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UA99/9 Southern Exponent of Business Education, April 1934

Bowling Green Business University

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THE Southern Exponent

of Business Education

BOWLING GREEN, KENTUCKY, APRIL, 1934

THIS ISSUE OF THE EXPONENT IS DEVOTED CHIEFLY TO ---

Recent High School Graduates -
College Graduates -
Discouraged or Unemployed Teachers -
Discouraged or Unemployed Young People -

To Recent High School Graduates -

Now that you are graduated, what can you do that most of your friends of your age can not do? Not much. Graduating from high school gave you mental ability, but not the ability to earn a living.

You have made a great beginning. If you are doing any serious thinking about yourself, you will see readily that you must add to your high school education.

It is a good foundation for a business course. Through this you can more quickly equip yourself for profitable service and good pay than through any other course; and the expense will be less, and the degree of certainty higher.

By investigating a little you will find that the above is true.

To College Graduates -

You are an excellent type for our work. Give us industrious college graduates, and we can easily prepare them for successful employment, making their near future free from occupational worry, with a great chance that their more remote future will be rich in experience and income.

College graduates must go through a long period of experience or take specialized training. The ministry, law, medicine, engineering, architecture—all specialties require expensive and extensive preparation.

If you are in doubt as to what to do, before deciding, investigate the opportunities in business. We need five hundred more college graduates to meet calls from the business public. We have hundreds now, but they are not sufficient.

A strong commercial course is a way out for you.

To Teachers -

Are you unemployed? If so, do not lose courage.

Your profession may come to its own soon. You will then be yourself again, but "watchful waiting" is not the way thoughtful people change or improve their condition. Thinking through and working yourself out is a surer and better way. Change your field of labor for the present at least. You may like it when you get started. The greatness of business and the many kinds of positions it offers will appeal to you when you become familiar with both. We are not suggesting that you follow unknown paths. Try business. Enter it through one of our major courses—Accounting, Secretarial Science, Commercial Teacher Training, Bookkeeping.

If you are prepared to teach you ought to make an exceptional record here. Well trained and experienced teachers have for thirty years made our most successful students.

You can make your preparation here at a minimum outlay of cash and time. If you are disheartened with teaching, we have said in the above paragraph applies to you. You should give us full facts about your education and let us tell you what advanced standing you will be allowed here.

To The Unemployed or Discouraged -

Fight your present situation lest it become permanent. An effort along a new line may itself change your state of mind and eventually lead to employment. Take the present return of business at its early rise. If the upward trend continues even so, it is going now, conditions will be normal before long, but there are indications that there will be a much more marked change in the near future. Our program offers the most modern and well-balanced courses leading to employment and, moreover, it is our business to encourage those whose work and hope are running low.

If you have as much general educational foundation as the young person of your age, you can broaden your outlook and increase your income by entering this institution. Do not give up. Change your condition by some kind of effort.

State all you have on a course here, and your risk will not be high provided you are determined and industrious. You can change your outlook here at reasonable cost and in comparatively short time.

You -

Many things may be put off without loss. Business education is not one of them. Youth is the only time to go to school.

There was a time when it was not so vocationally essential to have an education. That day has gone. You have poor opportunity unless you are well trained. This is doubly true this year.

Those like you once secure positions through long years of drudgery. That day has gone, too. There is no call for untrained workers.

For your sake get an evening education. You can do this while you are still at work. Borrow the money. If you cannot get all of it from one person, borrow from several. Pay high interest. If you will invest properly in mental development, you will have no difficulty in paying your school debt, and you will be blessed by all that education gives.

If you cannot borrow the money, work your way through school. Thousands of students are doing this.

Now is the time.

A Brief Statement About The Bowling Green Business University -

In the Commercial Division of our institution we give Diploma courses only, but a wide variety of them. They have no college significance except in a general sense.

In the other Divisions which is the College of Commerce, everything offered is of college grade, but in the field of business. Here we grant Degrees that are recognized everywhere.

We are members of the American Association of Colleges and Universities, and accredited by the University of Kentucky.

Both our diplomas and degrees are passports to business positions.

Sixty years old -

Annual enrollment of twelve hundred -

Staff of about forty -

Eighty-seven per cent of attendance comes through former students -

Brief Diploma courses four-year Degree courses -

The College of Commerce formally accredited three ways -

A placement record of ninety per cent -

Students from every state and several foreign countries -

Graduates sent to many parts of the world -

The institution needs fully five hundred of the better type of High School and College Graduates to meet its calls for certain types of positions.

FACTS; NOT OPINIONS

Another Private Matter Made Public -

The question of employment is so universal now that we have adopted the policy of making public from time to time information taken from placement records. We bring up to date a report made in the December issue of The Exponent.

MEMORANDUM
Office of the President

To E. Shirrell, Secretary.

Mar. 6, 1934.

Employment Department:

On November 8 last I asked you for a statement concerning employment, which I published in the December issue of The Exponent. We are now preparing another special bulletin on the subject of employment and again I am asking you about the situation as of this date, March 6, 1934.

You are in close touch with conditions, and with our placements, and I should like to have a last-minute report from your office.

J. L. HARMAN,
President

Memorandum to President J. L. Harman:

I have your request for a statement concerning employment for graduates of the Business University as of this date. You will be delighted with conditions at the present.

Special!

Ten vacancies reported by one organization in the same mail! Today, Friday, March 16, this school received a letter from the Personnel Division of one of the largest organizations in this country asking us to recommend immediately ten young men and young women, thoroughly qualified for secretarial duties. Beginning salaries are approximately \$100 per month. Promotion and increase of salaries will be determined by the qualifications and progress of each individual employed. These people who are fortunate enough to secure these appointments will be in ideal surroundings, located in one or more cities in this section of the country where living conditions are ideal.

Our placement record during the depression years of 1931 and 1932 represents one of the most unusual accomplishments in the history of this school.

It is pleasing now to report the following:

GENERAL OFFICE POSITIONS

During 1933 we filled more than twice as many general office positions as we filled during 1932!

Since September 1, 1933 there has been an increase of exactly 180% in the number of office positions filled over the corresponding period last year, or, in other words, nearly three times as many people placed in office positions within this period this year.

COMMERCIAL TEACHER PLACEMENTS

Since Sept. 1, 1933 our placements of commercial teachers have shown an increase of exactly 80% over the same period the previous year.

The marked increase in the demand for commercial teachers to begin work at the second semester this year (Feb. 1) was surprising. We placed almost four times as

many teachers for second semester employment this year as we did at the second semester last year!

34 RECOMMENDED IN 10 DAYS

Within the past ten days we have recommended 34 of our students for various positions!

EMPLOYMENT GENERAL

Another gratifying thing is that former students of our school, who left the institution during 1932 and 1933, are now being rapidly absorbed in positions all over the country as a result of the nation-wide increase in industrial and general business activity.

From the viewpoint of one engaged entirely with employment, I wish it were possible to impress upon young people that there has never been in the history of business—the depression years not excepted—a surplus of capable, thoroughly equipped combination bookkeepers and stenographers!

ADEQUATE TRAINING

I realize that it is difficult for the prospective student, with all that he has heard about unemployment, to believe that these unusual statements can be true! The problem is that so many people do not seem willing to give themselves thorough equipment. Before becoming fully qualified, so many of our people secure positions around their homes, take small places that are offered to them here or elsewhere, or for other reasons do not remain in school long enough to give themselves adequate training.

A STRIKING TRUTH

That is why I am forced to make a statement which I know is almost unbelievable but which our records will prove to be true, and that statement is this:

It is about as difficult to find capable people for our vacancies now as it is under normal circumstances!

This ought to be an impressive fact for ambitious young people if they can believe it.

GET READY FOR POSITIONS

The institution is deeply concerned about employment for its graduates, and for this reason I cannot refrain from expressing my opinion freely about some of the things that ought to be done for our students.

It should be emphasized in our correspondence, in our classrooms, in our Assembly and elsewhere, that we need people for positions who have a good educational background—that is to say, in business positions we must have graduates with good knowledge of English, mathematics, spelling, etc., and I cannot over emphasize the importance of students remaining in school until they become thoroughly fitted for good positions.

The problem is not so much to get positions ready for graduates as it is to get graduates ready for positions! That may seem a strange statement to make in these days when people assume that the greatest difficulty is to get a position.

Yes, Mr. Harman, we are filling positions as we have not filled them since 1929 and prospects for the future are excellent.

As you know, the records are open here in our office to substantiate these figures and statements.

E. SHIRRELL, Secretary,
Employment Department



WALTON W. REYNOLDS



C. A. MURRAY



MATTIE M. POWELL



JOHN J. CARTER



AUGUSTA WILLIAMS



J. L. HOOVER



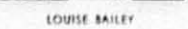
B. C. BARNES



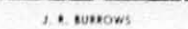
(Above) HAZEL BLUM
(Below) J. H. SIMS



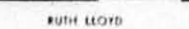
LOUISE BAILEY



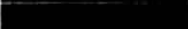
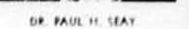
J. R. BURROWS



RUTH LLOYD



DR. PAUL H. SEAY



(Above) L. C. DODSON
(Below) INEZ BLAKE-CARTER

COMMERCIAL TEACHING

Every page of this paper would not supply room enough for the pictures of our former students who are now teaching some form of business.

It is a delightful profession and not over crowded. High schools, business schools, colleges and Universities must have Commercial Teachers and we have for nearly thirty years supplied a high percentage of them.

Ask us for full facts.



(Above) BEULAH DALTON
(Below) FRANK P. CERUITI



MASSEY BUSINESS COLLEGE

Houston, Texas
My regard for the Bowling Green Business University grows. In my contacts with the outstanding man of my profession I find that this great school is considered the leader. My regret is that I did not stay longer. I fully intend repairing that omission at the earliest opportunity.
Your hand-picked faculty gives to each student that kind, sympathetic consideration that tends to make the work more interesting and the student better satisfied.

T. MAX DAVIS, Dean.



BLOOMINGTON HIGH SCHOOL

Bloomington, Ind.
I am always ready to do anything that will help the school which gave me so much inspiration when I was starting on my career as a Commercial teacher.

An examination of the literature in the field of Commercial Education and attendance at the various conventions of Commercial teachers will show that the Bowling Green College of Commerce is not only giving leadership but is producing it.
Any Commercial teacher, experienced or prospective, cannot spend a summer in a better advantage than in the Bowling Green institution.

C. A. MURRAY,
Head, Commercial Dept., Bloomington High School, and Critic Teacher in Commercial Subjects, Indiana University.



(Above) RUSSELL H. CANSLER
(Below) HAZEL PRITZEL

WARWOOD HIGH SCHOOL

Wheating, W. Va.
This week marks an anniversary—a very special one. It was ten years ago today that I first enrolled at B. G. B. U. The good fellowship of the personnel of B. G. B. U. is so firmly woven into my life that I can't remember when you did not were't my friends.

It would be difficult to try to tell you what B. G. B. U. means to me—my sister and her husband and me, and Mother, too, for she so enjoyed the time she spent there with us.
HAZEL BLUM.

Lowville, N. Y.

After completing the two-year course at the B. U., I went immediately to a position in Pennsylvania, where I remained six years. I felt the need of graduating from the four-year course, so returned to Bowling Green. Before graduation I had signed a contract to teach here in Lowville. I had sent out only two applications.
I know I have been blessed by attending the B. U.

HAZEL PRITZEL,
Commercial High School.

LANDON JUNIOR-SENIOR HIGH SCHOOL

Jacksonville, Fla.
I consider the Bowling Green College of Commerce one of the best institutions in the whole United States for commercial teachers, and I shall ever be thankful that I had the opportunity of attending it. I have held excellent positions since graduating there.

BEULAH DALTON.

NORTH TEXAS AGRICULTURAL COLLEGE

Arlington, Texas

I attribute the advancement from a grade teacher in a country school to the Head of the Business Administration Department in one of the leading Junior Colleges in Texas, to the training I received in your institution.
The outstanding feature of your school is the individual interest your teachers take in their students.

HIGH SCHOOL

Frederickton, N. E.
The spirit of industry, the personal touch of the management and faculty that encouraged us in work and inspired in us co-operation and enthusiasm; the development of an appreciation of the finer things of life that came to us through the chapel programs—all of these moulded into one great whole make one of my most prized possessions—the memory of happy college days in Bowling Green Business University.

There one also finds the generous spirit of understanding and ready sympathy that makes the student feel that he is more than a cog in the wheel—that he really is a personality, and it brings out the best that is in him and makes him feel that he has something to live up to.
LOUISE BAILEY,
Commercial Instructor.

SENIOR HIGH SCHOOL

Furt Smith, Ark.
I often recall the delightful associations while a student in your school. The inspiration gathered from the various activities, the individual interest of the faculty members and the thoroughness of instruction will long be remembered.

As chairman of the business department of this school system, I realize the importance of keeping in touch with your school. I know of no other college that will follow up its training with assistance to teachers at does yours.

The Fort Smith system employs four of your former students, so you may be sure we are strong for you.

J. R. BURROWS,
Chairman Com. Dept.

HIGH SCHOOL

Huntington, W. Va.
Whether you have taught few or many years, you will need to keep up with the newer things in business education. Bowling Green College of Commerce offers everything in modern methods. You will enjoy a summer at Bowling Green, and be greatly benefited by a course at this progressive school.
INEZ BLAKE-CARTER.

HUNTINGTON HIGH SCHOOL

Huntington, W. Va.
If you go to Bowling Green, you will find yourself in a commercial school which will give you a well-proportioned education for a life of work combined with well-spent leisure. You will find a faculty that is willing to help you to realize your possibilities both as a worker and a well-rounded individual. You will find yourself a part of a community of congenial people, all working and living toward the same general end.
RUTH LLOYD.

HENRY CLAY HIGH SCHOOL

Lansing, Ky.
The value of the work of your school extends further than the teaching of Commercial Subjects. It helps one in his own business enterprises, which is a valuable asset. A thorough course in your school prepares one to teach the work efficiently.

J. H. SIMS.

Jacksonville, Florida.

The best praise that I might give is to say that I have attended Bowling Green College of Commerce for the past four summers and I am planning to attend until I get a B.A. in Commerce. It was most gratifying to me to have the work which I did at the Florida State College for Women on my B.S. degree, accepted at Bowling Green. Since attending the B. U., I have had Commerce added to my Life Certificate, which to me is the best insurance I could have against future "depression."
RUTH BURNS.

STATE TEACHERS COLLEGE

Franklinburg, Va.
(FROM A PH.D.)
The success of this institution in the past and its constantly growing recognition make me proud that I am a graduate of its Accounting and Business Administration Department. I remember with a great deal of pleasure the years I spent there, and I have only the kindest regards for all of the officials and teachers who were and are still associated with the institution.
J. H. DODD,
Head of Commercial Department.

Bowling Green, Ky.

I became interested in coming to your school and entering the Teacher Training work when I heard a former student tell of the specialized work offered, the thorough training received through the association and helpfulness of the teachers, and the school's personal interest in each individual.

I am now a senior and can sincerely say I haven't been disappointed in any of the instruction given.
AUGUSTA WILLIAMS,
Present Student.

Bowling Green, Ky.

The friendly and scholarly attitude of instructors and students in the Bowling Green Business University is a source of inspiration to me. The courses train students for specific business positions.
FRANK P. CERUITI,
Now in the B. U.

CHARLESTON SCHOOL OF COMMERCE

Charleston, W. Va.
I had five years of college training before I realized that a man of any profession or trade needed a practical business training. I chose the Bowling Green College of Commerce for mine. It was one of the wisest moves ever made. The school is unique and outstanding both in faculty and in management.
WALTON W. REYNOLDS.

HIGH SCHOOL OF ALTOONA, PENNSYLVANIA

Altoona, Pa.
The Bowling Green College of Commerce was a pioneer in commercial teacher training, and it has accomplished definite objectives in the field.
I know that it will continue to meet demands of the present and future even more adequately because of added strength and faculty to its courses and staff.
J. L. HOOVER,
Head, Commercial Dept.

HIGH SCHOOL

Vicksburg, Miss.
After observing some of the work of similar institutions I think that the B. G. B. U. is in a class by itself. I know of no other which gives its students such adequate preparation. It also gives them many of the finer things which are not always to be found in regular commercial courses. When I have sent one of my students to the B. U., I feel that I have rendered the greatest service that is in my power.
MARY ELLEN RICHARDS.

MASSEY BUSINESS COLLEGE

Houston, Texas
The training one receives in the Bowling Green College of Commerce has two angles—academic and special. The course offered will rank with the best of our large universities. The interest taken in the students cannot be surpassed.
The social side of life there is expansive. A chance for leadership among the students is given everyone. I found a most wonderful group to work with. I have but one regret and that is that I could not spend eight years there instead of four.
JOHN J. CARTER

HUNTINGTON PUBLIC SCHOOLS

Huntington, W. Va.
It has been more than a genuine pleasure to me to see successfully the business training received at the Bowling Green College of Commerce. For many years I have had regular employment at a satisfactory salary. The Bowling Green College of Commerce is well located, splendidly equipped and, most important of all, is conducted by men of wide experience who are not taking chances. The well-trained faculty does not experiment with youth, but produces a finished product.
J. T. DORSEY.

WITHROW HIGH SCHOOL

Glennville, Ga.
Repeat orders indicate how satisfactory a firm's products are. I attended the Bowling Green Business University and was followed by my sister and three brothers. The school occupies a very warm spot in our hearts. The inspiration received cannot be forgotten.
PAUL H. SEAY.

SENIOR HIGH SCHOOL

B. G. B. U., Jacksonville, Fla.
The B. G. B. U. has, in itself, individually all its own. It is different from the average college in that it is made up of personalities who have an unmatched attitude toward school work. I enjoyed the many friendly contacts I made while a student there. The training there is wholly adequate to meet the demands of commerce.
L. C. DODSON.

MADDOX JUNIOR HIGH SCHOOL

Atlanta, Ga.
Bowling Green College of Commerce students hold a majority of the commercial teaching positions in the Atlanta School System. This is true in many cities.
RUSSELL N. CANSLER.

HIGH SCHOOL

Butler, Pa.
I often think of my Alma Mater, of her Christian influence, of the practical instruction imparted by the faculty in the students, and of the good fellowship that prevails. It is one needs real inspiration, knowledge and recreation, a summer spent at the College of Commerce will produce them.
MATTIE M. POWELL.



(Above) MARY ELLEN RICHARDS
(Below) T. MAX DAVIS, Dean



(Above) RUTH BURNS
(Below) J. H. DODD



TEDDIE BROWN MAUDE DULIN HUBERT BLACKWELL LEE ROTHROCK D. L. REDD ELIZABETH ASHBY SAMUEL LEE HOLLOWELL RAWLEIGH SAWLER LIBERTY FERRARI CLAUDE GENTRY

"To SIS and BUD"

A Group of the Most Extraordinary Letters That Ever Came to This Institution

The Letter That Inspired Them -

November 9, 1933.

My Dear

I have selected a list of twenty successful former students whom I am asking to do a very definite thing and do it quickly.

I want you to send me a fifty-word "lettergram," in the enclosed postage collect envelope, which is to be "a message from a former student of this school to a present student of this school." Assume that you are writing to a younger brother or sister of yours who is entering this institution. Stress the essential things in this school to which you want to direct the new student. Advise him in fifty words on what to get and what to omit.

I shall explain at chapel how and why these twenty have been selected, and I shall read your message and your name. If for any reason you do not desire to participate, simply ignore my request. But if you will be kind enough to comply, I shall be pleased, and I hope you will feel honored.

With cordial regards, I am

Sincerely yours,

J. Murray Hill, Vice Pres.

JMH:RH

Big Creek High School, War, West Virginia, November 14, 1933.

My message to all those sisters and brothers who have just entered training for commercial teaching in the Bowling Green Business University.

If you want to be a successful teacher, know your subject matter thoroughly. Should you be doubtful of your own knowledge, every one of your students will detect it sooner or later.

May I put in an extra word? Impress upon the students the fact that when they finish their, their chances for getting positions are many times greater than if they had finished from any one of the thousands of liberal arts colleges throughout the country.

Sincerely yours, Lee Rothrock

Miller School of Business, Cincinnati, Ohio, November 13, 1933.

My Dear Buddy: To become outstanding one must not only THINK — one must DO. When you approach your instructors for counsel, be prepared to discuss intelligently your problems or any phase of your course.

Sincerely yours, D. L. Redd

Dear Sister: Combined Shorthand and Bookkeeping are the best weapons with which to tackle this old business world.

My Dear: In planning your teacher training course let me suggest methods courses offered in Typewriting, Shorthand, Bookkeeping and Office Training.

Dear Brother: You are in school for a purpose — make it the purpose. Master your basic subjects. Do not stop with shorthand or typing or bookkeeping but get Business Management, something to develop managerial ability.

Dear Sister: Seek advice frequently from your classification adviser. Keep up with your work that you may keep up with your schedule.

Dear Brother: Glad to know you arrived safely. Here are some pointers that will be useful, Buddy. If you'll follow them in the B. U.:

Charleston, West Virginia, November 13, 1933.

Dear Brother: Sorry to hear that your bookkeeping is coming along slowly. I do remember though, that the darned stuff will not work itself.

The accounting field is growing by leaps and bounds. But at that there are only between 7,000 and 8,000 C. P. A.'s in the United States. Now every man who makes a thousand dollars outside of a public office has to show Uncle Sam the goods.

Dear Buddy: Glad to know you arrived safely. Here are some pointers that will be useful, Buddy. If you'll follow them in the B. U.:

Dear Sister: Glad to know you arrived safely. Here are some pointers that will be useful, Buddy. If you'll follow them in the B. U.:

Dear Brother: Glad to know you arrived safely. Here are some pointers that will be useful, Buddy. If you'll follow them in the B. U.:

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Dear Sister: Glad to know you arrived safely. Here are some pointers that will be useful, Buddy. If you'll follow them in the B. U.:

Greenwood, Mississippi, November 13, 1933.

Dear Jim: Anything worth starting is worth finishing. Don't quit. Find out what you are they for and don't leave until you have it. Make friends. Like the people with whom you are associated. They want to like you; give them a chance. Catch the spirit of the school.

Flora MacDonald College, Red Springs, N. C., November 13, 1933.

Mr. William B. Hester, Bowling Green College of Commerce, Bowling Green, Kentucky.

If undecided on life work, teacher training is a good general course. Plan work with finishing your course in mind. Work off requirements systematically. Make studying a business proposition.

City Schools, Louisville, Kentucky, November 13, 1933.

Sister: Did you attend Worlds Fair? Do you remember the Sky Ride? You are taking just such a ride now in B. U. Your ride to last from nine months to four years — your sky car is B. U. — your speed — as fast as you can master your subjects through applying yourself and participation in student activities.

Dear Brother: Why you selected the Business University for your school is of no concern now, but you are there — and that you do concern me.

1. Complete your course. If possible, get the A. H. or B. B. degree.

2. Go beyond the minimum requirements. Attend chapel every day. It's worth three hours' credit per semester.

Respectfully, Claude Gentry

Dear Sister: I guess by this time you are well acquainted with your surroundings at school.

Listen, Son, there are a few things that to you may seem foolish, but in reality are very important. In the first place, you are entering one of the most interesting professions in the world.

Every chance you get, in Club activities, or other work, take part, learn to talk on your feet. It is absolutely necessary. Watch the speakers at chapel, mark their weaknesses and their good points, thereby improving yourself.

This sounds like a letter from Mother, but in two years of teaching I've found out how little I know.

I'm for you Kid. Write me how you are getting along.

Rawleigh Sallee

369 Kinderkamack Rd., Westwood, New Jersey, November 14, 1933.

Dear Buddy: Going to school is your business right now. Borrow the money if necessary and finish the four-year Accounting Course, plus shorthand. Work off in a thorough manner the drills and laboratory work in Accounting as soon as possible.

See Mammoth Cave, the Blue Grass Region, The Derby, and the historic spots of interest. Don't miss the Chestnut Hints, state club activities, the Graduation addresses and activities. Participate in school social activities and don't just be on the roll.

"Fight the Civil War" over several times with southern students to get their point of view, and thrash the Corcoran soundly.

Don't fret about a job. When you really get ready for one, the job will come. Eliminate at least 50 per cent of those competing for positions with you.

Dear Brother: When you see so many denied what you are getting, U. R. Lucky to be attending college in a such a thorough manner the drills and is made "play" by Henderson, Stout, Harris. They put more sound effect in it than Bing Crosby in "Too Much Harmony".

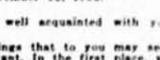
F. B. As a tribute to Miss Henderson — I think her work in Shorthand Methods has been the most valuable single course taken during my five years of college training.



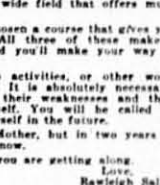
MAUDE DULIN



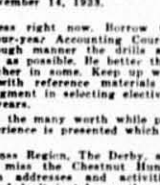
NELL BRISCO MARGARET DEAVOR



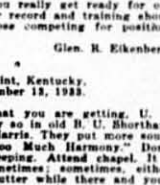
RAWLEIGH SALLEE



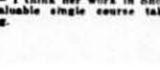
CLAUDE GENTRY



HUBERT BLACKWELL



D. L. REDD



LIBERTY FERRARI



FACULTY

The greatest cause for pride in our faculty is the personal interest it takes in our students. No teacher is engaged who does not believe that personal attention, friendliness, and development of skill of hand are fundamental necessities.

In addition to this warm-hearted attitude of our teachers, they are educated not only in the subjects they teach but they are graduates of high-class colleges and universities.

PUPILS FROM MANY PLACES

It is an inspiration to come in contact with other young people from nearly everywhere. The rich, broad dialect of New England, the soft speech of the deep South, the friendly, open language of the West meet here on common ground; and now and then one who speaks a foreign language is heard.

It is not an uncommon thing for a young person from southern Florida and one from Pennsylvania, New Jersey, or West Virginia to enter school here the same day.

Not only do these young people come from everywhere, but they are sent practically to all places on earth where business is done.

OUT DOORS

Bowling Green is developing its park system. Former students may recall the beautiful Covington Woods, lying adjacent to the eastern borders of the city. That beautiful spot is now being developed into an unusual park with a municipal golf course, tennis courts, baseball park, riding path, and lovely nooks for rest. This will add a great deal to the enjoyment of the student life here.

PREDICTING THE FUTURE

In December we said in the Exponent that new and better business conditions were then starting and that a positive change was in sight. Again we say to young people in April, 1934, that the new and better business day is here. With double assurance we say that, shortly the depression will be mentioned as a memory. It is disappearing rapidly. Facts, figures, and our own experience prove it.

We urge you to take a business course NOW. This was said several months ago to the young men and women who are here today. They have every reason to be pleased that they took our advice. They will soon be ready for positions, and positions will be ready for them.

Start your course here now. We are in earnest. Start this year. We, of course, mean for you to complete your high school course. But start your business course here about the first of June or not later than September.

Join us and high rewards will be yours.

Major Objectives of the Business University and College of Commerce

To offer well-taught accredited Commercial Courses on both College and Commercial School levels which will prepare graduates to do acceptable work in business offices or to teach Commercial subjects well in high school or college.

To reach the above objective, the institution proposes to develop its students in

The ability to think through at least the problems in their fields —

The power to meet strongly the issues of life —

The hand skill to do well the duties in their line —

And further

To give students the ability to earn a living —

To teach them to make money and properly use money —

To encourage the discouraged —

To guide pupils in school and until they become established.

To take special and personal interest in them —

All at

MOST REASONABLE EXPENSE AND TIME.

Two National Projects at Bowling Green's Door

Two of the greatest economic influences that have ever touched Bowling Green or its environment are now not only in process of development, but in active and forward operation.

One of them is the Tennessee Valley project. Few people even living in the area affected realize the magnitude of this undertaking. It will change not only the economic life of the South, but it will go a long way toward changing the customs of the people and the trend of their contacts with each other. The services of countless thousands of men and women will be used in developing this project and maintaining it, and in the enterprises that follow in its course. What business activity it will stimulate and what opportunities for young people!

The other influence is the Mammoth Cave National Park. One can drive from Bowling Green to the edge of this wonderful place within twenty minutes and from Bowling Green to Mammoth Cave, heart of the Park area, in less than an hour. This has always been, since discovered, one of the chief wonders of the world. Now that the government is taking it over, its glory will be increased many fold.

Hotels of different grades, roads of every description, beauty spots without number, are being developed and will be put within easy reach of the public. Bowling Green is nearer to Mammoth Cave National Park than is any other city of similar size.

In addition to its being one of the most interesting places in America and at our door, it also offers another opening for trained workers.

A Partial List of Big Companies for Which Our Students Work

Hundreds of Smaller Ones

- Western Union Telegraph Co.
- Southwestern Publishing Co.
- Remington-Rand Co.
- Postal Telegraph Co.
- Buick Motor Co.
- C. & O. Railroad Co.
- L. & N. Railroad Co.
- Central of Ga. Railroad Co.
- Swift & Co.
- Ford Motor Co.
- Chicago & Great Western R. R. Co.
- Haskins & Sells, Accountants
- Ernst & Ernst, Accountants
- Consolidated Coal Co.
- American Roller Mills Co.
- University of Kentucky
- University of Louisville
- C. C. Mengel Lumber Co.
- Berwind-White Co., New York
- National City Bank, New York
- American Cyanamid Co.
- Citizens' Union Natl. Bk., Louisville
- Federal Land Bank, Louisville
- United Fruit Company
- Atlantic Coast Line
- Bethlehem Steel Co.
- Chicago & Northwestern R. R. Co
- Prudential Life Insurance Co.
- New York Life Insurance Co.
- Eikhorn Coal Co.
- General Electric Co.
- Goodrich Rubber Co.
- Southern Pacific Railroad Co.
- Missouri Pacific Railroad Co.
- Pet Milk Co.
- Pennsylvania Railroad Co.
- Union Central Life Insurance Co.
- Goodyear Rubber Co.
- Governor of Kentucky
- University of Pittsburgh
- Underwood Typewriter Co.
- J. C. Penney Co.
- U. S. Government
- Atlantic & Pacific Tea Co.
- Standard Oil Co.
- Tug River Grocery Co.,
- Natl Life & Casualty Ins. Co.
- Meadows River Lumber Co.
- Texas & Pacific Railroad Co.
- Southern Pacific Railroad Co.
- Wood Lumber Co., California
- Spence Construction Co.
- Building & Loan Assoc. in Tenn.
- General Motors Acceptance Corp.
- Natl. Mun. Finance Officers Assoc.
- American Express Co.
- L. H. & St. L. Railroad Co.
- A. T. & S. F. Railroad Co.
- Meldrum & Meldrum, Accountants
- Imperial Ice Cream Co.
- General Motors Co.
- Chrysler Motor Co.
- Baltimore & Ohio Railroad Co.
- The Coca-Cola Co.
- American Telephone Co.
- Associated Gas & Electric Co.
- American Tobacco Co.
- American Book Co.
- Firestone Rubber Co.
- Chevrolet Motor Co.
- Pond Creek Coal Co.
- West Kentucky Coal Co.
- Statler Hotel Co.
- U. S. Steel Co.

Many other large companies and countless small ones.

THE BOWLING GREEN BUSINESS

TO PARENTS

When we invite you to send your son or daughter to our school, we are assuming a serious responsibility. Your child is your most precious possession; and he deserves not only the best training you can secure for him, but the best treatment. It is your right to demand that your own be given the best.

We are asking you to send your son or daughter to one of the largest private business schools in America. It has high ideals of education, of morality, and everything that go into the life of an educational institution. The fact that it has grown for sixty years and become one of the unusual schools of its kind in America is striking evidence that it must have unusual merit. The fact that eighty-seven per cent of its attendance comes through the direct influence of former students is also an endorsement of the richest kind.

If you send your son or daughter here, we shall give him or her a course that will lead to employment at a good salary. Commit your son or daughter to our care, and we believe you will not be disappointed.

In addition to the above, we want you to know how easy it is for a young person to enter our school.

If we are informed of the approaching arrival of a student, he is met with an automobile. We take as much pains in placing him or her in a boarding home as we do in making a classification. An inexperienced youngster who rather dreads going into a strange community, need have no fear when coming to our school. It is one of the friendliest places in the world, and everything is done to prevent embarrassment or loneliness or any of the things that so often are the imaginary burdens of young men and women leaving home for the first time. The members of our organization remember too distinctly their own experiences in entering college to be unmindful of the experiences of those entering with us now.

The homes that take our students are well ordered and attractive. We not only try to keep up with our students in the class room but in their homes, and if they become ill we make their proper care our responsibility.

Colleges and Universities Of

- Ala. State Col. for Women
- Anderson Jr. College, S. C.
- Athens College, Ala.
- Archery, R. T.
- Atlantic Christian Col., N. C.
- Baylor College, Texas
- Bethel Col., Tenn.
- Bethel Col., Ky.
- Brenau Col., Ga.
- Campbellville Col., Ky.
- Colesburg La Salle, Cuba
- Columbia Military Acad., Tenn.
- Columbia University, N. Y.
- Converse College, N. C.
- Caplan-Lincoln Jr. Col., Miss.
- Duke University, N. C.
- Eastman College, N. Y.
- Eastern State Tech. Col., Ky.
- East Miss. Junior Col.
- Erskine College, S. C.
- Furman University, S. C.
- Fairmont State Teach. Col., W. Va.
- Georgetown College, Ky.
- Glenville College, W. Va.
- Hattiesburg State Teach. Col., Miss.
- Havana Official Institute, Cuba
- Havans University, Cuba
- Hinds Junior College, Miss.
- Holmes Junior College, Miss.
- Indiana University, Ind.
- Iowa State Col. of Agriculture
- Kentucky Wesleyan
- Lee's Junior College, Ky.
- Lee-McHose Col., N. C.
- Lincoln Memorial, Va.
- Lockyzer Business Col., Ind.
- Louis College, Ky.
- Purdue University, Ind.
- Rollins College, Fla.



STUDENTS IN THIS INSTITUTION WHO HAVE A

Names of Those Who Have

- Adair, Joe W.
- Alexander, Barbara
- Allen, Otis J.
- Archer, R. T.
- Arriola, Gustavo
- Austin, Mrs. Ethel A.
- Austin, Jim, Jr.
- Austin, Mary Lewis
- Halley, Margaret
- Baker, W. H.
- Ballard, Cecil B.
- Barker, Matiland
- Beazley, Coleman
- Bonnie, Walter
- Brown, Floyd
- Brown, Dorothy
- Castellanos, Rusten
- Cawthon, Sue
- Cecil, Johnny
- Chambers, E. Wade
- Cheatham, Mattie Franklin
- Clements, J. B.
- Cookley, Pauline
- Coalter, Bettie
- Cody, Elizabeth
- Cohn, Paula
- Cole, Clovia
- Cooper, Inador
- Cooper, Nathan
- Coulter, Durand
- Craig, Helen
- Curd, Haydn
- Dabbs, W. E. Jr.
- Dansby, Eugene
- Daugherty, Mary Vasa
- DePoyster, Harold R.
- Dowell, Mildred M.
- Duncan, Ott
- Durham, Wallace
- Dyer, Eleanor
- Easton, Ottilia
- Evans, Violet
- Fields, Carl B.
- Finkelshtein, Adele
- Ford, Gordon B.
- Forster, Elmor
- Foster, Leola
- Foast, Wallace
- French, Ethel
- Wilson, Wilton C.
- Gammel, Hazel
- Garnier, W. D.
- Gibson, Carl
- Givens, Helen
- Godbey, Annie
- Goddard, Edward
- Goodwin, Helen
- Grimes, Helma
- Hagerman, Henry
- Hale, Gladys
- Hale, Marie
- Hall, Frances
- Hannon, Vasta
- Hardy, Eugenia
- Harned, Jennie
- Harwood, John
- Hatcher, Harvey
- Hendrick, Harry E.
- Henley, Frank
- Holt, H. B.
- Hood, Joe M.
- James, B. M.



THE SOUTHERN UNIVERSITY, MARCH 25, 1934

TO OUR OLD STUDENTS

We would be happy to see each of you and listen to the story of your experiences during the months or the years you have been gone from us, and we would be glad to express to you our genuine gratitude not only for what you have done directly for our institution but for the inspiration you have been to us individually.

You are still sending us about eighty-seven per cent of our attendance. Thank you, and again thank you.

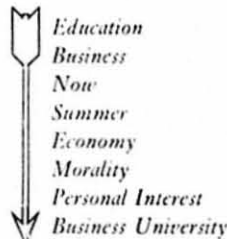
Whether you are distinguished, popular and prosperous, or whether you belong to the great army of useful, plodding workers, or whether you at times are discouraged and have had more sorrows and reverses than your share, we glory in your successes, take pride in your constancy and deeply sympathize with you if you have had misfortunes. You were once ours — you are still ours.

Good wishes and gratitude

J. L. Harman
J. Murray Hill
W. S. Ashby

WHAT WE OFFER

- Accounting**
 - Every phase
 - C. F. A. Review
 - Income Tax
 - Advertising
 - Advanced Auditing
- Business Administration**
 - Insurance
 - Money and Banking
 - Corporation Finance
 - Credits and Collections
 - Investment, Marketing
 - Personnel Management
 - Office Management
 - Bank Management
- Economics**
 - Principles of Marketing
 - Transportation
 - Salesmanship
 - Advertising
 - Commercial Geography
 - Labor Problems
- Education**
 - Introduction to Education
 - Principles of Education
 - Classroom Organization
 - Directed Teaching
 - Observation
 - Teaching in High School
 - History of Education
 - Tests and Measurements
 - Junior Business Training
 - Methods of Teaching
 - Bookkeeping
 - Shorthand
 - Penmanship, Typewriting
 - Current Prob. in Com. Ed.
 - Educational Administration
 - Commercial Curriculum
 - Extra-Curricular Activities
- English**
 - Advanced Grammar
 - English Composition
 - Business Correspondence
 - Debating
 - English and American Literature
- History**
 - American
 - Industrial
 - Commercial
 - Modern
 - Economic
 - American Government
- Law**
 - Business
 - Corporation
 - General
 - Advanced Business
- Mathematics**
 - General
 - College Algebra
 - Methods of Teaching
 - Math. of Accounting
- Natural Science**
 - Public Health and Sanitation
 - Health and Hygiene
 - Advanced Physiology
 - Elementary Astronomy
 - Weather and Climate
 - General Geography
 - Economic Geography
- Psychology**
 - General
 - Educational
 - Psychology of Personnel Management
 - Genetic Psychology
 - Social Psychology
- Secretarial Science**
 - Shorthand
 - Office Procedure
 - Spelling
 - Typewriting
- Sociology**
 - General
 - Ethics
 - Educational Sociology
 - Commercial Problems
 - Criminology
- Bookkeeping**
 - Math. of Bookkeeping
 - Rapid Calculation
 - Commercial Law
- Spanish**



A GROUP OF ESSENTIALS

EDUCATION
of any kind is and has always been desirable. Even for competitive reasons it is now necessary. There are many branches of education one may escape without loss of financial profit. This is not true of Business Education.

NOW
is the time to get a Business Education which is an earning education. Now is the time to begin — in youth.

SUMMER
is an excellent time to start mental development. Summer should not be spent in idleness as too many young people have been taught to spend it. Don't waste the summer time, but use it to "draw your future to you."

ECONOMY
is desirable in everything; in some things, a necessity. Especially in this time when money is so scarce. No kind of useful and money-producing type of training may be had as economically as a course in the Business University of Bowling Green. Economy has been our institutional claim for sixty years, and we hope it may always be.

MORALITY
Moral values are neither old or new but eternal. Giving great prominence to them in our training process has forever been our pride and privilege; and after the passing of the personalities now giving tone to this institution, it is hoped that their successors may be even stronger factors in promoting character in education.

PERSONAL INTEREST
Persons ought not to be impersonal. Personal interest, personal touch, personal sympathy are essential in all educational procedure. We are determined that growth in size, course content, accreditation, and every phase of expansion may never deprive us of the pleasure and privilege of being personal with our students.

POSITIONS
Ours is a business school. Its natural objective is to offer the best in Business Education. We would neutralize our claims and destroy our usefulness if we did not prepare our students for positions where they can make money and enjoy an opportunity for growth. For preparing them for positions, for helping them to get positions, and insisting that they make money out of positions we have no apology.

THE BUSINESS UNIVERSITY
This institution steadfastly believes it practices the spirit of the above and has done so well at it in the past that it will hold to its custom regardless of any changes that may come.

WHAT COURSE SHALL I TAKE?

An important question, but we can't answer it except in a general way. It depends upon your need, your taste, your time and your finances. If your course is taken in the College Division, you will select Teacher Training, Accounting, Business Administration or Secretarial. Not knowing you, we have no suggestion as to which you should take. A brief correspondence or talk with you should enable us to make a definite recommendation.

If your work is to be done in the Commercial or Diploma Division of our institution, we can be very specific.

By all means take a Combined Course. Completion of such a course will require only a little more time and money, and it will add to your ability and double your chances for securing a position.

The Life Endowment Course is the best for the average student and in proportion to what it contains is far cheaper. It contains all we offer in both Shorthand and Bookkeeping and their allied subjects and the student may remain in school as long as he wishes without additional charges.

Get the facts.

SECRETARIES AND COURSES

Secretaries are as essential to modern corporations or to important business men and officials as any feature of an office set-up. The secretarial demand is growing fast. Secretaries are now as numerous as stenographers were a few years ago, and stenographers have multiplied in number and in importance.

The Business University offers three Secretarial Courses: **Purely Commercial or Diploma**. Completed in about eight or nine months and has no college significance. This course is unlimited in time. **College Secretarial**. Limited to nine months. Carries college credits. **College Executive Secretarial**. Completed in two years. Gives college credits.

The latter course covers every phase of secretarial service and is designed for young men and women who want to go immediately into the highest type of secretarial work.

Our Students Have Attended

- | | |
|---------------------------------|-------------------------------|
| Louisiana Pol. Inst. | Southeast Mo. Teach. Col. |
| Louisiana State Univ. | State Teachers Col., Ala. |
| Kentucky College | Sue Bennett Col., Ky. |
| Magnolia A. & M. Col., Ark. | Tenn. Polytechnic Inst. |
| Marshall College, W. Va. | Transylvania University, Ky. |
| Middle Tenn. State Teach. Col. | Union College, Ky. |
| Milligan College, Tenn. | University of Alabama |
| Mississippi College, Miss. | University of S. Calif. |
| Miss. State Col. for Women | University of Louisville |
| Mississippi State College | University of Maine |
| Mississippi College | University of Mich. |
| Mt. State Business Col., W. Va. | University of Miss. |
| Murray State Teach. Col., Ky. | University of Tenn. |
| Sassaparilla Jr. Col., Ky. | University of W. Va. |
| Ohio University | Vanderbilt University, Tenn. |
| Osachita Parish Col., La. | Ward-Belmont College, Tenn. |
| Peabody College, Tenn. | Western Ky. State Teach. Col. |
| Pikeville Col., Ky. | Woman's Col. of U. of N. C. |
| Shurtleff College, Ill. | |



ATTENDED OTHER COLLEGES OR UNIVERSITIES

we Attended Other Colleges

- | | | |
|------------------------|-----------------------------|-----------------------|
| Jones, Shirley | Painter, Thelma | Storey, Irene |
| Keen, Ruth | Parks, Christine | Sullivan, L. A. |
| Keat, John | Pell, Rose | Sweet, Harold L. |
| Kibbons, Carl | Porter, W. E. | Sweet, Thomas, Jr. |
| Lundrum, Carmen | Pitcock, Denise | Thompson, Christine |
| Larkins, Margaret | Powell, Rex | Thompson, Dorothy |
| Lashbrook, Robert | Powers, H. F. | Troutman, Ivo |
| Leighton, Helen | Procter, Charlyne | Trusty, Mary Virginia |
| Littlejohn, Nina | Randolph, Jean | Turberville, Harold |
| Logan, J. B. Jr. | Riddle, Fia | Turner, F. L. |
| Lunderman, Alma | Riley, Fritz H. | Upton, Arvin |
| Martin, Mattie | Robertson, Mrs. Doris Helen | Vanderpool, Loyd I. |
| Martin, John W. | Robey, Harold | Wallace, Herbert |
| Mashburn, J. W. | Romine, Joe | Wallace, Winfred |
| McMahon, Susan | Routt, Mable | Wand, Dorothy |
| McLae, Burdick | Russam, W. D. | Watson, Dollie |
| Miller, Stanley | Schlamp, Martha | Watson, Elizabeth |
| Moore, James | Scott, Roy W. | Wells, Opal |
| Morris, Moody | Siddens, James F. | Wheeler, Gertrude |
| Nahn, Louise Conrad | Sims, Irvine | Wissert, Florence |
| Newton, Catherine | Simmons, Mrs. Bennett | Wood, Evelyn |
| Nicholson, Mildred | Simmons, Ginevra | Yager, George T. |
| Nowell, Jack | Sims, Irvine | Ziller, Jennabel |
| Offutt, Willie Herndon | Speck, Wilma | |

EDUCATION

The Lack Of It

1 The Untrained Man. He goes to work at 14—reaches maximum income at 40, on the average of less than \$1,700 a year.

Since his income is largely dependent on physical strength and manual dexterity, it falls off at 50 or earlier, often to a point below the level of self-support. More than 50 out of every 100 untrained workers are dependent upon others after the age of 60.

Total earnings from 14 to 60, about \$64,000

2 The High School Graduate. He goes to work at 18, passes the maximum of the untrained man within ten years, rises steadily to his own maximum of approximately \$2,800 at 50, and falls off but little thereafter.

Total earnings from 18 to 60, about \$88,000

3 The Technical School Graduate. His permanent earnings begin at 22. By the time he is 30 his income equals that of the high school graduate at 40, and continues to rise.

Since his income is dependent upon his mental ability and training, constantly improved by practice, it increases instead of diminishes. The graduate with the B. A. degree averages \$6,000 at 60. The graduate in commerce or business administration averages \$8,500.

Total earnings from 22 to 60, \$160,000 to \$200,000

Expenses Here

Cost is always a serious matter. It is more serious now than usual. We would like for you to know the difference in cost between this and other schools.

We are making no effort to conduct our school on the cheapest possible basis, but we are endeavoring to make it an economical institution. We ought to be able to give you lower rates, because we are in a smaller city than the average school of business; consequently our overhead is less. In a metropolitan center of America a building and grounds as large and attractive as ours would be prohibitive to a private business school.

Get our rates and compare them with others. We not only invite you to do this, but urge you to do it.



A GROUP OF OUR DISTINGUISHED GRADUATES



C. G. GOLSTON



C. P. MOORE



D. E. SHORT



E. C. CONLEY



JOHN R. KIRK

Certified Public Accountants

"Members of the newest, least known of the great professions, accountants seek truth in an ever more complicated corporate world. A race of men nobody knows, they split finer hairs than any lawyer. And on their diagnosis millions upon millions may change hands."

The above was taken from the headlines of an article on Certified Public Accountants in FORTUNE, the world's most pretentious magazine. The six-page article on C. P. A.'s is introduced by the following:

"Towards the turn of the century, there sprang up in this country a new profession. Already established abroad, it followed the English investments to the U. S., watched over them, took root. Today it is no overstatement to say that there are preeminently three professions upon whose ethics as well as upon whose skill modern society depends: law, medicine, and Certified Public Accounting. Upon the expert opinion of these abstract beings — who pit their judgment against the unbelievably subtle economic forces of this generation — the financial structure of our greatest industries is founded."

Training men for such a profession has long been our profession, and now many of those whom we have trained are in the greatest commercial centers of America, acting as private accountants for firms and individuals or managing accounting firms of their own or working with some of the best known accounting firms of the world. They belong "not to human adding machines but to the youngest, least known, and most responsible of professions."

Continuing to quote from FORTUNE: "Certified Public Accountants charge by the day regardless of the amount of money involved. C. P. A.'s sometime become millionaires — usually because they perform other services. In 1886 the gross earnings of the twenty-five men who were classed as professional public accountants did not exceed \$250,000; today there are many thousands with a gross income of some \$60,000,000."

Two things have made and are making the profession of accounting grow: First, the immense expansion of American industry. Second, the Federal and State Income Tax Laws.

The past year the New York Stock Exchange ruled that it will list for sale no security unless it is accompanied by a sworn statement from a Certified Public Accountant. Since it is clear that the profession is one of the greatest and certainly the most rapidly growing, it naturally follows that if you who read this should be interested in the subject you would like to know where to get the best instruction, and the expense is a vital consideration to you also.

This institution cannot develop unless it gives the best training that may be had. It is forced to give the best, and besides it wants to give it. It is a four-year, duly accredited college with a corps of scholarly, experienced accountants on its staff.

Ask us for full information. It may be your surest, cheapest, and quickest way to the heart of the profession which you have in mind.

Mrs. N. B. Staub Has Unique Post

(From Elizabeth Paper)

Mrs. Nancye Blackwell Staub, recently elected assistant trust officer of the Union County Trust Company, is the only woman to hold such a position in an Elizabeth bank. The number of women holding such positions throughout the country is limited as until recent years the work was considered a man's field.

Before assuming her position with the Union County Trust Company, Mrs. Staub was in charge of the bookkeeping department of Drake Business College for more than two years.

She was born at Hickory Point, Tenn., in 1903, and received her education in high school, Clarksville, Tenn. and her business training at Bowling Green Business University. Following her graduation she held a bookkeeping and stenographic position in Lynch, Ky. She came North in 1923.

Editor's note: She is one of four of the same family.

To High School Commercial Students

You may have been an A student in your high school commercial course, and you may have had superior instruction. In a majority of high schools one gets excellent service. In some of them, the commercial courses are not extensive, and the facilities for placing graduates are not good.

This is no criticism. High Schools are not supposed to offer as much as a school like the Business University, which specializes, nor can they maintain expensive placement departments.

If you have had a part or all of a Commercial Course in your high school, and you are admirably suited for taking a course here. We may be able to arrange for you to begin here where you left off. You ought to make rapid progress with us.

You will have the inspiration of a big school and spirited classes. You may take a short review, or complete your course under expert instruction.

After taking work here, you will be able to hold a good position, and we have the facilities for placing you.

We offer superior service and turn out a superior product.

A Few of Our Outstanding Accountants

- Bardin, P. L.
Barnett, J. Howard
Benton, M. H.
Brandon, Felix
Bruner, H. C.
Cable, Essie
Carpenter, R. B.
Conder, Charles T.
Conley, E. C., C. P. A.
Crain, N. M., C. P. A.
Davis, A. B.
Elliott, E. C.
Foy, John B.
Golston, C. G., C. P. A.
Graham, W. N.
Harley, R. J.
Hill, J. M., C. P. A.
Hinton, O. M.
Houchell, S. G.
Isom, Charles B.
Jordan, E. W.
Kirk, John R., C. P. A.
Lipscomb, William O.
Logan, Fred, C. P. A.
Lookabill, W. M.
Lynn, A. J., C. P. A.
Mansfield, W. E., C. P. A.
Moore, C. P., C. P. A.
Moulder, H. E.
Nickey, George, C. P. A.
Pool, C. H.
Sanders, William
Schetcher, Earl B.
Schneider, F. C.
Shaw, A. A.
Shelton, Willard L.
Short, D. E., C. P. A.
Temple, Henry F.
Urice, Frank
Watts, Thornton
Wilkes, James T.

STUDENTS AND PLEASURE

We are eager for our students to have a good time here. They are entitled to it. We are laying plans that will make it possible for them to have still more enjoyment in the way of outdoor sports. Outings, trips to interesting points, and the friendly relationship of students and teachers make life here an enjoyable experience.



DR. A. J. LYNN



J. M. HILL



Miss June Durst
Mr. Lotus Brock
Miss Mary Alice Loughlin
Miss Kim Schermerhorn

The above group of young people recently did a very extraordinary thing in the Court Reporting Class of this institution—took testimony at the rate of 160 words per minute.

Growth

One evidence of the strength and permanency of an institution is the manner of its growth. For sixty years the Business University has been educating young people of America and it has had no greater evidence of its growth in any one year than it has grown in this institution with a nation-wide reputation.



Mr. W. S. Morehead, who was a student of this institution several years ago, was in February promoted to the position of General Storekeeper of the Illinois Central Railway System. This is one of the highest official positions of that great company.



W. S. MOREHEAD

Mr. Morehead's picture has for several years occupied a prominent place in the office of our president in the "Gallery of the Great."

A Few Questions and Answers

We are frequently asked the following questions, which we answer here:

When may I enter?

If you are interested in taking a diploma course, enter any day. If you wish college work, come at the opening of a semester—June 11, 1934 or September 10, 1934. If you desire to enter in mid-semester, write us.

How long will it take to complete a course?

This depends upon your education, industry, general ability, and the course. We shall be glad to send you our Rate Booklet. This gives a full description of courses, how long it will take to complete them, etc.

Will you secure a position for me?

One of our chief delights. We do not believe that any institution has a higher placement record than ours. The fact that we have mature students, many of them college and university graduates, and practically all of them high school graduates, makes their services naturally in demand.

How may I pay tuition?

We shall be glad to talk with you or write to you about this. We may be able to help you some way.

What will be the cost of room and board?

From \$18 to \$22.50 a month. Hundreds of places are open.

What will books cost? Where may they be purchased?

The first depends upon what course you take. We sell in our own book store every book used. Bring with you any commercial text books you may have.

Is it possible to do any work to make a part of my expenses?

Yes, but the success of such a venture depends largely upon the student. A good percentage of those enrolled here now are making a part of their expenses. It is a pleasure to help any ambitious student to work his way through school, but we advise against it unless it is absolutely necessary.

For Three Reasons

Business education is taken for three reasons—social, vocational, and to prepare one to take care of his own business by using modern business methods. Commerce touches every human being, whether artist or minister, farm hand or president.

Knowing something of the fundamentals of business is a necessity. We give work in all three phases mentioned above. When a young person is considering his educational plans, he should not eliminate from consideration our type of courses simply on the grounds, "I do not want to be a bookkeeper or a stenographer." On the contrary, he should realize that a business is a social subject and that a thorough knowledge of it and how it is conducted are highly cultural.

A STRIKING DIFFERENCE

This Statement Has Never Before Appeared In Our Advertising

We submit the following as a true statement of a situation and not because of any merit we claim for ourselves!

Suppose a father has two children of equal capacity and personality. He offers to send each to the college of his choice. The one selects a purely literary college and the other selects the Bowling Green College of Commerce. At the end of the college year they return home.

The father says, "Make your report on what you got at college this year."

Number One (from the purely literary college) says, "I got culture from contact with faculty and students; mental development from course of study, and I made thirty-two hours of college credit."

"Is that all?" inquires the father.

"Certainly," is the answer, "what else did you expect?"

"Nothing. I am well satisfied."

Turning to Number Two (from the Bowling Green College of Commerce) he says, "And what did you get?"

The reply is, "Exactly what Number One got plus one thing—the ability to earn a living."

"What can you do?" asks the father.

"I can keep books or write shorthand," is the reply.

Suppose the youngsters return home at the end of four years. The father asks for a report.

Number One says, "I got culture, mental development, and a bachelor's degree."

Number Two says, "I got culture, mental development, a bachelor's degree, and a profession, because I have been taking my degree in the vocational field."

Number Two is ready for a position. Number One must specialize before he takes a place.

This is not an odious comparison but merely showing the difference in the types of courses.

Get a college degree here and at the same time get the ability to make a living as soon as you are through.

BOWLING GREEN THE CENTER OF BEAUTY

Bowling Green is in the center of one of the most beautiful and historic sections of the United States. In from one to four hours one may reach from here Lincoln's birthplace and the great Memorial; the Jefferson Davis birthplace and the Monument; Mammoth Cave National Park; Bardston, with its Old Kentucky Home, and the great Cathedral, Nazareth College, the largest Catholic school in the South; Harrodsburg, the oldest town in Kentucky, with its old stockade; High Bridge, 317 feet from the water level; Dix River Dam; the famed Bluegrass Section; the University of Kentucky; Ashland, home of Henry Clay; the Hermitage, home of Andrew Jackson; Vanderbilt University; Peabody College. Trips may be arranged at low cost for small or large parties to one or several of the places mentioned. The management of the Business University will gladly help in making plans for visits to any of the points mentioned.

COLLEGE EXECUTIVE SECRETARIAL COURSE

No important executive can give his time to the details of an office and to the execution of many of the policies he may promulgate. This must be done by a secretary who puts into execution the important plans and policies that the president or manager sets up.

A stenographer is not necessarily a secretary, and may not become one. There is a wide difference between the average office secretary and an Executive Secretary.

The heads of corporations, trust companies, banks, government officials, the chief clerks of departments, railroad officials, and the officials of public utilities companies, prominent men such as judges, scientists, clergymen, physicians, authors, presidents of colleges and universities, heads of social, philanthropic and civic organizations, and many other lines of useful endeavor, and types of men must have Executive Secretaries.

THIS YEAR IS THE TIME FOR YOU

Many things may be put off without loss. Business Education is not one of them. Youth is the only time to go to school. You are passing through the only youth you will ever have.

There was a time when it was not so vocationally essential to have an education. That day has gone. You have poor opportunity unless you are well trained. This is doubly true this year.

Such as you once secured positions through long years of drudgery. That day has gone, too. There is now no call for untrained workers. Because of the depression now is the most opportune time in a century to get a business education.

For your own sake get an earning education. The time to get it is following high school graduation. Untrained people coming out of school cannot get work.

You can come to this college, and you can come now. Borrow the money. If you cannot get all of it from one person, borrow from several. Pay high interest. If you will invest properly in mental development, you will have no difficulty in paying your school debt, and you will be blessed by all that education gives.

If you cannot borrow the money, work your way through school. Thousands of students are doing this.

Now is the time.

THE FUTURE IS NEAR

Thinking of two to four years in the future may seem a long time, but reflecting over two to four years in the past seems but a brief span.

There are young persons who feel that a course requiring a year to four years to complete would take them far into the future; and yet when they think over their own school career to the present, it seems simply the other day when they entered high school. The quickest way to a position is through training, and there is no surer and quicker way to get that training than through one of the courses given in this institution.

Are young people fearful that they will not be financially able to complete four years of college work? Suppose they are? Here's the solution to their problem. Start college courses here in Accounting, Commercial Teacher Training, Secretarial Science, or Business Administration; and if they find at the end of the first, second, or third year that they cannot go on with their college work, they will have an earning education with which they can go out and obtain a position. Few other types of training offer this advantage.

Whole Families

We give below from memory with no attempt made to exhaust the matter, a limited list of families that have sent three or more students: The Livelys of Upton, Kentucky; the Roemers of Bowling Green—seemingly dozens of them; the Rogers of Mississippi, about thirty-six of whom had the same grandparents; the Grays of Glasgow Junction; the Trivises of Glasgow, four of whom came the same day; the Eackwells of Tennessee, now all of New Jersey and New York City; the Fenwicks of Bowling Green; the Watts of Allen County, Kentucky; the Carmichaels of Mississippi; the Archers of Prestonburg, Ky.; the Adairs of Claypool, Ky.; the Seays, now of Nashville; the Hogans of Bowling Green; the Jessces of Bowling Green and Virginia; the Andersons of Tenn.; the Newtons of Sebre, Ky.

In addition to these there is always here a group of the second generation. A large number of our present students are the sons and daughters of former students of this institution. These are the most attractive and satisfying endorsements that could come to us.

Civil Service Course

Civil Service is one of the most extensive of all the units in which specially trained persons work. There are positions of every kind in government offices—filling clerks, stenographers, bookkeepers, every type of service known to a business office.

More and more the Civil Service rules and the spirit of Civil Service are being invoked. Young people taking our courses will be daily getting ready to take Civil Service examinations.

Those in Civil Service enjoy good salaries, short hours, and long vacations with full salary; and if ill, they are allowed four weeks' leave on pay. There are many opportunities for advancement.

We shall gladly give facts about this to any person interested.

Farm Accounting

In the old days, farming was done on an individual, haphazard basis. Now it is recognized as one of the scientific activities in America. It is necessary to keep farm books not only for the farmer himself to know what he is doing, but in order to be able to make reports of different kinds to the government and to banks with which he may deal.

We teach Farm Accounting for use on either large or small farms. There are hundreds of young men whose fathers own large plantations who ought to take the farm accounting that we are giving.

It is interesting and not complicated, and those who complete such a course will be profited by it to the end of their farming days.

Get facts.

Business Administration

This course consists of the organization, administration, and control of the larger activities of a business, which are sales, purchasing, production, personnel administration, finance and record keeping.

The course gives a comprehensive knowledge of these fundamental principles and also an understanding of how to apply them practically. Theory, of course, is one thing—practice, another. Balancing the two is better.

Every hour of the school year this institution is attempting to keep theory and practice in lock step with each other.

Automobile Accounting

Automobile companies and automobile sales agencies constitute one of the greatest employers of bookkeepers and accountants. To meet such a demand we are offering special courses in automobile accounting. In this we are receiving the cooperation of the large motor manufacturers and sales organizations.

We shall be glad to give detailed information about such a course to any young person who may be interested in it.

Collegiate Business Training

Great business enterprises are being controlled by young men. As a rule, such men are graduates of good colleges. They are seeking accountants, bookkeepers, stenographers, etc., who have a collegiate business education.

Scientific organization and management is now the strongest current in the conduct of business. This requires men and women with specialized training. We are offering such training on a college level. We are not only training men and women for regular office positions, but we are preparing them for managers, superintendents, executives, and we are doing this through collegiate courses that have the endorsement of the college and commercial world.

Naturally, our students who take this type of training, have great advantage in competition with their fellows.

Are Our Former Students Employed

The T. V. A., N. R. A., the C. W. A., and the long list of new government activities have created and are creating an increasing demand for men and women trained for some phase of business.

Many new skills are necessary, and in many cases higher skill. We are fitting our courses and classroom instruction to the new requirements.

From this institution about forty-nine thousand young people have gone into business and under this roof are con- siderably more prospective commercial teachers than any place in the United States.

Main College Building



BOWLING GREEN BUSINESS UNIVERSITY
Bowling Green, Ky.

Please send me your catalog and other printed matter. I am interested in the courses checked below.

- | | | |
|--|--|--|
| <input type="checkbox"/> Bookkeeping | <input type="checkbox"/> Civil Service | <input type="checkbox"/> Farm Accounting |
| <input type="checkbox"/> Stenography | <input type="checkbox"/> Banking | <input type="checkbox"/> Auto Accounting |
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Secretarial | <input type="checkbox"/> Executive Secretarial |
| <input type="checkbox"/> Com. Teach. Tr. | <input type="checkbox"/> Bus. Adm. | <input type="checkbox"/> |

Name _____
Address _____
Age _____ Education _____

BOWLING GREEN BUSINESS UNIVERSITY
Incorporated
BOWLING GREEN, KY.

The Southern Exponent
to the
High School and
College Graduates
1934



KENTUCKY CAPITOL

Since the above building was erected about thirty years ago, there have been from ten to twenty of our graduates constantly under its roof holding positions of various kinds.

The present State Treasurer and one of the Supreme Judges are our graduates. Three have been private stenographers to three governors — one of them, Miss Virginia Clark, is Governor Laffoon's junior stenographer now and one of them was Governor Field's private secretary.

About four hundred of our former students are engaged in the various government offices in Washington City.

How We Sell Tuition

Principally on a scholarship basis because this is a saving to the student. Tuition is paid in advance. Through the years of depression it has been necessary for us now and then to help a few deserving young people to work out their financial arrangements.

It is always much more satisfactory to the student himself to make his own financial plans.

There are three ways to go to school. The best is to have the cash. The second best is to borrow the money. The third is to work at odd jobs while in school.

If at all possible, pay the cash. If not, borrow the money. The interest will not amount to much, and you should have little trouble in paying the loan from the higher earning power a course here will give you.

General Statement About Courses

Through long years of experience and observation, this institution has developed some definite courses which seem to meet the need of business and appeal to the majority of our students. Such courses are always available here and in most cases we recommend them positively. There are prospective students who may want a different combination of the wide range of subjects we teach. We shall take an interest in helping such persons work out their choice and shall figure tuition charges on as fair a basis as we do in our more established courses.

In short, it will be our purpose to give incoming pupils what they want so long as doing so will not break economic and educational regulations.

TROPHIES

The debate between the Coreco and Big Four Debating Societies, an exciting feature for twenty-eight years, took place on April 14, the subject being "Resolved, That the Pending Child Labor Amendment to the Federal Constitution Should Be Ratified by the Several States." The Big Fours had the affirmative and the Coreco the negative. The Speakers were Big Four — Miss Margaret Larkins, Basil Runner and Robert Sumner, with Fritz Efler alternate. Coreco — Rex Powell, Harvey Hatcher, Frank Cerutti, with Vernon Clizard alternate. The prize is the Mas H. Nahn Cup, given to the institution by Mr. Nahn in 1922. Around it have waged some of the most spectacular mental battles ever fought in any institution. The Coreco won.

The Johnson C. Driskell Cup is presented annually by Mr. Driskell, former student, now of Brewster, Florida, to be given to the outstanding stenographic student of the year. This is not an award on a technical contest, but the teachers of the Shorthand Department cast up the high points of the best through the year and the cup goes to the one who stands highest.

The Betty Austin Cup is given annually by Mr. E. K. Austin, of the faculty, in honor of his wife. It goes to the outstanding student of the institution in a given year. There is no examination, no advertising or announcing, and even the ones nominated and the one selected know nothing of the honor they are to receive until their names are listed. This is a prize after work is done and not an incentive to get work done.

CLUBS—CLUBS

The Clubs of the B. U. add good cheer, encouragement, and social activity to the individual and group life of the students of the institution. They are of various kinds and promote a variety of objectives and activities, some of which will appeal to a student of any grade or disposition.

THE PENTAGON. Mr. Gillespie Sponsor, and Mr. Justin Green, Vanceville, Miss., President. Composed of young men who meet high requirements of club and faculty. Meets weekly for luncheon.

THE COLLEGIATE. Miss Edith Mayfield, Sponsor, and Miss Martha Schlamp, Louisville, Ky., President. Girls of collegiate grade who meet faculty and club standards. Meets weekly for luncheon.

THE SIGMA ALFA. Mr. Meany, Honorary Member, and Mr. Frank P. Cerutti, Jr., Seminoles, Pa., President. Members meet faculty and club requirements.

THE TRI-STATE. Mrs. John Harris, Sponsor, and Mr. Frank P. Cerutti, Jr., Seminoles, Pa., President. Members are students of Pennsylvania, Ohio and West Virginia.

THE KENTUCKY. Mr. Holland, Sponsor, and Mr. Wilton Thomas, Smiths Grove, Ky., President.

THE TENNESSEE. Miss Fannie B. Harrington, Sponsor, and Mr. Porter Hickerson, Haley, Tenn., President.

THE MISSISSIPPI. Mr. Meany, Sponsor, and Mr. Sam Gates, Jackson, Miss., President.

THE COSMOPOLITAN. Mr. Austin, Sponsor, and Mr. Robert Sumner, Bellevue, Fla., President.

The state clubs promote state pride and spirit and attempt to promote the pleasure and general interest of their members.

The newest club is Alpha Beta Pi, Miss Alice Virginia Stout, Sponsor. Organized March 16, 1934. Made up of young ladies who reach certain standards set by the club and faculty.

Signs of Permanency

Sixty years is a long span in the life of an American institution. In that time there have grown up about the Business University customs and traditions that are not found elsewhere and ideals characteristic of the institution.

The tramp, tramp of thousands of students through the portals, corridors, and rooms of the college building has left almost imperishable marks, yet standing in the midst of all this, one feels that the institution is modern and progressive.

An Expanding Program

The Business University is in the process of developing some new courses and new plans. We are confident our former students will be pleased and that young men and women of America of commercial and college grade will be eager to get full facts about our new features.

COMBINED COURSES

WE SELL BOTH

Single Courses
and
Combined Courses

For definite reasons a few students want only Bookkeeping or Shorthand or Accounting or one major course. For sixty years the institution has provided for such demands, and shall continue to do so. Do not allow our advertising to cause you to decide that when you purchase a course in Bookkeeping, Shorthand, etc., that you are getting only one subject. Each of these courses carries a number of subjects necessary to give proper balance.

We recommend Combined Courses. They are cheaper and better in the end. Some combination courses may be completed by an industrious student approximately as quickly as he may complete a Single Course.

Ask us for facts about a particular course or all our courses.