

RECEIVED MAR 22 1937

WESTMINSTER COLLEGE  
NEW WILMINGTON, PENNA.

WILLIAM ALBERT JOHNS  
DIRECTOR OF  
PUBLIC RELATIONS

March 17, 1937

Dr. A. E. Morgan  
McGill University  
Montreal, Canada

Dear Doctor Morgan:

You will agree that good character and outstanding ability in your incoming students has much to do with your success.

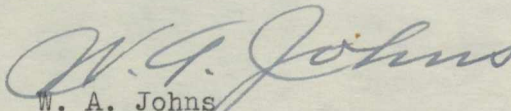
The future of McGill University depends largely upon the record made by your graduates in comparison with those from similar institutions.

I understand that you do not want more full paying new students, but you may be interested in increasing the high quality of those who register with you for the first time.

May I write you in greater detail concerning my proven method for the accurate selection of new students?

I am, with every good wish,

Respectfully yours,

  
W. A. Johns  
Director of Public Relations

WAJ:ED

Enclosures

*No answer.*