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Anthony Wayne Institute



1864

A Different School

Catalog

Anthony Wayne Institute

"A Different School"
Founded Upon Modern
Methods

For Teachers, Former Teachers
and High School
graduates

226 West Wayne Street
Fort Wayne, Indiana

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Fort Wayne, IN 46801-2270

"A Different School"



ANTHONY WAYNE INSTITUTE

One of the finest, most beautiful, and richly equipped Schools in America.
"There is no better."

Nationally known for its Superior Courses in Business, both by Home
Study and Resident Courses.

WE ARE living in a wonderful age of rapid development and change. With the close of the War comes a new era in education. More practical, economical, and scientific methods of school preparation must be evolved to meet the requirements of the present and the future.

The task thrown upon the United States of furnishing crippled Europe with its needs for reconstruction is so large, that unbelievable opportunities will be opened up to young men and women capable of embracing them.

The Anthony Wayne Institute sees clearly into the future and anticipates the training necessary to insure men and women ample qualifications for the most exacting requirements.

There is a great future in store for one who enters Commercial pursuits prepared and qualified to take advantage of the tendency of the times. The truth could not be made plainer—will the reader see it and—act?



Our Work—to bridge the world, to gauge the needs of the business world and to train young men and women, and through the years we succeeded in developing the Anthony Wayne School of Business Administration.

Our first building, the Anthony Wayne School of Business Administration, a wonderful monument, the light of which shall guide us through the dark days of our history.

The success of the Anthony Wayne Institute has been built upon the solid rock of Service to the community, the only foundation upon which any institution of individual can permanently prosper.

If you are willing to find the road to Success I invite a careful study and reading of our book.

Yours sincerely,

G. W. GARDNER,
President.

An Awakening in Commercial Education

CONDITIONS today are different. Every phase of human activity is undergoing a radical change. Humanity is adapting itself to new standards. Greater efficiency is required. General unrest in the country is due to insufficient production caused by a dire shortage of competent labor. A shortage of labor must be offset by increased efficiency in men. A new type of man is evolving.

In establishing new standards for men to live by, education plays a leading role. It is education alone that will accomplish desired results. Educational systems must undergo complete revision, and be adjusted to the requirements of the age, the same as men must adapt themselves to new conditions. It is up to educators to anticipate the needs of the future and to so thoroughly readjust educational systems that the coming generation of young men and women will be prepared to cope with the problems of their tomorrow.

Up to the present time, there has been no attempt on the part of educators to readjust education. Things are going on in the same way as of old. Inefficiency will result. The condition may be likened to an army equipped with bows and arrows going out to fight another army equipped with modern tools of warfare.

Young Men and Women Should Think Deeply --- Future Success Depends Upon Readjustment

The world is looking for leaders. Young men and women who see into the future and anticipate the requirements of that period, will naturally be leaders. Formerly, responsibility was placed only with older men. Today young men are taking the reins. To combat competition, the vigor, aggressiveness and the wide-awakeness of young men is necessary. The favor shown young men may be proven by a study of the large and prominent business corporations who are replacing their old executives with active young men—ambitious fellows not to be daunted by obstacles or frightened by the bigness of the undertaking.

In the business world, there is a shortage of executive timber. There is perhaps, a sufficient number to carry on the minor details and routine of business, but there is a crying need for leaders.

The Anthony Wayne Institute Has Readjusted Itself

This school has aptly been called "A DIFFERENT SCHOOL." Years ago it saw into the future and realized the requirements of a new day. It readjusted itself by completely revising its courses and by raising its standards of admission to exclude the immature and those who would not make a success in the business world. The



Our Slogan: — *Our motto is simple, brief — We believe in frankness, openness and*

honesty.

It is our principle:

We do not care to deal with those not willing to stand with us on this platform.

If there is a profit and the rewards too meager to deal with people in whom full confidence

cannot be placed.

We are admitted to membership on our full confidence, and we demand a like attitude

from all who are admitted.

We sponsor a program of welfare and ultimate success in the promise on which all our business

is conducted.

We are untrammeled, free, sincere towards all. I am

Yours very truly,

T. B. ERICK,
Secretary Treasurer.

object that the Anthony Wayne Institute seeks is to develop business leaders—young men and women capable of holding responsible positions and commanding big salaries.

Today we see clearly into the future and picture the type of young man and woman, who will be in greatest demand. We anticipate rapid business development in America, and in thus looking ahead, can give a training to adequately meet all requirements.

The Value of Such a School to Young Men and Women of Genuine Ambition

Farsightedness is a rare quality. Not enough young people look ahead—do not visualize the future. Too many are satisfied with just ordinary success. They accept the first thing that comes to hand. They attend an inferior school because it is near home or because some friend attended that school or for some other trivial reason. Their ultimate success in life is not taken into consideration—they allow themselves to become victims of trivial circumstance.

Now, for a young person to look upon life so lightly is a grave mistake. The duty he owes the world is too broad, and the requirements of the future are too great to permit "taking a chance."

In attending the Anthony Wayne Institute a student uses foresight. He places himself in the hands of a school that uses foresight. He is making certain his success by using his intelligence to safeguard his future.

How the Anthony Wayne Institute Produces a High Type of Business Graduate

The system of education employed at the Anthony Wayne Institute is destined to revolutionize commercial education. Our training has proven so adequate to the needs of business that business men from far corners of the country are calling upon us for graduates. Our plan consists of giving a technical training which will fulfill all immediate requirements of the business man, together with a training that develops a business personality, given in such a manner that the needs of the future are anticipated.

Logically, our first step is to secure the right kind of material with which to work. This material we find among school teachers and High School graduates. In our school may be found many University graduates and others having an equivalent education, and for such people we have courses suited to their mentality and requirements.

It is not difficult for any person with ordinary intelligence to see what a tremendous advantage we have over schools who enroll promiscuously pupils from the sixth, seventh and eighth grades. We can base our instruction on a higher plane.



...the... which the Arthur Wayne Institute is so... for ambitious young men and women through... and so direct instruction that success will...

E. J. GODDARD.
Principal.

A business man is willing to pay a High School graduate a much larger salary than one of less education. In fact, the way conditions are today, it is difficult for one to secure employment unless he has had at least a High School training.

Many schools do not recognize the real secret of success in business. They insist that a student major in such technical studies as Shorthand, Typewriting, Bookkeeping, etc., but looking at the question from a broad viewpoint, these subjects are merely a means to an end, and not the real back-bone of a business education.

Do not misunderstand this last statement, because, these subjects are vitally important and must be mastered, yet, they are not the real key to business success. We are not publishing our secrets to the world, but it is safe to say that as soon as the world sees the wonderful results we accomplish, imitators will spring up broadcast throughout the land.

The Importance of Personality in Business Success

By personality is not meant "personal appearance." It is that which results from the development of certain qualities, distinguishing a man as strong or weak, decisive or indecisive, aggressive or inert.

Everyone knows that successful business men or women possess certain qualities. These qualities are absolutely necessary to success in business. For this reason, the Anthony Wayne Institute develops in every student the business mentality and the business personality of a successful business man. The value of such education cannot be measured in dollars and cents. Its worth in connection with a technical training in business may be measured only by the value between success and failure.

Anthony Wayne Graduates a Distinct Type of Business Employee

The training we give our students distinguishes them from other business school graduates. They are in a class by themselves. Their training makes them keen, alert, energetic young men and women. Their education is along the broad fundamentals of business, enabling them to render efficient service and thus merit rapid promotion. A complete understanding of the details of all departments of business enables them to correlate their work with others in the same office, and give close co-operation. They quickly qualify for positions "higher up." With a broad general knowledge of business, success is made more certain, because a business man very soon appreciates ability and hastens to take advantage of it. Anthony Wayne graduates earn at start from fifty to seventy-five per cent more, average cases considered, than other business school graduates.



"Nothing can be more worthy than the object which our School is designed to accomplish. I subscribe my intellect, my energy, my heart and soul to the worthy cause of advancing the interests of young men and women."

J. R. ZIMMERMAN,
General Manager.

Strong Reasons Why Students of the Anthony Wayne Institute Make Rapid Advancement in Their Courses

Encouragement is a strong factor in a young person's success. Environment and inspiration of a constructive nature are also necessary. In school, particularly, a keen interest must be taken in each individual student's welfare and his interests looked after carefully.

At the Anthony Wayne Institute these factors in a student's success are well taken care of. In the first place, all teachers employed by the school are of the highest character, and composed of men and women who are not only genuine teachers but who also are leaders. They understand young men and women and know how to inspire them to put forth their best efforts. Strong instructors are the life of a school. They must be men and women of education and experience, else it would be impossible to exert the right kind of influence over students. Anthony Wayne teachers are selected with these facts in view. They understand their subjects thoroughly and know how to develop personality in their pupils and keep them interested in their work.

Environment at the Anthony Wayne is created largely by the students themselves. All are high school graduates or better, and naturally there is a very strong school spirit. Every student seems to realize what he attends school for and this creates discipline of a high order.

You will find at the Anthony Wayne the same type student body that you would find in the Freshman and Sophomore years at a University. The spirit of athletics holds full sway. Great interest is taken in the various athletic activities by both the men and women students. Social life is encouraged by the faculty, there being at least monthly occasions when the students are brought together in some social function. Class organizations are formed yearly and officers elected to carry on school work. An active Alumni Association is maintained. A Year Book is prepared annually by a board composed of students. Graduation ceremonies are held in June of each year, hundreds of graduates coming from all parts of the United States to participate in this honor. These activities add to the value of the school training. They create a wonderful environment and atmosphere. They furnish experience which enables a student to be more successful in his business life.

The schoolrooms at the Anthony Wayne are large, light and airy. They are kept in a high state of cleanliness insuring health to the student. The school occupies an entire building owned by the management with more than seven thousand square feet of space. The Anthony Wayne is the only school in Fort Wayne occupying a building entirely to itself. The Institute is located about one block and a half from the main business center of the city and is near to all public institutions, particularly the Public Library, Y. M. C. A.,

Anthony
Wayne
Institute
FORT
WAYNE



DOMESTIC
OFFICE



UNIVERSITY
LABORATORY

AGRICULTURE
PLOT



PHYSICAL EDUCATION

and Y. W. C. A. While it is near to the business section, yet it is far enough away to be entirely free from noise and confusion of a business street.

The Anthony Wayne Institute a Strong School Financially

The Anthony Wayne has been built on solid rock. Its growth has been like the oak tree. It stands today on its own merit, in a class by itself. A student naturally prefers to attend a school so solid in character and responsibility. Reference is given to any responsible business institution in the city of Fort Wayne or to any National Bank.

Many schools lack the financial strength to give a student the necessary backing to place him in a position. Our Placement Department spends thousands of dollars yearly in creating openings for Anthony Wayne graduates and in placing them successfully with responsible business concerns. It requires a strong organization to secure positions in all parts of the United States, yet this is what the Anthony Wayne organization is accomplishing.

The proper function of the business school is to analyze the requirements of business men and the particular positions they desire filled and then supply the young man or woman who will exactly meet all requirements. Our service in this respect is one of the strong features of the school. We handle the selection of employees in a most scientific and intelligent manner. The system of employment service used by the Anthony Wayne has proven unusually successful and is highly valuable alike to employer and employees.

For several years past, we have been unable to fill but a small proportion of the positions which we have been requested to fill. This fact is an assurance to the prospective student because he can feel confident that when he completes his course at the Anthony Wayne, he will not be disappointed in securing satisfactory employment.

School Regulations

The school is conducted very much the same as the office of a large business corporation, the idea being to discipline the students and accustom them to actual business work. Business hours and routine are maintained. Each student is to be at his desk ready for work at 8:30 A. M. and school is held until 12:00. Afternoon sessions start at 1:15 P. M. and school is dismissed at 5:00 P. M. On Saturday school is held from 8:30 A. M. until noon, but there are no classes held on Saturday. However, instructors are present to give assistance to anyone requiring the same.

The entire training at the Anthony Wayne Institute so nearly corresponds to actual business work that the change from the school-room to the business office is very slight. This is a valuable feature



CHEF'S
TRAINING



S. HORTLAND DEPT.



ALMA MATER
DINING HALL



DEPARTMENT OF
HALLS

because many young men and women are timid when they start in a business position but our plans entirely overcomes this timidity.

The failure of a great many business school graduates is due to their inability to apply their knowledge to actual business practices. In this school the student is not only taught business subjects but he is shown how to apply this knowledge in a practical way. This makes his training of double value and saves him years of experience.

To still better insure business success to every graduate vocational guidance is given to help direct talents and energies into the right lines of business. No two people are constituted exactly alike; therefore it is of vital importance that they get started in the line of work to which they are best adapted. Through our guidance department many failures have been turned into decided successes.

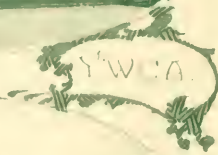
The fear of not being able to secure satisfactory employment in a congenial line of work has prevented hundreds of capable young men and women from entering the business profession. Such a fear is wholly ungrounded for one who will intelligently qualify because the Employment Service rendered by the Institute insures every graduate a satisfactory position. There has never been a period in the world when the need for competent young men and women was so great as it is now. What is needed most is red-blooded, high-spirited young men and women with strength of body and mind, capable of shouldering the responsibilities of modern times.

About Fort Wayne, Indiana

Fort Wayne is one of the most delightful, clean and wholesome cities in the United States. It is particularly desirable from the standpoint of one attending school, since living accommodations are less costly here than in other cities, health conditions are above the average, and the people of Fort Wayne are strongly characterized by their friendliness. The moral conditions in Fort Wayne are very much superior to those found in other cities, and it is indeed a safe place for young men and women to come for their schooling. All religious denominations are strongly represented, in fact the city is very religious. A large and beautiful Y. W. C. A. affords pleasant homes for women, and a magnificent Y. M. C. A. offers unusual advantages to young men.

From a business standpoint, Fort Wayne holds out many inducements. It is a city of 100,000, and constantly growing. A great many industries, some of which are the largest of their kind in the world, are located here. It is a great railroad center, and a division point for the Pennsylvania, Wabash and Nickel Plate Railroads. A network of Interurban roads bring thousands of people to the city. Wealth is evenly distributed, there being no so-called rich class nor a so-called poor class, but a great many well to do people. Fort Wayne is an excellent place for a young man or woman to locate from every viewpoint.

SOME
FORT WAYNE
PUBLIC
BUILDINGS



How to Come to Fort Wayne

It is always desirable to write to the school for instructions as to what trains to take to the city. Arrangements can then be made to have all students met, and safely escorted to the school or lodging place. In the event time is short, students may telegraph, naming time of arrival, and they will be met.

The school always locates its students in desirable living quarters, endeavoring always to find them places in homes where privacy and comfort may be enjoyed. This important matter is carefully looked after, and those coming to Fort Wayne need have no fear whatever.



Societies



'19-'20



Bowling



'19-'20





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Basket Ball



'19-'20



Courses of Study

THE courses of instruction given by this Institution cover every phase of business work. The aim throughout the course is to familiarize the student with the problems he will meet in business and to train him for the requirements demanded by business men.

The Institution is divided into several departments training students as Office Managers, Chief Clerks, Private Secretaries, Correspondents, Collection Clerks, Billing Clerks, Bookkeepers, Stenographers, Chief Accountants, Auditors, Sales Managers, Advertising Managers, Comptometer Operators, etc., all of which are desirable positions commanding good salaries.



The Business Course

The Business Course is one of the most important courses to be had. While it does not deal with business as some of the more advanced courses do yet, without this course it is difficult to take advanced courses. The course described below will fit anyone for an all-around office position, qualifying for Bookkeeper, General Office Assistant, Bank Clerk, Order Clerk, Time Keeper, etc., and insures satisfactory advancement to positions of responsibility.

Brief Synopsis

Practical Bookkeeping
Advanced Bookkeeping
Mechanical Accounting
Corporation Accounting
Business Correspondence

Commercial Law
General Office Work
Business Penmanship
Banking and Finance
Use of Office Appliances

The Stenographic Course

The Stenographic Course holds equal rank with the Business Course. It is one of the essential technical trainings for a business career. Stenography is perhaps one of the most fertile fields of endeavor for men and women, as it leads to great success in comparatively short time. The course below will quickly and thoroughly prepare for stenographic duties. It is the most complete course of its kind. Those completing this course will be rated expert, and will quickly advance to the most desirable and remunerative positions.

Brief Synopsis

Shorthand—Gregg or Pitman	Filing Correspondence
Touch Typewriting	Duties of a Private Secretary
Business English	Use of Business and Legal Forms
Expert Correspondence	Office Methods and Etiquette
Modern Office Appliances	Commercial Law
Dictaphone	Comptometer



The Accounting Course

The Accounting Course given by this school prepares for C. P. A. examinations and is most complete in every detail. Accounting affords one of the greatest fields of opportunity open to young men and women. It is a recognized profession, in which the rewards are limited only to personal ability. An accountant's training leads directly to business executive work.

Brief Synopsis

Accounting Theory and Procedure	Organization and Management
Accounting Problems—	Business Law
Applied Theory	Auditing and Investigations
Corporation Accounting	Business Economics and Finance
Bank Accounting	Financial Statements, etc.
Cost Accounting	

The Business Administration Course

This course deals directly with management and the running of a business. It is a necessary adjunct to the Accounting Course, but may be taken with other courses with great advantage. It has to do largely with training the executive in the performance of the technical duties of his position. It is a most valuable course and should be taken by every ambitious person wanting to succeed in a big, yet rapid way.

Brief Synopsis

Business Law

Efficiency and Psychology

Organization and Management

Banking and Finance

Organizing a Business

Advertising and Salesmanship

Credits and Collections

Office Management—Organization

Accounting and Auditing

Correspondence



The Private Secretary Course

The demand for Secretaries to business men is continually growing. This field offers rare opportunities to both young men and women. Quick advancement to executive positions is the usual outcome of a training in Secretarial work, and salaries paid to secretaries are high. The course listed below completely covers all of the duties of a private secretary and gives the necessary all-round knowledge of business to make certain one's success in this field.

Brief Synopsis

Stenography and Typewriting

Bookkeeping and Banking

English and Letter Composition

Handling Correspondence

Managing Callers

Telephone Courtesy

Systemizing the Office

Appointments, Accounts, Diaries

Printing and Proofreading

Ethics and Amenities

The Banking Course

Banking is one of the most dependable professions a young man or woman can learn. It insures a dignified and remunerative career, and often furnishes the exact training necessary to hold executive positions either in Banking or other business fields. The course given below is of great value taken either by itself or in conjunction with other business courses. The work is most complete, taking a student through all the departments of a bank from Messenger to President.

Brief Synopsis

Banks and Banking
Money and Credits
Classes of Banks
Organizing a Bank
Bank Directors

Commercial Law
Collection Department
Bank Accounting
Duties of Cashier and Tellers
Methods of Securing Business



The Salesmanship Course

The Principles of Salesmanship underlie all business, whether you are actually engaged in selling or not. The clerk, bookkeeper, the traveling man, the letter writer, all make constant use of salesmanship. It gives a glimpse into the life of business—it is the essence of trade.

In this course the principles of Salesmanship are presented in clear, simple language, definitely and concisely. Each lesson is accompanied by exercises on the point of the lesson. The course is not an abstract discussion of principles alone—it teaches the actual application of mind laws and psychology, to business.

The course is divided into six parts as follows:

Psychology
(A study of the human mind.)

The Customer
(A study of personalities.)

The Thing Sold
(A study of merchandise and personal services.)

The Salesman
(A complete study of personal and mental efficiency.)

The Process of the Sale
(Audience, Attention, Interest, Desire, Action.)

Supplemental Considerations
(Records, Credits, Collections, etc.)

A more detailed description of the course will be furnished upon request.

Commercial Teachers' Training Course

Within the past few years nearly all High Schools in the United States, and a great many Colleges formerly teaching only academic studies, have instituted Commercial Departments in their Schools. In no other field of education has growth been so rapid and development so wide in so short a time as in Commercial science. Thus, the phenomenal demand for Commercial teachers.

Our Normal Training is the result of twelve years' of study in outlining and developing a Course that meets the most exacting requirements. The work in Teaching Methods and Presentation is the result of great research and experience. It teaches the most up-to-date and scientific methods yet discovered. Graduates of this Course are qualified to teach in the very finest schools.

The training given in the Normal Department of the Anthony Wayne Institute is two-fold. A graduate is not only thoroughly qualified for Commercial teaching positions, but he is likewise prepared for business work. Private secretaries, bookkeepers, accountants and expert stenographers are always in demand and it is very often that Commercial teachers step into these positions after one or two years' teaching experience.

School superintendents, High School principals, and teachers' agencies come to us for Commercial teachers. They want teachers capable of arranging and developing Commercial Courses adapted to High Schools and Private Schools. Anthony Wayne graduates are especially trained in this respect, therefore they command high salaries.

Below is a brief synopsis of the subjects included in the course:

Bookkeeping	Business English
Penmanship	Spelling
Commercial Law	Business Psychology
Commercial Geography	Office Training
Commercial Arithmetic	Teaching Methods
Shorthand	Practice Teaching
Touch Typewriting	

Additional information regarding this Course will be supplied upon request.

Business Psychology and Business Essentials Course

With a great Commercial expansion taking place, drastic re-adjustment in business must be made by companies and by individuals. Promotions today are coming fast. Men are daily being advanced to new positions. Everywhere, managers and executives are on the lookout for men and women who can assume executive responsibility and earn the increased reward that goes with bigger work.

To train for executive work requires a concise, practical and intensive Course. Certain personal qualities must be developed, especially the capacity to think straight and soundly about new problems sure to confront American business. In addition to the development of necessary personal qualities, a knowledge of sound business practice must be had. A Course meeting the above demand for rapid personal development of executive traits and for sound business knowledge is outlined below. This Course is sure to develop wonderful business and executive ability and every student of the Anthony Wayne is urged to include it. More complete outlines and additional information will be supplied upon request.

Brief Synopsis

Analyzing Yourself	Organization
Physical Fitness	Producing, Buying and Shipping
Developing Character	Management, Executive Talks, etc.
Mental Ability	Selling
Utilizing Time	Accounting
Working With Others	Financing

Extension Courses

A Complete Business Education Given By Home Study Methods

BUSINESS subjects are perhaps as easily taken up by Home Study Methods as by resident school instruction. Business studies are particularly adaptable to home study, as has been amply proven by the hundreds of students who have entered this department during the past. The clearness and simplicity with which business principles are presented through correspondence instruction makes it quite easy indeed to acquire a complete education in business without loss of time and at a small expense. The results obtained are quite often more satisfactory than those secured through attendance at resident schools, and the cost of the latter is of course much greater.

The value and advisability of correspondence instruction can no longer be questioned, even by the most skeptical. All of the great educators of the country have given their unqualified endorsement of the method. Nearly all of the great Universities have organized Home Study Departments and the Government of the United States has appropriated large sums to each of the State Universities for the purpose of establishing Extension Departments. Further than this, the Government trains many of its employees by Home Study Courses, thereby giving their endorsement of the method.

Hundreds of young men and women, handicapped financially, though wanting to advance, will find the Home Study Courses given by this Institution a quick means to the realization of their ambitions. Study is taken up during spare time, and the mind is held down to a systematic and definite course of development. The discipline of such a course develops Initiative, Self-Reliance and Determination to a marked degree, and the Home Study student finds himself capable of coping with larger problems and thinking with greater vigor and depth as a result.

Public school teachers, more than others, find Home Study Courses a very successful method of acquiring an education. With from eight to fifteen hours per week to devote to good study, surprising progress can be made. Nearly every teacher can spend this amount of time per week, and many can devote more time than this to study.

Time certainly cannot be spent in a more profitable way than by the study of a course which prepares for remunerative positions in a world of opportunity. Altogether too many promising men and women are allowing their time to fly by without note-worthy accomplishment. No one ever succeeded in attaining great success without first making preparation for that success. The men and women in

business today, who advance rapidly, are the ones who study outside of working hours, qualifying themselves for bigger positions. A large percentage of business executives holding high-salaried positions with great corporations, fitted themselves for such positions by Home Study Courses. The value of one or two hours systematic study per day can scarcely be realized by those who have never tried it; but the hundreds and hundreds of successful people of today, and the larger number of leaders in the world, are the greatest attestations of the efficacy of time so spent.

The courses given by this Institution are arranged to suit a class of people most capable of taking up Home Study Courses and making successes of them. This class is found principally among School Teachers and High School Graduates of certain age and character. It would be folly indeed for some people to take up Home Study Courses because of their lack of schooling and inability to put forth the right kind of study. But the teacher and High School Graduate with his knowledge of how to study, his previous education, his age, character, etc., finds the Home Study Course the logical solution of his problems of advancement.

The courses offered by the Anthony Wayne Institute should be selected because they are adapted to the particular needs of school teachers and High School Graduates. All useless and unnecessary work has been eliminated, and all of the elementary studies usually found in business courses have been taken out. This saves time and labor by making the study more effective. What time is thus saved can be given to study of advanced business subjects, which in turn insure larger salaries and more responsible positions in business.

The instruction given in a Home Study Course is strictly individual and based upon the requirements of the student. All suggestions and criticisms are made in a spirit of friendliness, and the cordial relation existing between student and instructor is most pleasant.

Teachers take up business courses at home with most excellent results, and many find that the study of business helps them in their teaching work, by taking their minds off of school duties and worries, and broadening their views of life and living. As one teacher in particular writes us:

"Your course relieves me of the cramped point of view which I am inclined to drift into by being continually confined to the schoolroom. To me it is like taking my mind on a vacation, as every lesson is like an inspiring sermon, and I enter the schoolroom every morning with a mind freshened by the variation which your course affords."

Many other students write us to the same effect, and there can be no questioning the fact that the mind is recreated by a variety of interests. Many of our most successful students are teachers who have enrollments ranging from 25 to 60 pupils. It is not uncommon

at all for a teacher having as large an enrollment as this actually sending in more work than others having school enrollments of but six to fifteen. The old adage reads: "Go to the busy man if you would have something done," and it would seem true that the more one has to do, the more one can do.

A Successful Plan

A very successful plan of acquiring a business education at a minimum expense, and with but small loss of time, is to complete, or nearly complete, a Home Study Course. Then, if it is found necessary, the student can attend the Institute for a short Finishing Course. Many do not find it necessary to take the Finishing Course at all, but secure positions upon completion of the Home Study Course.

The Home Study training has made the student familiar with the fundamentals and principles of business, and has given him sufficient knowledge to enter business work. The Finishing Course trains the student in the use and application of the knowledge he has acquired, and brings up his degree of expertness in the various subjects to the highest point.

The foregoing plan has proven unusually successful, especially for teachers.

The instruction given in a Home Study Course is guaranteed to be identical with that given at the Institute, and the same degree of expertness acquired. It is now an unquestioned fact, that business principles can be taught as easily by Home Study instruction as by Resident-School instruction.

The feasibility of taking up a plan of this kind can quickly be seen. The student not only saves a greater part of the expense of taking up an education through resident-school methods, but saves time by not having to give up his regular employment. Tuition is but a small part of the cost of an education—living expense is the greater part. If the student can continue earning while he studies, he is going to save four-fifths of the cost of an education. When employment is given up to attend school, such schooling is going to cost not only what money is spent during the school term, but the amount of money that could have been earned during the time spent in school. Thus, if a young man is earning \$400.00 per year as a teacher, and gives up his position to attend school for a year, he is actually out of pocket the \$400.00 he could have earned had he not attended school, plus what his schooling cost him. This makes resident-school instruction for the person earning a salary, a rather expensive proposition.

Careers

EVERY young man or woman, who has reached the age of 15 or 16 years should have given some thought to the career he expects to follow during his lifetime. It is a fact, however, that but few actually give intelligent thought to this most important subject. There is too strong a tendency to drift along from one thing to another, during the greater part of early manhood, with no definite goal in mind.

Early manhood is the period of life to be applied most effectually, as during this period the mind is plastic and shapes itself readily to the environment and conditions with which it is thrown and knowledge is absorbed with greater ease and rapidity. It is most essential that a definite line of work be determined upon early in life and that line of work entered into as a life's vocation.

An Important Consideration

A most important consideration in determining upon a career is that of the possibilities of advancement and earning power in that vocation, and the environment which will be found in it. A stimulating environment is perhaps most to be sought, as under the right influence, success is most certain. The young man or woman must make a great effort to escape an uncongenial environment and get into harmonious surroundings where energy is stimulated and high ideals conceived.

Existing Opportunities Which Offer Desirable Careers

Following is given a brief description of a number of opportunities which exist in business that offer to both young men and women unusual opportunities for advancement. If the young man, or woman, is fair-minded, he will study these careers with open-mind in an endeavor to find for himself a work to his liking. Any of the positions described are professions in themselves which insure incomes of \$1000 to \$3000 per year; or they may be regarded as but means to an end.

The right attitude toward bookkeeping and shorthand must be held. They should be taken up either as professions, or as means to desirable ends. Many are restrained from taking these valuable studies, saying to themselves, "I don't want to be a bookkeeper or stenographer all my life." Their inference is wrong, because but very few stenographers or bookkeepers remain such for many years. The knowledge gained while a stenographer or bookkeeper insures advancement and develops the ability to hold executive positions. Such knowledge could not have been gained through any other source, and thus it is that Shorthand or Bookkeeping is the entering wedge by means of which many great successes in business are made.

Bookkeeping

Bookkeeping is a profession in itself or it may be regarded as a stepping stone to business positions of great responsibility. The expert bookkeeper is one who can take complete charge of the books of any firm and who can analyze and classify business transactions in such a way that at any time he can show how much profit or loss has been made. Every firm or business corporation must have men who can do this work and do it well. As business expands, a demand for bookkeepers is created, and at the present time there are not enough to meet the needs of business. The salary of an expert bookkeeper ranges from \$1200 to \$3000 per year or better. The work is clean, surroundings are the best, work is permanent, and the possibilities for advancement are very good.

As a means to an end, bookkeeping is perhaps one of the very best means of gaining sufficient knowledge to hold the very finest of business positions. Bookkeeping and Accounting have always been recognized as the backbone of a commercial course. No other study will so quickly give the student an insight into business methods or an understanding of how and why business is conducted. Bookkeeping is a mental discipline, and lays the foundation of acquiring habits of thoroughness, accuracy and attention to details.

Many of our great leaders in commerce secured their training through experience gained in a bookkeeper's position.

Stenography

Like Bookkeeping, Stenography is both a profession and a means to an end. A large percentage of students take shorthand not to become shorthand writers for life, but to gain entry into some good business firm that offers promotion as a result of merit and ability. The Stenographer, like the Bookkeeper, gains a rapid insight into business methods, the ways of handling customers, etc., and quickly becomes so familiar with how to conduct a business that he is capable of holding an executive's position or one of like responsibility. It is advisable that the shorthand writer add to his accomplishments a knowledge of Bookkeeping and Accounting with perhaps a training in Business Administration or Banking. With such an education he is prepared to quickly advance to highly responsible positions. The stenographer of any business must be trustworthy, as all of the information of the office passes through his hands. The secrets of any business must be sacredly guarded, and it is the close tie of confidence that enables the stenographer to quickly become worth a large salary to any firm, and fill the higher positions of trust.

Starting salaries in Stenographic work range from \$720 per year to \$1200 per year. Many advance to positions paying as high as \$3500 per year.

The work of a stenographer takes him among the very finest of

people; he is in close contact with the managers of big business; his work is clean and invigorating; the possibilities for educational advancement are unusually great; and promotion is certain in every instance where merit is demonstrated.

Accounting and Auditing

The rapid growth of thousands of corporations and great business institutions has brought into demand the need of men and women trained as Accountants and Auditors. The work of the accountant and auditor is higher than that of the bookkeeper and has to do more with analyzing the results shown by bookkeeping records, suggesting methods of improvement whenever necessary, installing efficiency systems, reorganizing various businesses, changing partnerships to corporations, etc. The profession of accountancy attracts men of the very highest caliber, and is today recognized as one of the standard professions ranking equally with Law, Medicine or Engineering.

Financial returns of those who take up accountancy are perhaps greater than those who take up other professions, as Junior Accountants earn from \$1000 to \$1800 per year, while Senior Accountants earn from \$2000 to \$5000 per year. Many men take up what is known as Public Accounting, the work of which consists of going from one firm to another auditing their books, and bringing their accounting systems up to the highest state of perfection. For this work the Accountant is paid from \$10 to \$50 per day with such additional charges as the work may incur. The training of the Accountant and Auditor must of necessity be broader than that of the Bookkeeper, as Accountancy has to deal with larger problems than those to be dealt with in bookkeeping. A successful training for the Accountant is that obtained by taking the Business Course, the Accounting Course and Business Administration Course.

Business Executive

The Business Executive must be qualified with a knowledge of business in general, and must particularly understand Business Organization, Business Law, Accounting, Advertising, Selling, Credits and Collections. The training covering the work of the Business Executive is included in the Business, Secretarial and Business Administration Courses.

An Executive Position is the ultimate aim of every ambitious man or woman. Such a position is quite as easy of attainment as others if proper studies are added to those of a regular business course. It is only within recent years that there have been comprehensive courses, training for Executive positions in business. The Business Executive of yesterday was the exceptional man who gained his knowledge wholly by experience. Today a young man or woman

can enter business in some minor capacity and then study a definite course of instruction which prepares for positions higher up.

There is not enough executive ability in the business world and the young man or woman possessing such ability will quickly gain promotion to positions paying salaries from \$2500 per year, up to \$25,000 per year.

Private Secretary

Private Secretarial work is a most desirable business field to enter. The Private Secretary must be qualified along business lines generally, and capable of performing duties requiring superior ability. A course of study training for Private Secretary makes it possible to enter the business world on a high plane, and enables one to come in close contact with the forces that lead to commercial success. Such a course is the last word in a business education. The remuneration of the Private Secretary ranges from \$1200 to \$3500 per year.

Banking

Banking offers an unusually attractive field for young men and women, as the work in a bank is both promising of promotion and highly remunerative. A position in a bank is permanent and there is no shifting or changing about. The successful banker should know business in general and should be qualified well in Commercial Law, Banking Law, Bookkeeping, Accounting, and Business Economics. A man qualified along such lines is sure to make progress in banking as the demand for Bank Clerks is daily growing greater.

Other Positions

A person trained for any of the foregoing positions is also qualified to hold any one of a large number of other positions in the business world. Big business concerns and giant corporations divide the office work into many departments, placing someone in charge of each department. Some of the various departments are Accounting, Stenographic, Correspondence, Advertising, Sales, Administrative, Store House, etc. Some of the positions to be filled in the different departments are, Office Managers, Chief Clerks, Private Secretaries, Correspondents, Collection Clerks, Billing Clerks, Bookkeepers, Assistant Bookkeepers, Chief Accountants, Auditors, Cost Accountants, Sales Managers, Advertising Manager, Salesmen, Store Clerks, Time Keepers, and many others, all of which are desirable positions commanding good salaries.

The World of Business

The world of business today is a great field of opportunity for young men and women. It more nearly approximates the ideal, everything considered, than any other form of human activity. It is a

field so great as to never be fully explored. In it, greatness is developed and fortunes won. In it the poor boy stands a better chance than the rich—in it family or pull have little or no influence—in it all are on a par, the results to be gained being determined by the energy, courage, and intelligent effort put forth.

Business positions are permanent—there is but little changing or shifting about. Steady employment twelve months per year insures financial accumulation and promotion.

Environment of business stimulates energy and intellectual growth and makes possible the conception and realization of great ideals.

Business positions pay large salaries and insure adequate financial returns for ability and merit. A home, a few luxuries, freedom from financial worry in old age—perhaps a fortune awaits those who enter business.

Educational possibilities in a business position are certain to those who merit them. No other field offers opportunities so great. From office boy to President's chair is a common occurrence. Expanding business and great corporations need Executives, Department Heads, Office Managers, Secretaries, and others who are dependable and promising of development.

Health conditions of a business position cannot be improved upon. Light, airy, and evenly heated offices—a variety of duties with new problems to deal with daily—prosperous, congenial and energetic people to associate with—all promote both mental and physical health. It is a great pleasure to visit the office of a modern business institution and note the bright faces of the prosperous looking young men and women, and the pleasant conditions under which they work.

Within the Reach of All

There is too strong a tendency on the part of most men and women to think that the good things of the world are not meant for them. It is not uncommon to hear young men make remarks to this effect, yet it is one of the greatest fallacies of the human mind. It is wrong for one to assume that he is not entitled to those things to which another is entitled. It is a great mistake for one to think that he cannot have what another, through industry, education, and persistence, has been able to acquire.

Success is largely mental, and must be conceived before it can be attained. If the young person will say to himself, "I can and I will," and put real effort back of his assertion, there is no question but that he will accomplish. There is an abundance of the world's goods for all of us—many satisfy themselves with poverty all their lives rather than make the effort which it takes to acquire wealth.

Don't Follow Failures

Many, with ability to succeed have been thwarted in their attempts, by following the advice of those who have made failures. If the intelligent reader will but stop to think, he will see that it is illogical to reason that because one person fails, all persons will fail. Nothing could be greater fallacy. Out of every one hundred persons there will be a certain per cent who will fail in anything they undertake, and another per cent who will succeed. Because John Jones fails is no reason why you will fail. **DO NOT FOLLOW FAILURES**—follow the man who succeeds. The Failure is destructive in his advice—the Success is constructive in his. The Failure discourages effort—the Success encourages effort. The Failure is cowardly in his thought—the Success is courageous in his. The Failure will say “No! don't try it.” The Success will say, “Go ahead! better attempt and fail, than never attempt.”



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An Exceptionally Fine Course

Voluntary Indorsements

"I have taken (and paid for) several "courses", and although I have conscientiously tried to obtain some real benefits from each course I have studied, you can put me on record as saying that the first and only real business course that I have seen or taken so far is the one given by the Anthony Wayne Institute. Their method is original and in my opinion superior to other business courses."

"I would not want to close this letter without saying how much more fascinating and instructive I have found your lessons than I thought I would. So far they have surprised me exceedingly and I am daily growing more enthusiastic over my work. I can hardly wait until the arrival of my lesson reports, criticisms and advice. I can't thank you too much for the interest you show in me."

"Although I have completed but ten lessons of my business course, yet I want to state that I am becoming more enthusiastic about it and I can see the splendid results that I am working toward. Your course is truly a great mind developer and the principles of business are becoming so implanted in my mind that I am sure I will be able to tend to all my affairs in a strictly business-like manner. I am admonishing my friends not to be misled in taking any other course but yours."

"I want to thank you, Mr. Gardner, for having induced me to take up a course under your supervision. It has meant great financial gain to me; it has opened my eyes to many things. Before I enrolled with you I had taken up two correspondence courses, and while at the time I considered them good, I know now what a regular correspondence course means. As far as I can see your method duplicates actual class room instruction. It seems to me that more schools should follow your example and adopt your method, because under your instruction a person accomplishes as much at home as in school."

"These testimonials (names and addresses furnished on request) are unsolicited. They are from students taking the Anthony Wayne Home Study Course in business, a course different in many radical respects from any business course on the market today. The idea back of the Anthony Wayne training is to develop Executive Ability, and a Business Personality. Every successful business man or woman possesses certain traits which go to make him successful. The possession of these traits is half the battle of winning success in a business career. The Anthony Wayne Course develops these business traits, along with the regular technical training in business. Students of the Anthony Wayne Institute show great enthusiasm and appreciation. The course develops real men and women."

"The Anthony Wayne Business Course is just what I have wanted for some years. It has given me a method of handling my affairs that is going to save me big money. I have gained more insight into the fundamentals of business since starting your training than I had ever been able to gain by completing so-called commercial courses. Your course in my opinion has but few if any equals."

"I am inclosing herewith my last installment to pay for my business course. I want to express my appreciation of your training. I do not believe that I have ever paid for anything which I feel gave me my money's worth to the same extent as this course. I have been inspired by it throughout, and my present position is evidence enough of its thoroughness."

"When your representative told me of the salaries you could secure graduates I was rather skeptical because I had observed the results of other schools and knew that the results they obtained were just ordinary. After completing my course and comparing my ability with graduates of other schools I soon discovered why I was able to earn a much larger salary than they. Your course teaches things that are of vital importance to business success and they are not to be found in the courses of other schools."

"I am a graduate of two commercial schools, and I took up your course feeling that it would probably be a repetition of what I had already taken. I am greatly surprised. I find I am learning many things and unlearning many others. I wish I had taken your course in the first place as I would then have been time and money ahead and would have been holding a more responsible position by this time."

"I want to authorize you to say for me that if I could not secure another training like yours I would not take a \$1,000 for your lessons."

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A School for Educated Young Men and Women, Only High School Graduates, or Those of Equal or Better Education Admitted.

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Prepare for Business

and insure yourself

A BIG CAREER

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