matters surmount the campaign through class organization, fund-raising, local clubs, and graduates in foreign countries. The object is to get at a man from every direction as possible and thereby increase the total number of subscriptions.

President Macaulay Speaks

President Macaulay then took the floor and in his usual tone of the necessity of keeping the Institute up to its present attitude as that it may continue to be the great benefactor to the community and to the country that it has been. He explained the fact that reasonable raises were necessary to keep the high class instructors and professors at the Institute. His speech in part follows:

"It is within the experience of all of us that the war has swept away the old standards and changed in a new era when expenditures are necessarily on an entirely different scale than formerly. This has always been necessary to keep up the high class instructors and professors at the Institute. This change has come upon the colleges and schools the value of TEXTBOOKS.

THAYER MCNEIL

FOR DOMESTIC USES.

The all-year-round wet drink

Fellowship—in college or out of it—flourishes best with good food and wholesome drink. Ice-cold Bevo—unexcelled among beverages in purity and healthfulness—is most satisfying as a drink by itself or a relish with food that makes a happier repast.