

I am afraid that I will always keep harping on the application of industrial organization experience to McGill and her problems. Like us, you have your "Financial Department", increasing, expending and controlling your funds. Like us you have your "Production Department", your Faculties manufacturing your product. Unlike us, unfortunately, you have no "Sales Department" - in your case a department for the sole purpose of "selling" McGill to the community - including your graduates, and persistently adding to your capital by donations and considering other possibilities to attain that end, in order that McGill shall get the large sums of money she must have if she is going onward and upward. Some day you will have such a Department, with which the Graduate Society might be merged into an enlarged and more important Department of Graduate Relationship. McGill recognizes the importance of her services to the community by her Department of Extramural Relations. She recognizes her duty to her graduates by graduate associate activities, such - for instance - as your Department of Unemployment, the publication of the "NEWS", the periodic re-unions. These are the nucleus of a "Sales Department", added to your own thought and activity for McGill's material advancement - unfortunately an added burden to your own administrative work - and in those of our graduates, both inside and outside of McGill who think and work for McGill's future.

Now, the pros and cons of any new project to widen our Canadian Ingersoll-Rand market, increase our sales and our profits, are first considered by our Sales Department and Finance Department. If the idea looks promising, it is submitted to our Production Department. The reason for this procedure is, of course, that it is our Sales Department, not our Production Department, who are in touch with our public outside