

Jan. 30, 1933.

Black Sheep Goes To Press, Will Be Ready Wednesday

Constructive Criticism Barred From Magazine Editors Announce

THE Black Sheep has gone to press.

After a general clean-up session held over the week-end, the editors announce that the paper will be definitely ready for sale on Wednesday, February 1; and furthermore, that copies will be mailed to prepaid subscribers on Tuesday night.

As has been announced previously, the Black Sheep is an independent eight-page magazine, featuring articles of a critical nature. Contributions submitted by the student-body were of the usual standard, and accordingly few of them find space in the Black Sheep's pages; but articles written to the editors' assignment have been, on the whole, well handled—according to the editors.

* * *

The magazine will sell for ten cents and will be put on sale Wednesday morning in the various buildings.

From publicity blurbs sent out by the Public Relations Counsel it appears that the first issue will contain a wide range of material, varying from the sublimely ridiculous to the ridiculously sublime.

* * *

The editors of the Black Sheep announced last night that they were happy to report that there was not more than one item in the magazine which was constructively critical. Even the article which is slightly constructive has been so tempered with injustice that it will be readable.

The editors also took the opportunity of denying the rumor that they were subsidized by Ivar Kreuger, Samuel Insull, or the Oxford Group.

Jan. 23, 1933.

Black Sheep Will Make Appearance On February 2nd.

THE BLACK SHEEP, newest offspring of campus literary endeavour will make its first appearance on Wednesday, February 2nd, the editors of the magazine announced last night. Contributions to this magazine will be accepted until Friday of this week.

Although the contents of the issue are being kept secret until the magazine comes out, it is understood from remarks let drop by the editors that the note running through the Black Sheep will be the "what the hell" attitude, satirizing several campus organizations and personalities, besides articles and verses of general interest.

All those who have books of subscription blanks are asked to make an effort to complete the sale of their books as soon as possible. The books should be turned in to the managing editor by Friday at the latest as the total list of subscribers must be made out.

Jan. 31, 1933.

Black Sheep To Be On Sale Tomorrow

Prepaid Copies Being Mailed To Subscribers This Afternoon

FINANCIALLY SOUND

Nearly 500 Sales Already Reported By Editorial Board

This afternoon The Black Sheep, McGill's latest and independent publication, will be mailed to over four-hundred and seventy-five subscribers. Fresh from the presses, it will be carried all over Montreal and its suburbs, to New York, to Ontario and to British Columbia, and to Oxford and Cambridge, where supporters of the new venture await the first issue of this monthly magazine. Single copies will be on sale tomorrow at ten cents each.

Response to the subscription campaign has insured the financial stability of the periodical, it was announced by the Public Relations Counsel last night. As a result it will not be necessary to fall back upon the private support that is backing The Black Sheep.

On Sale Tomorrow

Subscribers who live in Montreal,

Westmount, Notre Dame de Grace, Montreal West, Verdun, Mount Royal and St. Lambert will receive their copies tomorrow, if the Postal Service co-operates efficiently with the Mailing Department.

Those who have not subscribed will be able to buy copies of The Black Sheep from the caretakers of the University Buildings, exclusive of R.V.C., at the price of ten cents each. They will be on sale tomorrow and Thursday.

When questioned as to the contents of the Black Sheep, one of the editors preferred to make no comment, beyond replying, "I am told that the articles are trenchant, generally in poor taste, and scarcely attain the literary level of Hush."

The Fair-ye-Times, weekly publication of Macdonald College, wrote editorially in their last issue:

"The publication of a new, independent, literary, and critical magazine at McGill called the Black Sheep, arouses our interest in the old question: What is the place and purpose of a college