

In Canada the first development of a similar trend is seen from the fact that the Western instructors and final year students are constantly employed in assisting individual concerns in London, Ontario. The service grows from year to year. It throws great responsibility on the instructors, but it keeps them alive and abreast of developments. It supplies the finest of teaching material.

Alone, instructors cannot go far with this service, but when assisted by advanced students the scope appears unlimited. Advanced students capable of good work entail the development of a research organization and of post-graduate studies. This is a development to be envisaged for the future and to be planned for. The business needs of the country call for graduate commercial development in all major Universities. Each should follow the paths that its location makes most profitable, thus avoiding needless duplication and eventually contributing to a rounded-out national and educational service of vast importance and influence.

Section 7.
Service to
the
University.

Because the Department contacts so closely with the world of business it performs for the University the unique service of interpreting it to a great source of potential endowment. The Department speaks the language of business, adopts its point of view and contributes directly to its welfare. Depending upon the manner in which this contact is capitalized and used by the Department Heads and University authorities, the Department of Commerce can be made to tap the wealth of the community for the benefit of the University. The vast sums recently contributed by wealthy men to United States institutions have not been the result of coincidence. They are the reward of sound service backed by intelligent cultivation.

While the Department of Commerce is the natural spearpoint of such development, the outcome will be generally beneficial to the institution provided that the key department assumes its proper place in the general scope of the Arts Department. It is another argument for care in laying down the first policies and in building a department whose eventual success means a strengthening of the entire structure.