

GENERAL INFORMATION

This course, which was suggested by Mr. H. R. Poussette, Director of the Commercial Intelligence Service, Department of Trade and Commerce, Ottawa, is to be given by McGill University, with the co-operation of the Department and of the Canadian Manufacturers' Association. It is intended primarily for export managers, prospective export managers and all those engaged in export trade, but others interested are invited to enrol. It is an intensive course of two weeks' duration, and the instruction has the twofold purpose of introducing the hearers to the underlying principles of export trade and of making them familiar with the practical details of management. With these aims in view it has been divided into two sections: I. Lectures on the General Economics of Trade, given by professors of McGill University; and II. Demonstrations, discussions and addresses on Special Trade Topics, given by officers of the Department of Trade and Commerce or professors in the School of Commerce of McGill. The two types of instruction supplement one another, and brief though the period is, they are sufficiently comprehensive to cover all the important phases of the subject. They will put those attending the classes in touch with the latest developments in export trade in Canada, and will demonstrate the vast possibilities open to Canadian exporters in all parts of the world.

Both the University and the Department ask for the co-operation of manufacturers and exporters throughout the Dominion. It is only through their co-operation that the course can be made a success. Business men, by arranging for the attendance of as many of their managers, assistant managers and clerks as possible, will be doing what cannot fail to prove a service both to themselves and to the trade interests of Canada.