

# Why Business Is Seeking La Salle Trained Men

**B**IG employers are fast learning the value of filling their organizations with specialists and executives trained under the La Salle Extension Method.

When Theodore Roosevelt wrote: "I look upon instruction by mail as one of the most wonderful and phenomenal developments of this age," he was confirming a conviction already expressed by many men of prominence, such as J. Ogden Armour; E. P. Ripley, President Santa Fe Ry.; Walter H. Cottingham, President Sherwin-Williams Co.; F. H. Sieberling, President Goodyear Tire & Rubber Co.; Geo. M. Reynolds, President Continental and Commercial National Bank; Alexander H. Revell, and numerous other large employers who are endorsing the La Salle plan of business training. Their opinions properly carry weight as the expressions of men who are among the Deans of American Business, and who are filling their organizations with the best brains and ability obtainable.

**The La Salle Problem Method**  
To the LaSalle problem method of business

training, perhaps, more than to any other of the distinctive features of the plan worked out by La Salle's Educational Staff, is due the quickness with which La Salle members learn to grasp business fundamentals, and acquire the ability to assume, without long years of "inside" experience, duties of executive and administrative importance.

By the Problem Method the individual is taken behind the scenes of big business, so to speak, and is given the opportunity to work independently in

the exercise of his judgment and the application of his knowledge to the handling of important matters. Every move of the student is carefully supervised and checked under the watchful eyes of experts—in effect, the student is working at the very side of the big executive in the private office—guided step by step in the handling of problems or cases just as they arise in daily experience and are handled by the executive himself.

It is quite probable that when Mr. Roosevelt marveled at the "wonderful and phenomenal" developments in training men by the extension method he had well in mind the unusual resultfulness of this unique manner of combining fundamental principles with Practice under the Case or Problem method evolved by La Salle Extension University.

It is a modern development in the field of higher business education, made possible because of LaSalle's thoroughgoing policy of sparing no expense in securing problem specialists who have been conspicuously successful in business practice as well as thoroughly experienced in classroom methods of teaching. It is well within the bounds of fact to say that in the preparation and development of basic material and service, a quarter of a million dollars has been expended by the University in perfecting a single course of training.



The La Salle Problem Method of business training is like being privileged to sit in a council of modern executives, and taking an active part in the right solution of their daily problems.

# La Salle Extension University

*"The Largest Business Training Institution in the World"*

Business is moving ahead with marvelous rapidity. Never before in history has industry in all branches faced such vast opportunities. Experts agree that the only limit to phenomenal development is the ability to secure an adequate supply of trained men. To put it in the words of Chas. M. Schwab: "The captains of Industry of America are not hunting money; they are seeking brains—specialized brains."

It is no mere figure of speech to say that there is a "crying demand" for trained men in business. Literally the heads of big business institutions are today "crying" from the housetops for business specialists capable of independent thinking, planning and the exercise of sound judgment in the conduct of important departments.

## LaSalle Trains for these Positions

Salaries from \$3,000 to \$10,000 a year and more are readily bid for proficient Business Managers, Expert Accountants, Auditors, Comptrollers, Financial Managers, Cost Accountants, Credit Men, Banking Experts, Law-Trained Men, Traffic Directors, Sales and Advertising Managers, Interstate Commerce Experts, Efficiency and Production Managers, Business Correspondents and Office Managers. The rewards today are sure, swift and exceedingly liberal for the man—or woman—who shows ability to rise above the level of routine work.

The person who would be sure of his advancement today, must have training, for as Theo. N. Vail sharply warns the job hunter: "Too much is involved in big business to have its affairs retarded because of friendship. It has been discovered that one cannot run a business under the present high pressure by favoritism or nepotism. I don't mean

that men with friends are not given chances, but I say that they have to make good or get out."

## More Than 200,000 Enrolled

More than 200,000 men and women from all walks of adult life have been helped thru LaSalle training. It was this fact that prompted Ex-President Taft to say of La Salle: "You in this school are facilitating that which we cherish as the great boon of Democracy—that is, equality of opportunity." And it is true that LaSalle training does give every man that chance. It enrolls the young man just beginning his career; it gives the man already started a new impetus; and it also has as members old, seasoned executives who realize that even they, too, can learn and profit from La Salle's large staff of business and educational experts.

Great corporations everywhere are profiting thru the employment of men trained under the La Salle problem method. The Pennsylvania R. R. has 2,102; the American Telegraph and Telephone Co. has

811; U. S. Steel Corporation has 309; Armour & Co has 364; Standard Oil Co. has 390; and from 50 to 500 each with scores of other great organizations.

## Write for Information Today

An enthusiastic La Salle member wrote us recently: "Buying a stamp or post card and sending for La Salle literature seems simple and commonplace, but it proved, in my case, to be the wisest and most profitable thing I ever did. It is hard for me to realize that in less than a year's time I have had four big jumps in my earning power as a result of La Salle's help."

La Salle training is not expensive. It can be purchased on a deferred payment plan that places the investment within the means of anyone of modest income. Check in the coupon the kind of special training which interests you most, and we shall be glad to send you literature and complete information without obligation to you.

## LA SALLE EXTENSION UNIVERSITY, Dept. R-494, Chicago, Illinois

*The Largest Business Training Institution in the World*

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| <input type="checkbox"/> <b>HIGHER ACCOUNTANCY:</b><br>Training for positions as Auditors, Comptrollers, Certified Public Accountants, Cost Accountants, etc. | <input type="checkbox"/> <b>BUSINESS ADMINISTRATION:</b><br>Training for Official, Managerial, Sales and Executive positions.  | <input type="checkbox"/> <b>TRAFFIC MANAGEMENT—FOREIGN AND DOMESTIC:</b><br>Training for positions as Railroad and Industrial Traffic Managers, etc.                                    |
| <input type="checkbox"/> <b>LAW:</b><br>Training for Bar; LL. B. Degree.  | <input type="checkbox"/> <b>BUSINESS LETTER WRITING:</b><br>Training for positions as Correspondents, Mail Sales Directors and all executive letter-writing positions.                               | <input type="checkbox"/> <b>BUSINESS ENGLISH:</b><br>Training for Business Correspondents and Copy Writers.   |
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| <input type="checkbox"/> <b>EXPERT BOOKKEEPING:</b> Training for position of Head Bookkeeper.   |  | <input type="checkbox"/> <b>COMMERCIAL SPANISH:</b> Training for positions as Foreign Correspondents with Spanish-speaking countries.   |
| <input type="checkbox"/> <b>BANKING AND FINANCE:</b><br>Training for executive positions in Banks and Financial Institutions.                                 |  |   |

Name..... Present Position..... Address.....