

MONTREAL PUBLICITY ASSOCIATION



February 22nd. 1924.

Mr. J. A. Nicholson,
Registrar,
McGill University,
Montreal.

Dear Sir:-

With further reference to the Advertising course in McGill. We have discussed this matter somewhat in detail with Mr. D. L. Weston who is Chairman of our Educational Committee and we have been very much gratified at your prompt and sympathetic letter. It is indeed a hopeful and happy augury to find McGill ready and willing to institute business endeavour. It gives me, therefore, great pleasure to reply to your letter.

Montreal's rapid business growth has, inter alia, been the cause of many advertising agencies starting in business in this City. But whilst some of these agencies are manned by real advertising men, others are not so well officered; and many of them would gladly avail themselves of an Advertising course under your auspices. Further, many firms who have not, in the past, given advertising much thought, are today appointing men whose sole duty it is to conceive and carry out advertising campaigns. Also; the press of this City employ many men in their advertising departments who, possessing some technical information by reason of their environment, still lack great essentials of advertising education. It can be surmised also that the general public will also avail themselves of such a class. As a case in point last year the Y.M.C.A. had 12 students in their advertising course: this year they have 19.

As to the lecturers. The rank of the Montreal Publicity Association contain not a few men who are recognised leaders in their particular field