

The One Million which is to be collected in the coming campaign is shown as the minimum we should have, and it makes no provision whatsoever for Medicine. One-half of it is for endowment and one-half for buildings.

President MacKenzie has outlined above the pressing needs of today. You may rely upon it that there is urgent necessity that these needs should be met **NOW**. No extravagance is contemplated—Dr. MacKenzie has pared the programme to the bone. **DALHOUSIE REALLY NEEDS THE MONEY.**

THE APPEALS

The basic appeals for subscriptions should be founded upon the following points:—

1. **GIVE to Dalhousie:**

- (a) **Because** of the stress which the people of the Maritime Provinces have always laid on higher education, and the sacrifices they have made to keep these Provinces in the van in that regard.
- (b) **Because** there is greater need today than ever before for good strong institutions, such as Dalhousie aims to be, to meet our higher educational needs.
- (c) **Because** it is the duty of the present generation to aid Dalhousie and make it possible for future generations to secure at least as good an education as was made available for us by our forefathers.
- (d) **Because** of our pride in the conception of education which has always animated the people of the Maritime Provinces, and our appreciation of the outstanding part which