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College Commerce Course

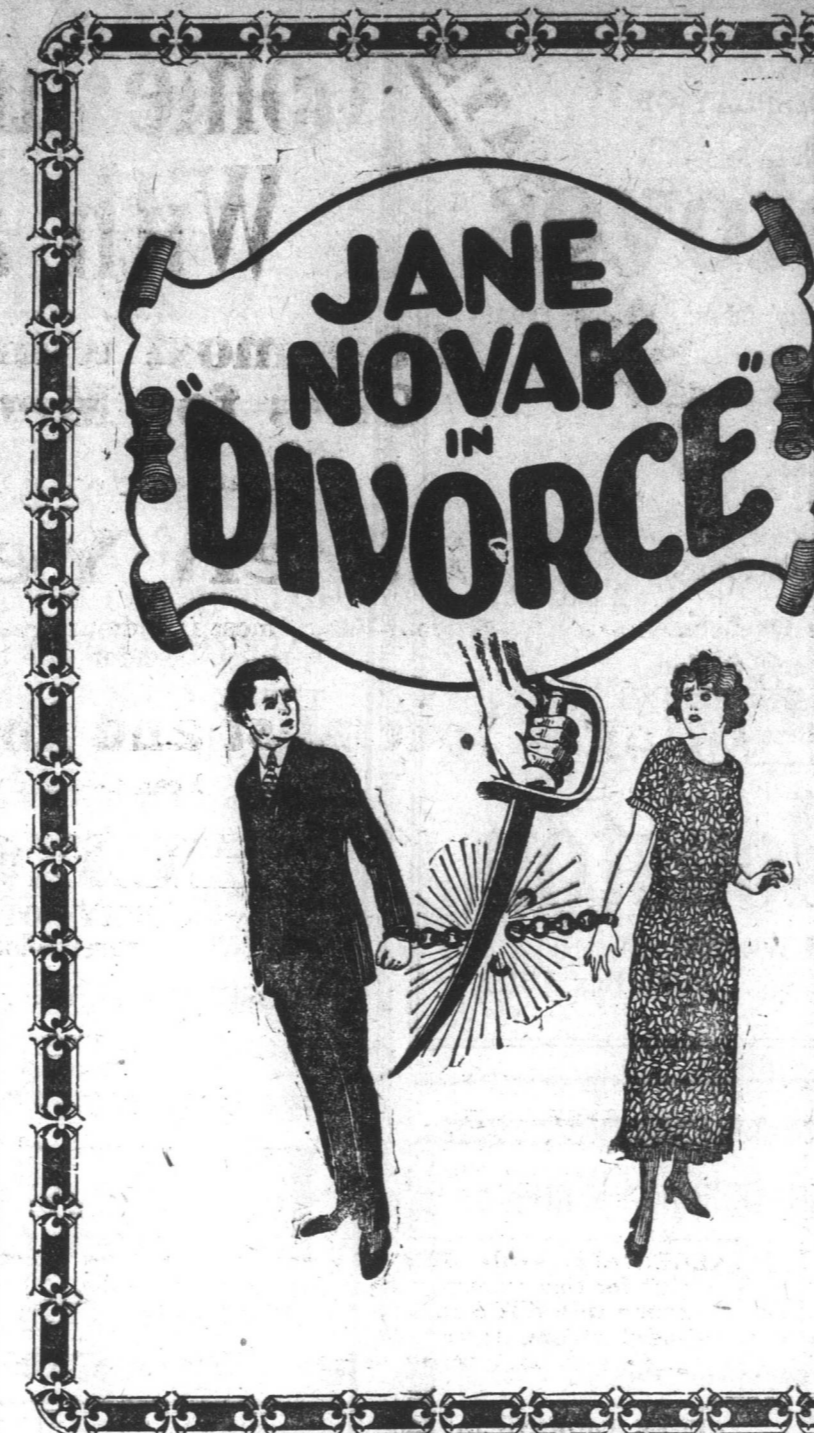
MAKES TRADE A PROFESSION.
Foremost Commercial Nations Have Made Practice of Teaching Principles of Business for General Education.

(Prof. E. H. Morrow, Dept. of Economics, University of Western Ontario.)

When a university enters the commercial field it is following a traditional precedent. Medicine, law and engineering, which are now accepted without question as being within the scope of collegiate instruction, were originally callings acquired in practice on the apprentice system. Only when the activities of doctors, lawyers and engineers grew sufficiently in volume to permit the evolution of a satisfactory theory based on scientific classification and instruction did the various professions become established with recognised standards or attainment. In each case the university played its part in building up the profession by offering specialized teaching in subjects peculiar to medicine, law or engineering. And as each professional course was developed, it competed with the general arts course, which received the residue of students after those desiring to enter the professions had made their choice. Apart from graduates intending to enter academic life the general arts do not technically train men and women for any particular calling, though many arts graduates go into the industrial world. To-day the commerce course comes as the first step towards professionalizing the occupation of business, and we are again faced with a situation where a specialized course is competing with the general arts course in the education of students.

The seriousness of the new development should not be minimized, particularly by those who are encouraging it. The field of commerce reaches into every phase of our national and social life, and, in its application, business as a profession will go into the understructure of society far more deeply than can the older professions. The scope of business as an occupation will have no confining ratio of numbers to population, such as tends to limit the number of doctors, lawyers or teachers. General arts are facing the strongest competition that they have ever experienced, and it is not impossible that a commercial rather than an arts graduation will become the major function of our universities. That such a consummation is desirable is open to question, particularly as we find that medicine and law have traced the path of educational specialization and are insisting upon a preliminary arts training. In the past the arts have provided the education for business, and if we are now to change this we should first enquire into the advantages of the old system and make very sure that the change will be for the better. We are at the parting of the ways, and a lack of clear vision at this juncture may easily result in flooding Canadian business with men less well educated than formerly, and also lacking in the apprenticeship of experience.

Unquestionably a B.A. is anathema to the employer who has been through the heart-breaking process of breaking in the university graduate, and, on the face of it, an education in the general arts unfits its possessor for participation in the world of business. Such at least seems the verdict of the employer, who is the man most concerned, and whose acceptance is a prime necessity if business education is to succeed. On the other hand, numberless college men are in business to-day and are unsuccessful. Indeed, statistics frequently quoted show that the leaders in industry as in other walks of life, are very largely university graduates, or, if they have not been to college, they have none the less acquired by slow process the equivalent of a university training. In England and other European countries most who can afford it gravitate naturally to Oxford, Cambridge, or other points of higher learning, for a highly academic training. Yet, who is to say that the Englishman or the German is a poor business man? Judged by results they are among the most successful in the world. From this it would appear that an arts course is one of the best means of developing a successful business man. Is there then a contradiction between the two points of view? Not if we consider the circumstances under which the employer expresses himself on the question of a college education. His irritation is occasioned when the graduate first comes to the job, a time when the B.A., or whatever degree it may be, is newly acquired and much treasured by its recipient, who expects favored treatment on the strength of an advanced education. The graduate's over-estimation of his own powers, and the student atmosphere which he has breathed for years, make it difficult for him to settle down to a routine job, and to undergo the discipline of experience, a discipline he cannot avoid if he is to attain to quality of promotion. It is easier for the school-boy than it is for the mature university man to fit into the apprentice ranks of business.



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See married life in all its strife and glory—

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Bushels of Fun that will make you roar.

WATCH FOR "THE COVERED WAGON"

Canadian Citizens Move to States to Make Paper From Our Wood

NIAGARA FALLS, N. Y.—The Chicago Tribune, publishers of the new magazine "Liberty," established its book-paper mill at North Tonawanda, six miles above the upper rapids of Niagara Falls, and in the United States, because the Fordney-McCumber tariff law assesses a customs duty of one cent a pound and ten per cent. on all printing papers other than newsprint.

A Tribune man told The Financial Post representative that if it were not for this tariff, the book-paper mill would have been built alongside the newsprint mill owned by the Tribune at Thorold, Ont., on the Welland Canal. A minor consideration is the fact that, in summer the canal water is not clean enough to be used for making book paper, but it was added that the overhead expense of maintaining settling basins and purifiers would not have been great as maintaining two separate mills—without so close together as North Tonawanda and Thorold.

Will Curb Advertising Campaign.

The Tribune executives are not afraid of an immediate embargo on the export of wood pulp from Canada. It was estimated by The Financial Post, however, that the advertising campaign for Liberty has been somewhat unwise, from a political viewpoint, in stressing the Tribune's enormous pulplands' resources in Canada in connection with the building of the book-paper mill in the United States.

This writer was told that the campaign for an embargo within the Dominion was concerned principally with spruce and pine, whereas the principal pulpwood exports for the North Tonawanda mill are poplar and balsam for the sulphite stock. The basis of the machine-finished book-paper on which Liberty now is printed calls for 40 per cent. sulphite stock. At the present time, all the pulp now being used at North Tonawanda comes by rail from Thorold. By next summer, the mill, which has an excellent water frontage on Tonawanda Island, will have its own wharves, when shipments by water will begin. At present the mill, which has been in operation seven weeks, has a capacity of 60 tons a day. It is planned immediately to increase its capacity to 100 tons. There is room for further expansion if the magazine grows in advertising revenue and circulation.

Canada Losing Citizens.
A number of foremen and subordinate executives are as yet commuting between Tonawanda and Thorold. Presumably these experts soon will be lost to Canada.

The ingredients of the book-paper

THE NEW FRENCH REMEDY THERAPION No. 1 THERAPION No. 2 THERAPION No. 3
No. 1 for Rheumatism, No. 2 for Blood & Skin Diseases, No. 3 for Chronic Weakness, NERVOUS DEBILITY, FACIES, ETC. SEE TRADE MARKED WORD "THERAPION" IN OUR BOTTLES. BEWARE OF IMITATIONS.

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Boxed Handkerchiefs
Wonderful assortment in Fancy Boxes—Handkerchiefs, embroidered, 55c.
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Fancy Coloured H.S. Handkerchiefs—6 in Box, 68c.

Special! Special!
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HOSIERY Women's all Wool Heather Mixture and Black Cashmere Hose. This is the best value, high grade, English made. Special Price 90c.
COLOURED CASHMERE HOSE, in all shades, highest grade English Hose. See these at 1.25
CHILDREN'S BUSTER BROWN, in all sizes, from 35c. up

Wool Scarves—A range of Light shades in Fleece lined Wool Long Scarves 98c. | A special range of new colours, extra long and serviceable 1.25

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Our selection of TOYS is going fast. Secure yours before they all leave us.

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HIGHEST QUALITY FISH HOOKS
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The reasons for locating the mill at North Tonawanda, rather than elsewhere in the United States, are: Abundance of clean Niagara River water at all seasons; facilities for receiving and shipping by water, and comparative proximity to the coal-mining region.—Financial Post.

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