

The Purpose of a Magazine.

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A TRULY national magazine, broad, comprehensive, thoughtful, bright, is, in utility to a nation, scarcely second to a great university. Its mission is to stimulate and af-

ford expression to the higher thought and taste of the people, to bring the country's best thoughts under the most favourable circumstances and in the most attractive manner before the best classes of the country's readers—the very classes upon whom the shaping of the political, social, intellectual, and even industrial future of the country most largely depends. This mission can be better performed by a national magazine than by a university, a newspaper, or a book. The newspaper is too transient, too hurriedly read, and often too hurriedly written to be of much service in the self-culture of a busy man. Current books, however valuable, he has little time to read with profit, so the sharpening training of college halls is not maintained. The stimulus to intellectual effort and the interest in higher thought would, in most instances, weaken or die away were it not that the magazine proves a constant educator, not put aside as too transient or too tedious. It is reserved for the quietest half-hours of profitable leisure, when the mind is in its most re-

ceptive moods and most ready to respond to facts and arguments carefully and candidly presented, or to the quiet touches of beauty, humour, pathos, that lighter literature furnishes in select form in the pages of such a magazine. Here the statesman or political writer speaks in well-weighed utterances, appealing not to party prejudice but to the quiet sincere judgment of the leading men of every party in every section of his country. Here, too, in nearly every question of interest the best thought is found in the best form, for the writer knows his audience is the best the country affords, and that his thoughts in the pages of such a magazine are handed down to future generations. The magazine covers nearly everything of past and present interest in national life, and reaches far into the future. And it reaches into every corner of the land, and men of all parties and creeds. It is valued in every intellectual home in the country. What it is to the older members of society who shape the nation to-day, it is in great measure to the young who will shape the nation to-morrow. It is a great national university, diffused without loss of effectiveness, throughout an entire nation.

The mission of a national magazine, important as it is in the development and maintenance of national culture, probably receives in Canada scarcely more than a vague and passing thought from the vast majority of people who, from education, intelligence and public spirit, might be expected to take an interest in the subject. Of course, we have an abundance of magazine literature, the product of