



DOMINION OF CANADA BUREAU OF INFORMATION
1463 BROADWAY
NEW YORK

February 15, 1921.

General Sir Arthur Currie,
President, McGill University,
Montreal, Canada.

My dear General:-

I have been making some suggestions to the Government, as to the appointment of about 100 Canadian Trade Agents in the United States and a similar quota for other countries. There are 93 U.S. Consuls and Trade Agents in Canada but no corresponding Canadians in the United States. We have half dozen Immigration men, four Customs men, a clerk at Washington and two persons here. There are no distinctly trade representatives.

In this connection the question of training men for Trade Agency work has arisen. If Canada embarks on this scheme, she will need three or four hundred young men trained for the United States and other countries. The United States has a system whereby the young men in the Trade and Commerce Department at Washington can take night school training at Georgetown University and in two years acquire a standing which fits them to become American Trade Agents abroad.

An untrained Trade Agent is merely a bill of expense. To be successful abroad he must be a salesman and know the art of salesmanship. He is representing a nation for selling purposes. In addition he must have some ideas of the duties of a Consul because he is sure to have more or less Consular duties.

I enclose you my first draft of a syllabus of training based on information which has been gathered in this country. You will notice that this is a post-graduate course rather than a graduate course. It is technical rather than theoretical.

I do not know the courses at McGill but I should like to know how closely your commercial curriculum comes to covering this ground and also if it would be feasible to have a special course of this kind if the Government decided to train several hundred young men. It would seem that Montreal being a sea-port might be a better place for training than Kingston or Toronto.

Yours sincerely,

Prof Sugars

W. A. Cooper

JAC:MS
enc.

*How well does
our course provide for this
1712120*

W. A. Cooper