellence was maintained. Mr. Page is to be congratulated on the new recognition of his merits by his appointment to superintend the 'Harper-McClure Encyclopedia.' But the syndicate of publishers is no less to be congratulated on securing for so important a venture a man so well equipped to make it a success."

Mr. Page's successor in the editorship of the *Atlantic Monthly* is Mr. Bliss Perry, the author, critic and teacher of English. Since his graduation from Williams College in 1881, Mr. Perry has been teaching English, first at Williams and afterwards at Princeton University, where he was lately appointed to the Holmes Professorship of English Literature.

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Dean.

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TO PROFESSORS AND TEACHERS.

Those who follow the profession of teaching, whether in the universities and colleges, or in the so-called high and secondary schools, are working under the encouraging assurance that their labors are becoming more and more valued at their true worth. The old day of the under-paid and over-worked instructor has virtually passed.

Appreciation of the many and diverse qualities that must go towards the making of the successful teacher is spreading daily. It may be that the fully ripened fruit is not yet seen in compensation always properly corresponding to the social and intellectual standing that is everywhere so gladly accorded to the profession, but this will inevitably follow. In the mean time no mean reward is to be had in the knowledge of rapidly advancing reputation and honor.

The profession, however, must also realize one more fact, and that is that the work it is doing is apt not only to unfit its members for any daily understanding of the business world and its investments, but also involves much that tends to weaken physical health and strength.

For these reasons, and even the least experienced will admit they are beyond all dispute, it is especially incumbent upon teachers to protect by life insurance their earnings, and the provision for the future of those now dependent upon their efforts.

Through life insurance, which is the truest and best form of cooperation, the funds of the insured are utilized to their utmost, and made to conserve his best interest in a way that can be attained in no other form of investment. While they thus are working for his good, they secure to him that peace of mind which contributes so largely to full success in his chosen calling. He may feel assured that his savings are working for him, and that they will return to him increased by the wise action of trained financiers, or, that should he die before the period when such return would be made, they will bring to his family the permanent continuance of the sustenance they now enjoy through his present labors.

For such reasons as these, life insurance is properly urged upon all those engaged in this great profession of teaching, and the best company with which to insure is that company whose long, brilliant, honorable record has proved it to be truly "The Best"—The Mutual Life of New York.

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Memorabilia from College Days.

Every college man needs a scrap-book to preserve the many souvenirs of his college days. Why not have one bound in Yale blue, with your class numerals on the cover.

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Send Geo. B. Lovell, 1901, our New Haven representative, a postal, and he will call and show you the book.

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