

The Fulcrum, 1914-15

The year has seen the successful publication of the usual nine numbers of "The Fulcrum," despite the unusual advertising difficulties, which, due to the European War, similar publications throughout the country have experienced. The caliber of the paper has been maintained, although marked improvements have been made. In place of the monotonous and unimpressing standard cover of previous years, a new cover design has made its appearance each month, and the reception accorded by the readers truly warranted the additional time and expense. New headings for the different departments were forthcoming, and half-tones were reasonably plentiful. Two members of the Senior Class were written up for the "Who's Who and Why" Department, instead of one as in former years. Thus twice the number of men received recognition for the work they have done in behalf of the college and the student body. The leading articles have been of diverse character, as they should in such a publication, and have been both interesting and instructive.

"The Fulcrum" is essentially the organ of the student body, and it is its duty to chronicle the events in the college year, to give credit to those who figure in student activities, and, in general, to fill in the many gaps which occur in such a college as Armour. It is the aim of the staff to endear the paper to the hearts of the students and to make it a part, essential and indispensable, of the life of the Armour man. "The Fulcrum" merits the loyal support of the entire student body, not only in a financial but also in a contributory way. During the past year the circulation has been particularly good, amounting to about sixty per cent. of the student enrollment, exclusive of exchanges, complimentary copies, etc. This circulation has been confined almost entirely to the student body and the faculty of the college.

THE STAFF

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