

McGill Daily, Jan. 12, 1933.

Brisk Sale Marks Wide Reception Of Student Publication

A COMPLETE sell-out of all available copies of "The Alarm Clock," the latest student publication which made its initial appearance on the Campus yesterday, was reported last night by the editorial board. So great was the interest evidenced by the students and staff that the thousand copies which were printed had all be sold when a check-up was made last night.

Encouraged by the reception given their new venture the editors gave orders to have about four hundred more copies printed and these are available today. They may be obtained for the sum of five cents per cop, from the janitors of all the buildings or at the Union Tuck Shop.

We Have Been Duly Awakened

"The Alarm Clock" an undergraduate magazine, vol. I. No. I., January 1933.
5 cents.

IT is gratifying to note that apathy has not wholly enveloped the campus. Every effort to acquaint the students with reality, to wake them from the slumber of indifference should be hailed as a right step in the direction of a better appreciation of social responsibility on the part of those who, if we may trust the convocation addresses, will in due time become the leading element in the government and the educational affairs of the country. The "Alarm Clock" sets out to provide a means of expression both for literary effort and for the best thought of students on Canadian economics and politics, without restriction as to opinions expressed. The editors however are politically adherents of the Cooperative Commonwealth Federation, a political body socialistic in doctrine. It seems to me therefore that if they keep the magazine less tolerant and more definite as to outlook, it will gain in strength and coherence.

The editorial in praise of propaganda is the best written and most expressive thing in the magazine. The editorial which is designed to wake us up does not stir sufficiently and I would apply the same criticism to most of the articles in the issue. The exposition of the aims of the C.C.F. by F. R. Scott is a clearly written resume of the origins and program of this party. L. G. Reynolds adds another item to the long line of plight-of-the-farmer stories. Pensees Politiques is a mildly amusing column of current affairs. Florentine reviews the Power situation in Montreal in connection with the recent tax relief petition of the M. L. H. & P. Beatrice Fernyhough comments caustically on social evils resulting from the faulty educational system and on all pervading saintly hypocrisy, but the article loses much if not all its sting due to the form it is composed in and the pointless title.

A magazine of the type of the "Alarm Clock" is needed but the editors should endeavour to make it more critical and less expository.

—R.L.