

and it is an evil hard to guard against, for often its approaches are so gradual, and it assumes such attractive forms, that except our souls are filled with an overwhelming sense of the solemnity of the great work, to which we are called, we shall almost certainly yield to the enchanting influence, and become spiritual lotos-eaters, weary of Gospel toil. Sad, sad is the scene, when pastor and people yield to the deadening influence and resolve

In the hollow lotos land to live and die, reclined
On the hills, like gods together, careless of mankind;
For they lie beside their nectar, and the bolts are hurled
Far beneath them in the valleys, and the clouds are lightly curled
Round their golden houses, girdled with the gleaming world.

How can you avoid these evils, this frittering away of spiritual energy? Be much alone with God. Live in an atmosphere of prayer and heavenly communion. Ransack the Scriptures. To every minister of Christ the voice of the Divine Majesty cries, as to Ezekiel, "Eat the roll, and go speak." Eat the roll, *i. e.*, apprehend, assimilate the divine message; whatever its burden, terrible or soothing, dark or bright, painful or pleasant, then, but not till then, go speak. Thus consecrate and separate yourselves to this work; thus seek to make proof of your ministry, and you cannot fail.

Go, therefore, into the wide field of Christian activity, into whatever corner the Master may command you, taking with you, as the sum of all the advice now given, the motto of your Alma Mater, *Sermonem vitæ prætendentes*. Bind it to your hearts, live it out wherever your lot may be cast, and may those who have sought to equip you for this high work, have their hearts cheered by the assurance that you are true light-bearers, honouring your divine Master by "Holding forth the Word of Life."

The proceedings were brought to a close by the singing of a doxology, and the Rev. James McCaul, B.A., pronouncing the benediction.

The Alma Mater Society.

THE Annual Meeting of the Alma Mater Society was held in Lecture Room No. 3 on Wednesday, April 5th, at 2.30 p.m. The President, Rev. D. L. McRae, presided. There was a fair attendance of members. The minutes of last Annual Meeting and of special meetings were read and approved. The annual report read by Mr. Duncan, Sec.-Treas., was received, adopted, and its recommendations considered.

The following officers were appointed for the next year:—

President - - - Rev. D. L. McRae '79 (re-elected);
1st Vice " - - - " C. E. Ameron, M.A., '79.
2nd " " - - - Mr. J. L. Morin.
Sec.-Treas. - - - D. Currie B.A., '84.

Executive Committee. . . { W. T. Herridge, B.A., '83.
Mr. W. H. Geddes, '83.
Mr. Lee, '84.

Mr. J. Mitchell, B.D., '81, read the annual report of the COLLEGE JOURNAL, which was received and adopted. A vote of thanks was tendered to the Editor and Editorial staff for efficient services. The annual subscription of the JOURNAL was raised to 60 cents per copy and two copies for \$1.00.

The following staff was appointed for next session:—

Mr. W. T. Herridge, B.A., '83, Editor in-Chief.
Messrs. McKenzie, B.A., '84, and Lee, '84, Managing Editors.
Rev. Mr. Cruchet, '78, Editor of French Department.
" C. E. Ameron M.A., '79, Associate Ed. " "

Messrs Munio, '79, and G. D. Bayne, '81, were appointed Editorial Committee. Business Manager, Mr. Gamble, B.A., '84, assisted by Messrs W. H. Geddes, '83, and George Whillans.

It was resolved that the banquet be formally reported in short-hand, and that only after examination by the Principal, it be given in detail to the public.

Undergraduates alone are to be eligible for the Alma Mater scholarship.

A contribution of \$30 to the endowment fund of the scholarship, constitutes the contributor a life member.

It was resolved that the price of tickets for the annual banquet be \$1.00

The meeting was closed by pronouncing the benediction.

The New Calendar.

The College Calendar for 1882-83 is now in press and will be issued shortly. Copies may be obtained on application to the Rev. Principal Macvicar, LL.D., or the Registrar.

The Calendar indicates certain improvements just made in the Arts curriculum of McGill University.

Advertise! Advertise!! Advertise!!!

Advertising is all the rage. In some lines of business it seems indispensable. Advertisements are met with everywhere. We tread them under foot as they are stamped upon the sidewalks. We stare at them overhead as they are suspended from telegraph poles, or hung from roofs. Our magazines—like the prophet's roll—are filled, within and without, by them in every shape and form, fancy and familiar, plain and punning, printed even upside down and inside out. They impress the eye at every turn, and become fixed in the mind. Many of them are household words, and are a literature in themselves. Who does not know about "Herrick's Pills," "Campbell's Quinine Wine," and "Campbell's Quinine Wine." This is a way the world has got of making known its wares. It does seem to us that, not quite unawares, this way of the world is creeping into the church, with our short modern services, where the time occupied scarcely exceeds an hour, or at most an hour and a half. The "intimations," what we call pulpit advertisements, sometimes occupy a very prominent and important position that quite eclipse the discourse, and give food for any amount of talk on leaving the church. Before all the church socials, missionary prayer, choir practice, Sabbath-school, teachers, sewing circle, benevolent, young people's, literary, book club, communicants, mothers, elder's, and deacons meetings are announced, and the ministers round of pastoral visitation, sick calls, baptisms, marriages, and funerals are got through with, and the outside meetings of associations, etc. Before all these are given, with the appropriate words of introduction and commendation and iteration and re-iteration, there is a budget of social talk fit to keep an ordinary community going for a month.

All this may be obviated very simply. The pulpit is not the place for advertising outside entertainments, and a monthly or quarterly publication in broadsheet or pamphlet form could easily be issued, or better still, as in the case of the Free Church of Scotland, the outside cover of the *Record* be used for the purpose. Could this not be accomplished in the case of our *Church Record*? It would help greatly to aid its circulation, and secure its being read.