

University Education for Commerce

By PROF. R. R. THOMPSON, M.C., V.D., A.C.A. (Eng.),
C.A. (Canada),*

*Professor of Accountancy, School of Commerce, McGill
University; President, The Canadian Society of
Cost Accountants.*

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THIS is the first time that a president of the Canadian Society of Cost Accountants has had the pleasure of meeting the Winnipeg Chapter and I believe the first time that any member of another chapter has spoken to that of Winnipeg. On behalf of the remainder of the society, may I congratulate you on the formation of this chapter, which will be a forum in Winnipeg where cost accountants, factory managers, general accountants, and others can discuss the costing and other problems of Canadian industry. Your programmes show what excellent work you are doing.

Your secretary asked me to speak about "University Education for Commerce." As a preliminary may I suggest that you follow a certain line of thought, which I shall present to you in the form of a couple of problems.

Problem No. 1

Canada's great need is population to produce wealth, to provide a home-market, and to pay taxes.

To solve this we must provide employment which will keep at home native-born Canadians and which will be of such a nature that the British stock we wish to draw in will come ready-trained for it.

May I emphasize here that there is no steadier or better citizen than the British working man—none more loyal, nor more conservative in the best sense of the term.

How is this employment to be provided?

Only a fraction of the children of the farms want to stay on them; only a fraction of the people of the British Isles and of Europe are suited for a farming life.

The Provision of This Employment is Problem No. 2

The solution lies in the development of the manufacturing industries and of the overseas commerce of Canada, so that Canada may keep and absorb people suited for all walks of life. We must work for this by every means in our power. We must have the greatest efficiency possible in all branches of Canadian industry, and we must search out fresh foreign markets for the export of Canadian manufactured goods.

There is great specialization in modern commerce. We must train men for commerce so that they enter it with the necessary basic knowledge and sound methods of thought—particularly with

*Owing to Professor Thompson not being able to move from his car because of an accident, this address was read by Dean Sinclair Laird of the School for Teachers, Macdonald College, Quebec.