

Curriculum

March 24th, 1924.

H. S. Van Scoyoc, Esq.,
Montreal Publicity Association,
248 St. James Street,
Montreal.

Dear Mr. Van Scoyoc:-

We have given some further consideration to the provision of a course which would be suitable for advertising men and have had one or two meetings on the subject. It is for this reason that your letter of February 22nd has not been replied to at an earlier date.

Of course, it need hardly be said that the University is anxious to render any possible service to the business community and in special to provide instruction which may help to raise the general standards of a calling. There are two aspects from which we must look at the provision and arrangement of such courses,- (first, what may be called the cultural point of view, and second, the purely technical one. In all university education the former is, of course, the principal one. Even, for example, in the Faculty of Applied Science our primary endeavour is to turn out graduates with a sound general knowledge of engineering, much purely technical detail he must learn later.

The same considerations apply to extension courses. The principal aim of the university in supplying any extension course is to improve the general background of the student, not to give him detailed technical instruction. Furthermore, although the point is a less important one, it would be quite impossible to aim at providing a special training for a very large number of