

McGILL UNIVERSITY

MONTREAL.

FACULTY OF ARTS.  
OFFICE OF THE DEAN.

October 10, 1922.

Sir Arthur Currie,  
Principal, McGill University.

Dear Sir Arthur,

Don't you think that McGill could use with advantage a news letter similar to the University of Chicago news letter, a copy of which I enclose.

It is compiled every two weeks and sent out to a selected list of newspapers all over the country. It contains short paragraphs equipped with headings and ready for insertion in any paper without the slightest change. Editors are very frequently glad to have this prepared material. No editor takes all the paragraphs, but each one will pick up those items that he thinks will be of interest to his constituency. It is a sort of concealed advertising which has proved very effective, and I believe that Mr. Jeakins' office could do something of this kind for McGill.

What put this subject into my head at this particular moment is that one of our students from the Maritime Provinces has just been in my office with a short account of the organization of the Maritime Club at McGill. He asked if there was any way of getting this story to the papers down east. If we had had a news letter his paragraph would have been