

spend your energies on expounding the **main issue**—have your facts well in hand and hammer away at them. Don't always take "no" literally, but give your man time to think matters over, and keep going back to him several times, if necessary.

NO NEED FOR APOLOGIES

Don't approach your prospect in an apologetic manner. You are rendering a distinct service to your Country and you are giving him a chance to share in the benefit the Country will secure if Dalhousie is enabled to strengthen her service and widen her sphere of usefulness. You can have the most complete confidence that this is so and your aim should be to enthuse your prospect with your own confidence.

CASH AND PLEDGES

If your prospect is planning to pay cash down, see if you cannot get him to pledge a much larger sum on the instalment basis. The instalments have been arranged to cover fifteen months, to fall due on convenient dates and thus give the subscriber the benefit of extending his payments over almost two years. A thousand dollars cash and a thousand dollars on each instalment due date makes six thousand dollars and it will probably be easier to get this amount than three thousand cash. Try it. There are many methods by which you can get subscriptions. Many a man has saved in the purchase of a Victory Bond much more money than he would normally put by. This puts him in a position to give and give liberally towards a purpose which is of so much importance to the Maritime Provinces. Instalments can of course, be paid in Victory Bonds. The University will be glad to get and retain them.