

# A new year educational offer by THE OMAHA BEE

complete university business  
course in your own home

To the readers of the Bee who first apply will be given complimentary a limited number of scholarships in the two-year course in Business Administration of

## The LaSalle Extension University

### Twentieth Century Business Requirements

This is an era of the greatest commercial activity the world has ever known. The development of business is one of the marvels of the new century. A few years ago, science, as a factor in commerce, was little known and less appreciated. The amazing advantages to business of intellectual attainments were utterly without recognition. Today, however, business has become a contest in which the quickest perception wins, thus transforming the counting room into a battleground upon which brain matches brain for supremacy and success.

Today the standard requirements of all men in business (old or young) are higher than ever before. Efficiency in business is demanded in every organization of men from clerk to president—efficiency based upon exact knowledge of the fundamental or underlying principles of business.

In answer to these demands have come ways and means for business men and ambitious young men to prepare themselves and to keep pace with the new order of things. The staff and faculties of great universities, in co-operation with able and successful business men, have been making a thorough study of business, to the extent that it has finally become a science which has been reduced to a practicable teachable form.

The LaSalle Extension University course offers the grandest opportunity for successful achievements that the young man of the present age has before him. It is the duty of every capable young man to investigate the possibilities now.

### The Bee's Educational Offer

For some time The Bee has been deeply interested in the subject of greater efficiency in business, and has been making a study and investigation of the benefits to be derived from courses of training, such as are offered by the leading universities.

The good work being done by the LaSalle Extension University of Chicago, in the interest of business men generally, and especially of the eager, earnest and ambitious young man, impressed us so favorably that we finally concluded arrangements for a *limited number* of two-year scholarships in Business Administration of this University.

These scholarships will embrace a complete two-year course in Business Administration, and will be presented complimentary by The Bee to those of its readers who are quickest to apply for them. A Diploma in Business Administration will be awarded by the LaSalle Extension University to those who complete the course and comply with the requirements for graduation. The Diploma is priceless to any ambitious young man—it is a guarantee anywhere of an efficient business training.

The only expense to those selected for these complimentary scholarships will be for the special University text matter necessary to pursue the course, and The Bee has arranged with the University so that this text may be obtained at a nominal cost and upon convenient terms of payment.

For the convenience of those applying for these complimentary scholarships an application blank has been incorporated into this announcement. This application blank entails no obligation whatsoever. In perfect fairness to all, on account of the limited number, applications for

**Scholarships are numbered as received**

### The LaSalle Extension University

The LaSalle Extension University is an educational institution, chartered under the laws of Illinois. Its courses are utilitarian, cultural and professional. It places its educational facilities at the disposal of those who are now or have been denied resident instruction.

The University is organized to bring to the largest number of inhabitants, with the minimum expense and inconvenience, the maximum amount of education and culture. It appeals for patronage solely upon the ground of fitness, ability, experience and good service. Its facilities are offered to the following classes of persons:

1. Adult people who failed to secure the general education they wished while young and who now desire to make up the deficiency.
2. The young man looking forward to a business career or who desires to equip himself for a professional pursuit, and by reason of circumstances is unable to attend upon resident instruction.
3. Business and professional men who find the University's text matter, lectures and service bulletins suited to their special needs or who wish to avail themselves of the University's Bureau of Information and special research facilities.

Before this University was established, it was necessary for those who desired a university training in business to attend such resident universities as Yale, Harvard or Dartmouth College. There were few, however, that were able to leave their positions or spare the time and expenses necessary for a two-year course. By the extension method of the LaSalle University, however, this university course is brought to each individual and a two-year scholarship in this institution becomes priceless to every earnest, ambitious and worthy young man.

### Praise for LaSalle Extension University from Successful Men

#### ILLINOIS CENTRAL RAILROAD COMPANY

135 Park Row, Chicago

#### LAW DEPARTMENT

LaSalle Extension University,  
Chicago, Illinois.

August 17th, 1911.

Gentlemen:

It is a matter of satisfaction to me to be connected with an institution that conducts its work on lines of such practical utility to the student, and I am glad to further its aims and success in any way that I can.

I may add that I am an Attorney and with the above corporation, but realize the need of scientific training and education in business principles. Your course gives a man vast information, which would be impossible for him to get otherwise except by many years of business experience.

I do not see how any ambitious man can fail to take the course if an opportunity is presented him. Surely the value can never be estimated in dollars and cents.

Very truly yours,

*R. S. Halsey*

Executive Department  
STATE OF SOUTH DAKOTA  
PIERRE

July 19, 1911.

TO WHOM IT MAY CONCERN:  
I am pleased to say that I have examined the methods pursued by the LaSalle Extension University, the courses of

study offered and the manner of presenting the same, and can cheerfully say that all have my endorsement. The necessity of keeping abreast of the times becomes more imperative each year and for the modern man of affairs this is easily accomplished through the medium of such a course as the Extension University presents.

Very respectfully,

*R. S. Halsey*

Governor of South Dakota.

H. KERPOLSHEIMER COMPANY,  
Importers and Retailers  
N and Twelfth Sts.

Lincoln, Neb., 1911.

TO WHOM IT MAY CONCERN:  
The LaSalle method of teaching the course of Business Administration is the best that I have seen. The course is thorough and any person, whether a business man or not, should take this course as it is very valuable as reference to the businessman as well as a thorough schooling to those who are unacquainted as how to properly conduct business. The reference text which I have in possession are priceless to me. The ideas which I derive from them are well worth the price of the whole course. If at any time you are in doubt I would be glad to explain anything further to you.

Respectfully

*E. Kerpolsheimer*

#### STANDARD OIL COMPANY.

#### OAKLAND AGENCY

E. J. THOMAS, Special Agent.

Oakland, Cal., January 16, 1911.

LASALLE EXTENSION UNIVERSITY,  
Chicago, Illinois.

Gentlemen:

We the undersigned employees of the Marketing Department, Standard Oil Company, Oakland, California, are glad of the opportunity to express our opinion in regard to your Business Administration Course.

We have all passed our third examination and the results are very gratifying indeed. Your course covers the entire field of twentieth century business methods and we heartily recommend it to any business man. It not only trains him for problems peculiar to his own work, but teaches the underlying principles of all business transactions; in short, it equips him with business ammunition.

Respectfully yours,

*N. D. G. G.*  
*A. D. G. G.*  
*C. D. G. G.*

### Cut out and mail promptly to Omaha Bee Educational Department

The Omaha Bee,

No. ....

Omaha, Neb.

Gentlemen: I desire to apply for one of the limited number of complimentary two-year scholarships offered by you in the Business Administration Course of the LaSalle Extension University. Please send me full particulars as to price and terms of the necessary text matter to aid me in making a final decision.

Name .....

Occupation .....

Address .....

This is merely a formal application and does not bind the applicant in any way.

Write for full information.

EDUCATIONAL DEPARTMENT, OMAHA BEE, OMAHA, NEB.