

PART ONE

SEC. A. - MCGILL'S SERVICE TO CANADA

Ten years ago McGill closed a century of most useful service to Canada in a strong position among the universities of the world. In the past hundred years our Alma Mater has, due to the efforts of men of clear vision and unfaltering courage, improved her standing both as a cultural and as a practical seat of learning. Her story, one of struggle, disappointment, and discouragement, although still in its early chapters, augurs a future to be reflected in the approaching greatness of Canada. The makers of McGill have left a great heritage for the students of today to enjoy. In this modern age of business these same students are apt to forget the efforts that have made possible these advantages. A great number are prone to idly criticize, but fortunately there are those of greater vision, who are endeavoring to carry on the good work to the greater realization of the pioneers' dream.

SEC. B. - THE OBJECT OF THE REPORT

The object of this report is not, unfortunately, to sing McGill's praises. It is to set out as clearly and as briefly as possible the attitude of the graduate body towards the Endowment Fund, towards the McGill Graduates' Society and towards their Alma Mater. The information contained herein is based entirely upon the results of more than three hundred interviews, made possible by the co-operation of the McGill graduates in all walks of life in Montreal. This survey was authorized by the Endowment Fund Committee of the Society as a step towards improving the appeal for the Fund.

SEC. C. - THE QUALITY OF THE INFORMATION

In a survey of this kind it is naturally difficult to obtain an unbiased opinion from all the men who are approached. They all feel that they are to be asked for money eventually, if not at the moment, so that a great deal of the material can be considered in a business sense as "sales resistance". Although this opposition may exaggerate conditions, it is a factor to be given much consideration, being of necessity, one that will have to be eliminated in the attempt to increase the appeal. Besides this element there is an abundance of constructive criticism that will be invaluable, not only to the future policy of the Graduates' Society concerning the Fund, but to the University itself, and to the welfare of its graduates.

SEC. C.- (1) The Business Depression and McGill's Apparently Sound Position

Also affecting the response of the graduates to any appeal is the present state of business. With an admittedly difficult year ahead for 1931, business men suffering from the universal fall in values, are inclined to have a rather pessimistic outlook, especially upon any demand not strictly of a charitable nature. This is amplified by the fact that McGill's position is apparently sound, and while there is so much social distress it is generally felt that her need is hardly urgent.

SEC. C. - (2) Variety of Occupations

To ensure a representative attitude, care was taken to distribute the interviews among graduates of all years and faculties. An idea of the widespread variety of occupations of the McGill men who were approached can be seen readily from the following chart.