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1939

## UA99/3 65th Annual Catalog

BGBU Registrar

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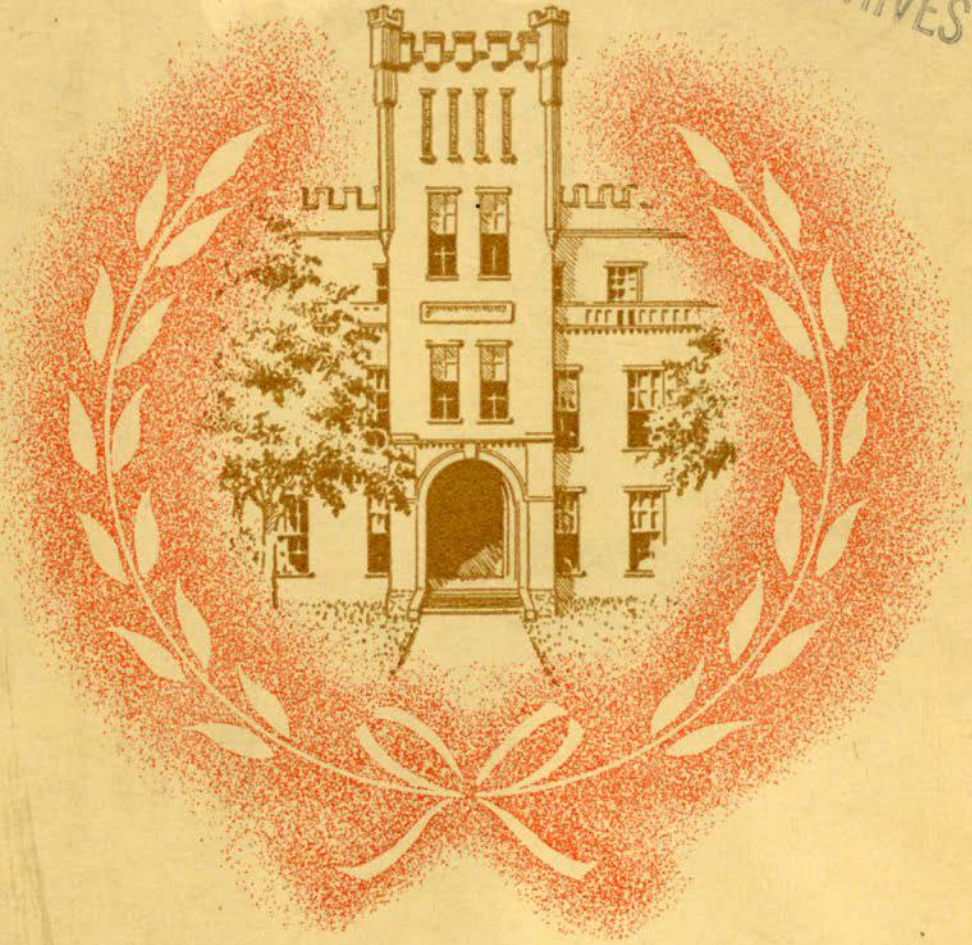
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WESTERN KENTUCKY UNIVERSITY  
ARCHIVES



# BOWLING GREEN BUSINESS UNIVERSITY

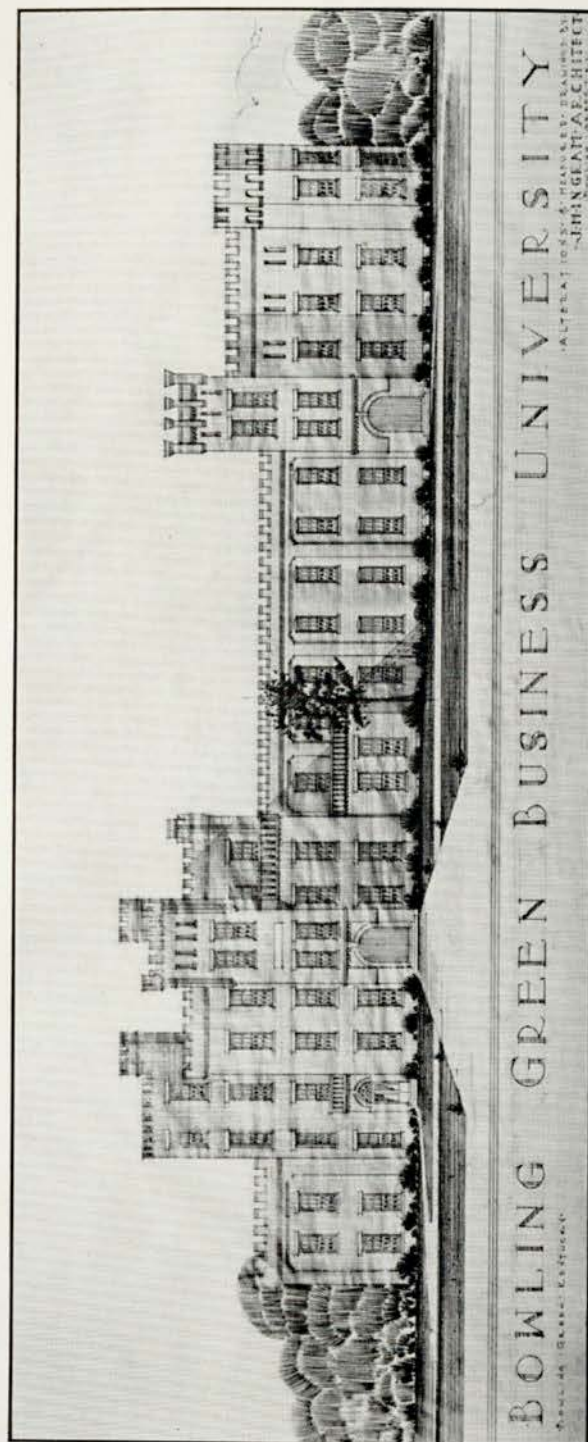
*Incorporated*

BOWLING GREEN, KENTUCKY



*Home of the Bowling Green Business University*





The architect's drawing of the Business University Building as it will appear when additions now under construction are completed. Forty per cent more rooms will be available; the library will have a new location; offices and classrooms will be enlarged or altered and many attractions added.

# CATALOG



## 65<sup>th</sup> YEAR

### BOWLING GREEN BUSINESS UNIVERSITY, INC.

BOWLING GREEN, KENTUCKY



Accredited by State Departments of Education . . . Member of National Association of Accredited Commercial Schools . . . College Division Accredited by the University of Kentucky as an A Grade Senior College and by Kentucky Association of Colleges and Secondary Schools . . . Member of the National Association of Commercial Teacher Training Institutions . . . Member of the American Association of Teachers Colleges.



## CALENDAR

### 1939-1940

First Fall Term Opens September 11.....	Closes November 10
Second Fall Term Opens November 13.....	Closes January 26
Thanksgiving Holidays.....	Noon Nov. 29 to 7:30 A.M. Dec. 4
Christmas Holidays.....	4:25 P.M. Dec. 22 to 7:30 A.M. Jan. 8

### 1940

Winter Term Opens January 29.....	Closes March 29
Spring Term Opens April 1.....	Closes May 31
Commencement.....	May 25, 26, 27

## SUMMER SESSION

### 1940

Nine Weeks' Term Opens June 10.....	Closes August 9
Intersession Opens August 12.....	Closes September 6

### 1940

First Fall Term Opens September 9.....	Closes November 8
Second Fall Term Opens November 11.....	Closes January 24
Thanksgiving Holiday.....	Noon Nov. 27 to 7:30 A.M. Dec. 2
Christmas Holidays.....	4:25 P.M. Dec. 20 to 7:30 A.M. Jan. 6

### 1941

Winter Term Opens January 27.....	Closes March 28
Spring Term Opens March 31.....	Closes May 30
Commencement.....	May 24, 25, 26

### 1941

## SUMMER SESSION

Nine Weeks' Term Opens June 9.....	Closes August 8
Intersession Opens August 11.....	Closes September 15

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# Two Schools...

## BUSINESS UNIVERSITY

### COLLEGE OF COMMERCE

In the first, business courses are given that carry no college credit—Bookkeeping, Shorthand, Typing, and other subjects that prepare for office work.

In the second, other business courses are given of college grade — Commercial Teacher Training, Accounting and Secretarial Courses.

In the first, courses are brief, practical, and lead to employment in business offices, and give students a comprehensive idea of how business is done.

In the second, two-year and four-year courses are given which lead to private and public accounting, commercial teaching, and to general secretarial and executive secretarial positions.



## OBJECTIVES

**THIS IS A SCHOOL OF BUSINESS . . .** It devotes its entire time and thought to training for business.

It believes, that since business is the greatest activity among men, young people are better prepared to make a living if they have a knowledge of business.

This institution trains Stenographers, Bookkeepers, Accountants, Commercial Teachers, Typists, Salesmen and practically all types of workers in business and for business. It believes that skill is an essential but that skill alone is not sufficient, so it offers strong courses in the principles of business.

It believes one of its high duties is to teach young people a respect for values, how to make money, how to save money and how to use money.

It believes that if it can give young people a thorough knowledge of business and skill enough to use this knowledge, and place them in positions advantageously, that it has done a high service.

The objectives set out above have been our goals for sixty-five years.

**ADMISSION . . .** There are no admission restrictions to the non-college division—Bowling Green Business University. The better educated a student is, both generally and technically, the more rapid will be his progress here. We give consideration for work done in other schools of business. If interested, write us what advancement you have made in commercial courses, and we shall be glad to discuss the matter with you.

**HOW ACCREDITED . . .** The College Division of this institution has the rank of an A Grade Senior College, which means that students entering here with sixteen high school units, or who reach that standing while here, may complete four years of college work which is recognized hour for hour.



## ADMINISTRATIVE OFFICERS

J. L. HARMAN, LL.D.

*President*

Thirty-nine years instructor or administrator Bowling Green Business University; ten years member Board of Governors of National Association of Accredited Commercial Schools; member of Kentucky Educational Survey Commission, 1921-1922; and Kentucky State Normal School Commission, 1922; director, Potter-Matlock Trust Co.; chairman, Commission Higher Education, Kentucky, 1929.

J. MURRAY HILL

*First Vice-President*

Accountant and teacher Salesmanship and Law, Bowling Green Business University, sixteen years; administrator Bowling Green Business University, eighteen years; president of the Southern Commercial Teachers' Association, 1925; executive secretary, National Commercial Teachers' Federation; director, Citizens National Bank, Mammoth Cave National Park Association, Bowling Green Trust Company; Rotary International, director, 1932-1933; Associate Author of Salesmanship Text.

W. L. MATTHEWS, A.B., A.M.

*Second Vice-President and Dean*

A.B., Western Kentucky Teachers College, 1924; A.M., Peabody College, 1927; completed Commercial Science course, Bowling Green Business University, 1916; graduate student, Harvard University, summers, 1934 and 1936; superintendent, Livermore Public Schools, 1922; visiting instructor, Massachusetts College, Amherst, summer school, 1928 and 1929; superintendent, Franklin City Schools, 1922-1930; director, Training School, Western Kentucky Teachers College, 1930-1938; director, Citizens National Bank; member Phi Delta Kappa.

## FACULTY

W. L. MATTHEWS, A.B., A.M.

*Dean of Organization, Education, and Public Speaking*

MISS NINA ALICE HAMMER, A.B.

*Registrar*

A.B., Bowling Green College of Commerce, 1931; completed bookkeeping and secretarial courses, Bowling Green Business University, 1920; student, Madison College, Harrisonburg, Virginia, summers, 1917-1918; taught in Virginia Rural Schools, 1917-1918; clerical assistant, Harrisonburg post office, Harrisonburg, Virginia, 1918-1919; secretary, Bowling Green Business University, 1920-1931; secretary and assistant registrar's office, 1931-1938; registrar, 1938—.

MRS. GEORGIA LOVE CARGILE, A.B.

*Shorthand, Office Training*

A.B., Indiana University, 1927; Life Certificate, Western Kentucky State Teachers College, 1923; Bachelor of Commercial Science Course, Bowling Green Business University, 1924; instructor in Department of History, Western Kentucky State Teachers College, summer, 1927; assistant in Registrar's Office, School of Commerce, Northwestern University, Chicago Campus, 1927-1930; secretary to Director of Graduate Division of School of Commerce, Northwestern University, Chicago Campus, 1930-1932; secretary to the Director of Publicity, Western Teachers College, 1934-1936; Bowling Green Business University, 1936—.

MRS. CLYDE BOULTON CATES, B.S., M.B.A.

*Business Administration and Accounting*

B.S., Indiana University, 1927; M.B.A., Northwestern University, 1931; graduate student, University of Washington, 1930. Member Beta Gamma Sigma, Alpha Omicron Pi, Student Society of Industrial Engineers. Eleven years of teaching experience, during four years of which time she was high school principal; one year assistant at Northwestern University; instructor of Business Administration and Accounting, Bowling Green College of Commerce, 1936—.

WM. LEE COFER, B.S., C.P.A.

*Bookkeeping, Rapid Calculation, College Representative*

B.S., Bowling Green College of Commerce, 1938. C. P. A., Tennessee, 1939. Instructor Bookkeeping and Rapid Calculation, Bowling Green Business University. College Representative, 1938—.

MRS. JAMES P. CORNETTE, A.C.A., A.B.

*Typewriting*

A.C.A., Bowling Green College of Commerce, 1929; A.B., Bowling Green College of Commerce, 1932; graduate student, Western Kentucky State Teachers College, summer, 1935; taught commercial subjects in Butler, Alabama, High School, 1929-1930; Bowling Green Business University, 1935—.

JOHN D. DODSON, A.B., A.M., Ph.D.

*Psychology and Social Science*

A.B. and A.M., Harvard University, 1907 and 1908; Ph.D., University of Minnesota, 1918; teacher of Mathematics, Washington College, Washington, Tenn., 1908-1910; head of the Departments of Education and Psychology, Central College, Pella, Iowa, 1910-1916; instructor in Psychology, University of Minnesota, 1917-1919; dean of Illinois Military School, 1927-1932. Bowling Green College of Commerce, 1932—.



MISS ELLIS FRANKLIN, B.S.

*Typewriting*

B.S., West Tennessee State Teachers College, 1926; graduate student, Western Kentucky State Teachers College; graduate student, Northwestern University, summer, 1937-1938; taught Springhill High School, Trenton, Tennessee, 1926-1927; secretary to Dean of West Tennessee State Teachers College, 1927-1930; taught in high schools, Mobile, Alabama, 1930-1933; taught in high school, Whitehaven, Tennessee, 1936-1937; Bowling Green Business University, 1935—.

WILLIAM SPENSER FUQUA, A.B., A.M.

*Bookkeeping and Social Studies*

A.B., Bowling Green College of Commerce, 1934; A.M., University of Kentucky, 1936; instructor, Bowling Green Business University, 1906-1908; instructor, Memphis, Tennessee, Business College, 1908; instructor, Dunsmore Business College, Staunton, Virginia, 1909-1912; Bowling Green Business University, 1912—.

V. J. GILLESPIE, A.B., A.M.

*Bookkeeping and Pen Art*

A.B., Bowling Green College of Commerce, 1930; A.M., Western Kentucky State Teachers College, 1936; completed commercial course, Bowling Green Business University, 1919; bookkeeper for American Tobacco Company, 1917-1918; taught in King's Business College, Raleigh, North Carolina, 1919-1921; Bowling Green Business University, 1922—.

MRS. JOHN S. HARRIS, A.C.A., A.B.

*Shorthand and English*

A.C.A., Bowling Green College of Commerce, 1924; A.B., Western Kentucky State Teachers College, 1930; graduate student, Western Kentucky State Teachers College, 1935-1936; teacher in Louisville, Kentucky, city schools, 1922; teacher, Tubman High School, Augusta, Georgia, 1924-1926; Bowling Green Business University, 1930—.

MISS MAY HENDERSON, A.B.

*Shorthand*

A.B., University of Kentucky, 1927; completed Commercial Science course, Bowling Green Business University, 1917; Teaching experience: instructor in public schools of Arkansas, seven years; head of Typewriting Department, Bowling Green Business University, five years; Stenographic experience, Huntington, West Virginia, 1917-1918; graduate student work, Western Kentucky State Teachers College, 1936-1937; head of Shorthand Department, Bowling Green Business University, 1928—.

MISS CLARISSA HILLS, B.S., M.E.

*Methods in Commercial Education*  
(Instructor, Summer School)

B.S., University of New Hampshire; M.E., University of New Hampshire; taught commercial work, high schools of New Jersey and Puerto Rico; instructor in Commercial Method Courses, Pennsylvania University, University of New Hampshire, Bowling Green College of Commerce; president of Tri-State Commercial Teachers Association; instructor of Methods, Bowling Green College of Commerce, summer school, 1938—.

JAMES CECIL HOLLAND, B.S., M.B.A., C.P.A.

*Accounting and Mathematics*

B.S., Bowling Green College of Commerce, 1929; M.B.A., Northwestern University, 1933 (Specialist in Cost Accounting); C.P.A., Tennessee, 1932; American Institute Examination. Eight years experience as teacher of Accounting and Law, including two years instructor in Bowling Green College of Commerce, two years principal of South Bend College of Com-

merce, and one year assistant Northwestern University; returned to Bowling Green College of Commerce in 1933—.

MRS. MARGARET B. KING, B.S., A.M.

*Social Science and Education*

B.S., University of Tennessee, 1929; graduate student, Harvard University, summer session, 1932; A.M., Peabody College for Teachers, 1937. Teaching experience: five years in public school; two years director of training school and school psychiatrist at Tennessee Home and Training School for Feeble-minded Persons; one year social service work. Member Phi Kappa Phi. Bowling Green College of Commerce, 1938—.

MISS FRANCES KNIGHT, A.C.A., A.B.

*Shorthand*

A.C.A., Bowling Green College of Commerce, 1934; A.B., Bowling Green College of Commerce, 1936; teacher of shorthand and assistant in Registrar's office, Bowling Green Business University, 1936—.

MISS EDITH MAYFIELD, A.B., A.C.A., A.M.

*Librarian*

A.B., Western Kentucky State Teachers College, 1924; A.M., Peabody College, 1925; A.C.A., Bowling Green College of Commerce, 1926; special Library Course, Peabody College, 1927. Librarian, Bowling Green College of Commerce, 1927—.

JAMES RUSSELL MEANY, LL.B., C.P.A.

*Accounting, Classification Adviser, Higher Accounting Division*

LL.B., Legal Department, Union University, Albany, New York; member of New York Bar, specializing in Corporation Law; Public Accountant and Tax Expert; instructor in Elementary and Advanced Accounting, Income Tax, Law, Bowling Green College of Commerce, 1928—.

RUSSELL HALE MILLER, A.B., A.M.

*Secretarial Science, Classification Adviser, Secretarial Science*

A.B., University of Mississippi, 1926; A.M., University of Mississippi, 1927; Bowling Green College of Commerce, summer, 1934; University of Louisville, 1934. Business experience: Secretary, American Express Company, Memphis, Tennessee, and New Orleans, Louisiana, two years. Teaching experience: Department of History, University of Mississippi, 1926; Principal of Commercial Department, Terrebonne High School, Houma, Louisiana, seven years; Commercial Department, Louisville City Schools, Louisville, Kentucky, 1935; Bowling Green College of Commerce, 1936—.

ROBERT R. MILROY, A.B., A.M., Ph.D.

*Business Administration, Classification Adviser, Business Administration*

A.B., State University of Iowa, 1931; A.M., State University of Iowa, 1933, Economics and Commerce; Ph.D., State University of Iowa, 1938, Economics and Commerce. Was educated in the public schools of Hopkinton, Iowa, taught courses in Statistics and Business Analysis in summer school, University of Iowa, 1938; has done a great deal of research study in the field of Business Cycles and Forecasting. Bowling Green College of Commerce, 1938—.

MRS. EARL A. MOORE, A.B., A.M.

*English*

A.B., Geneva College, 1913; graduate student, University of Pittsburgh, summer session, 1918; graduate student, Harvard University, summer sessions, 1921 and 1922; A.M., George Peabody College for Teachers, 1931; additional graduate study and travel. Teaching experience: three years grades; seven years high school; Geneva College, 1923-1929; Western Kentucky State Teachers College, 1929-1930, 1936; George Peabody College for Teachers, 1931; Bowling Green College of Commerce, 1936—.

President, Bowling Green Music Club, 1935-1937; member Louisville Arts Club.



MISS IDA B. NANCE, A.B., A.M.

*Commercial Subjects*

A.B., Western Kentucky State Teachers College, 1926; A.M., Western Kentucky State Teachers College, 1932; completed course for Life Certificate, Western Kentucky State Teachers College, 1919; student, Bowling Green Business University, 1936; critic teacher in Training School at Western Kentucky State Teachers College, 1919-1920; principal, Bevier-Cleaton High School, 1926-1927; head of English Department, Pineville, Kentucky, High School, 1927-1931; principal, Straight Creek, Kentucky, School, 1931-1932; teacher Department of English, Western Kentucky State Teachers College, 1933; teacher, Bowling Green Business University, 1936—.

J. T. ORENDORF, A.B., LL.B.

*Law*

A.B., Centre College, 1930; LL.B., Tulane University, 1934; graduate student, University of Wisconsin, summer 1934; admitted to Kentucky State Bar, 1935; instructor in Law, Bowling Green College of Commerce, 1937—.

MISS MARY PERKINS, A.B.

*Machine Accounting*

A.B., Western Kentucky State Teachers College, 1935; special student, Bowling Green College of Commerce for one year; taught Downing Shofner Institute, Brewton, Alabama, 1923; assistant to Circuit Court Clerk, Okeechobee, Florida, 1924-1925; Bowling Green Business University, 1931—.

MRS. SIDNEY M. PHILLIPS, A.B.

*Shorthand and Typewriting*

A.B., Bowling Green College of Commerce, 1934; special student, University of Kentucky, 1930-1931; taught in business school, Lenoir, North Carolina, 1935; member, Delta Delta Delta; Bowling Green Business University, 1937—.

N. R. REDMAN, A.B., A.M.

*Commercial Education  
(Instructor, Summer School)*

A.B., South Dakota State Teachers College; A.M., St. Lawrence University; special student, Bowling Green College of Commerce; instructor in and director of Commercial Courses, Ogdensburg High School, Ogdensburg, New York; instructor, Bowling Green College of Commerce, summer, 1937—.

MRS. MARSHALL ROGERS, A.B.

*Typewriting and Shorthand*

A.B., Bowling Green College of Commerce, 1931; life certificate, Western Kentucky State Teachers College, 1926; teacher of history, Lewisburg High School, Lewisburg, Kentucky, 1926-1930; teacher of shorthand and typewriting in Tyrone High School, Tyrone, Pennsylvania, 1931-1937, Bowling Green Business University, 1937—.

MISS ELEANOR SKIMIN, A.B.

*Methods in Commercial Education  
(Instructor, Summer School)*

A.B., State College of Michigan; graduate student, State College of Washington; instructor in Commercial Courses, public schools of Mobile, Saginaw, Indianapolis, and Detroit; instructor, summer sessions, Western Reserve University, University of Cincinnati, Ohio Teachers College, State College of Washington, and Woodbury College of California; president, National Federation of Commercial Teachers, 1933; editor of publications, National Federation of Commercial Teachers for past six years.

KENNETH C. SPAULDING, B.S., M.A.

*Economics and Education, Classification Adviser, Teacher-Training Division*

B.S., M.A., George Peabody College for Teachers, 1933 and 1934. Ph.D. requirements completed except three months residence and research, 1936-1938. Special work at University of Louisville and Southern Baptist Seminary. Ballard Memorial School, Louisville, Kentucky, 1924-1926; assistant in Department of Economics, George Peabody College, teaching extension and resident courses in economics, 1933-1935; part year instructor of economics and sociology, Western Kentucky State Teachers College, 1936-1938. Member Pi Gamma Mu, Kappa Delta Pi, Phi Delta Kappa. Bowling Green College of Commerce, 1938—.

J. WILBUR WADE, A.B.

*Law*

A.B., Vanderbilt University, 1922; studied Law at Vanderbilt University and Columbia University, 1923, 1924, 1925; admitted to Kentucky State Bar, 1924; admitted to Florida State Bar, 1926-1939; instructor in Law, Bowling Green College of Commerce, 1938—.

MISS CLARA ELIZABETH WHEELER, A.B.

*Shorthand, Typing, Office Training*

A.B., Bowling Green College of Commerce, 1938; student, Sweet Briar College, Sweet Briar, West Virginia, 1924-1925; student, New York School of Fine and Applied Arts, New York City, 1926; student Cincinnati Conservatory of Music, Cincinnati, Ohio, summer, 1923; eight years business experience; teacher, Bowling Green Business University, 1938—.

SAMUEL M. WOOLSEY, A.B., M.B.A., C.P.A.

*Accounting and Secretarial Science*

A.B., University of Texas, 1931; M.A. University of Texas, 1933; M.A., Graduate School of Business Administration, Harvard, 1935. Teaching experience in field of accounting and mathematics. Special tutor, University of Texas and Tulane University. Two years' public accounting experience, New Orleans, Louisiana. C.P.A., State of Tennessee, 1938. Bowling Green College of Commerce, 1937—.

MISS FRANCES ZIMMERMAN, A.B., A.M.

*Shorthand and Business Correspondence*

A.B., West Virginia University, 1926; A.M., Teachers College, Columbia University, 1933; graduate student, University of Michigan, summer, 1935; Teacher Training Course, Bowling Green Business University, 1937-1938; teacher, Adkin District School, Gary, West Virginia, 1926-1927; teacher, Ramsey Junior High School, Bluefield, West Virginia, 1927-1929; teacher, Beaver High School, Bluefield, 1929-1936; critic teacher, Athens High School, Concord Teachers College, Athens, West Virginia, 1936-1937; instructor, Concord Teacher College, summer, 1937; reporter, *Sunset News*, Bluefield, summers, 1927 and 1928; instructor, Bowling Green Business University, 1938—.

**IMPORTANT**

This is a Catalog of the Commercial or Non-College Division of the Bowling Green Business University. If the reader is interested in Commercial Courses of College Rank, including courses in Commercial Teacher Training, Accounting, and Secretarial duties, ask for our *College of Commerce Catalog*. See course in back of this catalog.

Address: Bowling Green Business University, Bowling Green, Kentucky.



## Concerning the Institution

The Bowling Green Business University is a large, growing institution which has for sixty-five years successfully prepared young men and young women for business. Through these sixty-five years, it has steadily grown in size until it enrolls students from all the states and several foreign countries.

In those sixty-five years, its courses have grown as business has expanded and it has combined the practical and the cultural to the end that its College Department is now accredited as a Senior College, "A" Grade.

It prepares stenographers, bookkeepers, salesmen, accountants and commercial teachers. It inspires its students to higher educational attainment. It trains students for desirable employment immediately upon leaving school.

Its graduates are everywhere and in great numbers. Some of them are the most conspicuous business men in America. That eighty-seven per cent of its enrollment comes through former students is silent but convincing evidence of the popularity of its work.

There are those who think that a commercial course gives one a little knowledge of bookkeeping, shorthand, typewriting, and penmanship. Such a conception is wrong. In a school like the Bowling Green Business University, there is a business and educational atmosphere in harmony with the spirit of business and education. Its graduates may go immediately into offices or commercial teaching or they may use their business education as a foundation for leadership in their own pursuits or use it to apply on a college or university course.

For sixty-five years youths of America have been coming in ever-increasing numbers to this institution. Years amount to little to things that are growing; years are dismal to things that are dying. This institution has never ceased growing. Consequently its sixty-five years mean only sixty-five years. The institution is younger and more hopeful today that it was the day it started. Those attending it are younger in years than those who attended in the early days. It has kept pace with the "march of time." It is as modern as the modern day it serves. Its old graduates and its old teachers may have passed away, but its graduates of this day are youthful, forward-looking, full of life, and its teachers are the same.

**Location . . .** Bowling Green is as beautiful as its name and has about 18,000 inhabitants. It is situated in Southern Kentucky on the main line of the L. & N. Railroad, 114 miles south of Louisville and seventy-two miles north of Nashville. It is also reached



Office of President Harman  
Office of Vice-President Murray Hill





Office of Second Vice-President and Dean W. L. Matthews  
Machine Room

by the Memphis Division of the L. & N. Modern bus service over the best of roads. Mammoth Cave National Park is only a few minutes from Bowling Green. The matchless caverns of Mammoth Cave National Park have been the wonder of man since the day of their discovery and in constantly growing throngs sight-seers have journeyed to this enchanted spot. On Labor Day of 1937, 3,616 people went through the caves. Under government supervision, attractive and extensive improvements are rapidly being made.

**Bit of History . . .** Sixty-five years ago this institution was established. From then until now, each year has been a growth over the preceding one.

The first president was A. W. Mell. The real founder of the Business University as a distinct, independent organization was Dr. H. H. Cherry, late president of the Western Kentucky State Teachers College, who was one of the outstanding college presidents and school builders of America. In 1907, Messrs. J. S. Dickey, W. S. Ashby and J. L. Harman became the owners of the Business University. Mr. Dickey was president until his death in 1921. Dr. Harman then became president and J. Murray Hill, vice-president. Mr. Ashby remained an administrator until 1938. His interest in the institution was purchased by Mr. W. L. Matthews.

In 1922 the College Department was established, and immediately it was recognized by our State University.

In 1926 it was accredited as a four-year college. This in no way affects the standard commercial courses.

During its sixty-five years it has had about 54,000 students, from all states and many foreign countries; sent its graduates to nearly every country in the world and has seen about fifty of them become men and women of national distinction.

#### **LIFE IN THE BOWLING GREEN BUSINESS UNIVERSITY . . .**

Students come from nearly everywhere in the United States and the most of them are thoroughly representative of American young life. They are ambitious to become independent and they back this with industry and good conduct to the end that there is a community of interest here that is wholesome and inspiring.

Each department of the institution is devoted to a definite phase of business and in this there is a hum of student activity. Big halls are filled with aspiring bookkeepers. In other rooms, hands and brains are rushing to take rapid dictation, and typewriters—about two hundred and fifty of them—are clicking. In one room are varied types of office machines—adding, posting, comptometers, etc. Other groups are absorbed in accounting



problems, salesmanship, banking and finance, business administration and commercial teacher training.

These many interests are merged into a college spirit through the helpful general assembly programs, debates, dances, parties, etc. Dances are carefully supervised and chaperoned and are given under the most favorable conditions. It is against our regulations for our students to attend general public dances.

Young people get here not only the knowledge and skill so necessary to hold a position and do creditable work from the beginning, but they get more—they learn something of how to co-operate; the value of enthusiasm; the richness of honor; the bigness of business; the dignity of work and the divinity of life.

Ours is a college and business atmosphere producing a joyous life *here* and giving the student a balance and bearing so necessary *out there*.

To see hundreds of young men and young women so differently reared, so differently taught and so differently circumstanced, working cheerfully with hands and heads to one common end is an inspiring thing even to those of us who are accustomed to such a scene day in and day out, year in and year out.

**LIVING IN BOWLING GREEN . . .** As attractive and inviting as the beauty and cultural spirit of this city may be to our students, probably what they value most are the delightful living conditions here. The best homes in the city take roomers, many of them. They are compelled to do so, or the two big colleges here could not expand. Rooming rates are exceptionally reasonable. They range from about \$5.00 to \$8.00 a month. We cannot, of course, describe all these homes that take care of our students so admirably, but in this catalog we are giving the pictures of some of them. Fathers and mothers who desire to have a son or daughter in a cultured home that has a high sense of home value and home restraints, can get what they want here if they seek our cooperation.

**LIGHT HOUSEKEEPING . . .** Frequently young people prefer to do light housekeeping in order to cut expenses. We encourage them in this provided we think they need to cut expenses in order to attend our school.

Sometimes sisters or a group of brothers and sisters wish to do light housekeeping. It is not difficult to find places here where this can be done. They can usually rent two or three rooms and several of them together can live for almost half required in a regular boarding home. We shall assist them in getting rooms provided we know they need to economize in order to get through school.

**TYPES OF STUDENTS . . .** Each year shows a marked increase in the number of well educated young people who enter the Business University. Many of them are college and university graduates. As this goes to press there are here 198 students from other accredited colleges and universities.

**SUGGESTIONS . . .** All courses are open to men and women. They are about equally divided in attendance and the services of the one are about as much in demand as the services of the other.

Students coming from other business colleges or from the commercial departments of high schools will be given proper consideration for such knowledge of commercial subjects as they may have.

There is no entrance requirement except in the College Division. *We can give as much as eight of the sixteen units required for high school graduation* so it is possible for a student to do practically half of his high school work here while pursuing a commercial course.

This is said not to induce any one to stop school or to discontinue seeking an education, but to give courage to those who want a *business education*.

**BRIEF COURSES . . .** The work we have done for sixty-five years and which has given us a national reputation is continued, and in this part of our institution we prepare students for positions as quickly and as thoroughly as can be done anywhere. Our shorter courses are thorough, complete, and well taught.

**COME NEARLY ANY TIME . . .** The Bowling Green Business University is in session every month of the year. A student may enter nearly any time and get proper classification. Call personally or write for particulars concerning entrance dates. *Get our College Catalog if you are interested in college work.*

**TIME REQUIRED . . .** Inasmuch as each student not in the College Division is allowed to go as rapidly as he is able, the time required to complete a given course varies according to one's advancement, earnestness, application, and ability. For specific information, see "Bulletin of Courses" sent out by the school. This gives description of each course, time required to complete it and the cost. It will be sent free to anyone who asks for it.

**STUDENTS ABOUT EQUALLY DIVIDED . . .** The institution is about equally divided between students taking thorough commercial courses of non-college grade and students taking standard college courses in the commercial field. The number of male and female students here are about equally divided, too.



**SPECIAL SESSION FOR COMMERCIAL TEACHERS . . .** For thirty-three summers this institution has given an intensive course in Commercial Teacher Training. We engage the best specialists available from the commercial departments of great city high schools, from leading universities, and private business colleges, thus giving the viewpoints of the different types of schools teaching commercial courses, and we bring here well-known and popular lecturers on many phases of education and business. Methods of teaching the commercial subjects are given and the students are required to do practice work under the supervision of critics. It is a time of inspiration, rest, entertainment, and work. Students from more than thirty states attend these summer sessions. Write for special catalog and other information concerning the Summer School.

**WHAT IS THE CHOICE COURSE? . . .** Our best course is the one that will raise earning power, broaden horizon, and increase prospects for promotion. The Life Endowment Course (combined Bookkeeping and Shorthand) will do this and is the best and is therefore the cheapest we offer. It is unlimited in time; that is, one may attend school as long as it may require him to complete the course, and return to school as often as he pleases until the course is completed without paying additional tuition. It contains many subjects not embraced in the other courses. No person has ever completed it without going to a position. See description of courses beginning on page thirty-six of this catalog and write us for "Bulletin of Courses" giving full information about cost, course content, and time to complete.

**ENGLISH SUBJECTS . . .** It is no uncommon thing for high school and college graduates to admit that they neglected the common school studies and now find it necessary to study them in their relation to business. In many cases they review those studies while taking a business course here. No extra charge for this.

**NEARLY ALL THE TIME . . .** This school has definite openings, definite closings, but no vacations, except the brief ones at Christmas and Thanksgiving, one week in May and a brief time the latter part of August.

**DEBATING SOCIETIES . . .** Two enthusiastic literary or debating societies afford splendid opportunity for learning parliamentary practice, how to preside over deliberative bodies, and acquiring the ability to express one's self in public meetings.

The Coreco and The Big Four have met in thirty-two annual intellectual battles. Bowling Green celebrates the occasion of the Debate, and looks forward to it with great interest.

No charge is made for admission to these societies. It is generally conceded that they offer some of the most valuable work that is done here.

**PLANT AND EQUIPMENT . . .** Beautiful college building used exclusively; large Assembly Hall; two hundred and fifty type-

writers, mimeograph, multigraph, adding machines, posting machines, comptometers, index filing system, good furniture in every department, an excellent library—all these, and the faithful, wholehearted service of a faculty of forty well-trained teachers, constitute some of the advantages to be enjoyed here.

**BUILDING EXPANSION . . .** As this catalog goes to press, we are increasing by forty per cent the number of our rooms by the construction of two beautiful additions to our building. The picture on page two gives only a slight idea of the extent of these two additions.

Library, classroom, and office space, and convenience will be greatly improved. The new wings will be in architectural harmony with the old part of the structure.

**COMMERCIAL TEACHERS . . .** Hundreds of high schools and business colleges call upon us every year for Commercial Teachers. We are unable to supply the demand. Year by year the school grows, and furnishes larger numbers of teachers, but with it comes an increased demand that exhausts our supply all too soon.

**SHALL MEET YOU, DAY OR NIGHT . . .** Please notify us in ample time on what train or bus you expect to arrive here, and we shall meet you with an automobile and shall assume the full responsibility of placing you in a desirable boarding home. We are always glad to have our representatives meet incoming students, day or night. Our offices are closed on Saturday afternoons and Sundays.

**REGULATIONS GOVERNING ATTENDANCE . . .** Students who are perfect in attendance, or who do not miss more than one recitation in a term of nine weeks, will receive the equivalent of two per cent additional on the final examination in a subject. Credits are allowed those who have completed subjects in accredited institutions.

It must be clearly understood that it will be construed as a violation of the regulations of the school if the student is absent from class without reporting to his teacher.

A student may be allowed, by his teacher, three excused absences without penalty or prejudice during a term of nine weeks.

A student who is absent from one to three days without a satisfactory excuse, in addition to the time provided by the above regulations, will be required to make up the work in the regular classes, or additional work will be required for the completion of the course, or the student, in extreme cases, may be suspended.

In case the student is absent without excuse for double the time provided by the above regulations, a special examination will be required, for which the examiner will charge one dollar.

NOTE: Three tardy marks in a term of nine weeks shall be counted as one unexcused absence.

It must be fully understood that the above mentioned absences without penalty or prejudice cannot be applied to absences



immediately before or after holidays. Absences at that time shall be considered from the standpoint of absence from school, and not class recitation.

Students will not be permitted to withdraw from school immediately before holiday periods, or immediately before the close of a term or semester. The withdrawal of students from school immediately before holidays, or immediately before the close of a term or semester, also students who fail to return promptly at the opening of the school following holidays, a term or semester, shall be subject to the following penalty: *For every two days of absence, or fraction thereof, the student shall be required to do three additional days' work on his major subject.*

We discourage going home frequently. "Getting a chance" to ride home via an automobile has kept many students from making proper advancement.

*Students who drink intoxicants are suspended.*

The management of this institution reserves the right to change regulations at any time without notice to the public.

**DIPLOMAS . . .** The school issues diplomas to those who complete its regular courses and give evidence of good character. Credits are allowed those who have completed subjects in accredited institutions.

#### GENERAL ASSEMBLY

The entire school assembles three days each week and all students are required to attend as they attend classes. This is an interesting, inspiring, character-building part of our work and a very important part. The hall is always crowded; programs not solemn, but purposeful; exercises not always thrilling, yet helpful. We would no more think of conducting this institution without this rich feature than we would think of conducting classes without teachers. It is the supreme power in our organization, and an overwhelming influence in the lives of individuals. It is not formal and lifeless, but ever changing and active. Attendance required.

Music, speeches, sermons, plays, and displays—anything helpful and entertaining.

### The Social Side of Attending College

There are two distinct values of attending a business school, and nobody has yet been able to determine which is the greater. The one is the spirit that the student gets in an institution through contact with the faculty and the student body and through the social life of the organization.

The other is the mental development, the mastery of some definite thing, and in an institution of our type, the development of such skill and knowledge as will help one to immediate employment.

We try to keep a balance between the social and the working part of our school, knowing that young people have a right to social activities. There are here many fraternities, clubs, and sororities. These add to the social life of the student body. They promote picnics, outings, dances, dinners, and the institution itself promotes four major social activities a year over and above the more minor ones that it is constantly assisting.

Ask for our pamphlet entitled "Social Activities."

**Outings . . .** The school takes frequent outings for rest, recreation, and social enjoyment. The excursions to Mammoth Cave, the Bluegrass section, the Hermitage, Smoky Mountains, Lincoln's birthplace, Chattanooga, Washington, New York, and the barbecues, picnics, etc., constitute some of the delightful character-making outings annually enjoyed by the students and teachers.

**Recreation . . .** Bowling Green has one of the prettiest municipal parks in our state and in this is a superb nine-hole golf course open to our students every day of the week. The green fees are low and the course near enough for our students to walk to it in ten minutes.

There are tennis courts in two parks, both of them within five to ten minutes' walk from the Business University.

There are four or five close-in swimming beaches on beautiful Barren River. Within a short ride are the Jefferson Davis Monument, the Abraham Lincoln Memorial, Mammoth Cave National Park, "My Old Kentucky Home" where the immortal state song was written, and the Hermitage, home of Andrew Jackson.

Plenty of opportunity for recreation and sight-seeing.

**Clubs, Sororities, and Fraternities . . .** For a long time students here have maintained state and sectional clubs so that they may enjoy each other socially, keep alive state pride and develop good fellowship. Besides these state and sectional clubs, there are four fraternities and sororities based upon very definite standards.

The oldest is the Pi Tau Nu Fraternity for men. The members meet weekly at the best hotel in the city, and after lunch they discuss public questions and matters that relate to their own social and civic development. They promote programs, outings, and dances.

The next organized was the Collegiate (now Delta Theta Sorority) for women of college grade. The members meet weekly for lunch at the Helm Hotel. They maintain high standards of scholarship and conduct, and promote such activities as are listed in the above paragraph.

The Alpha Sigma for men is limited in membership and has as its ideals, "the honoring of God; the advancement of loyalty



to country and school; the creating of a fraternal spirit among the members of the organization and fostering and maintaining truth and justice at all times."

The Kappa Beta Pi was organized by girls and for girls. Its standards are high in both scholarship and conduct. It is the youngest but growing in popularity rapidly.

These organizations are not snobbish or selfish, but helpful and friendly and do a great deal to assist the Business University in maintaining its fine atmosphere and high moral standards.

We encourage everything that develops the social and religious life of our students.

1. Pi Tau Nu.
2. Kentucky.
3. Tennessee.
4. Mississippi.
5. Florida.
6. Cosmopolitan.
7. Tri-State.
8. Alpha Sigma.
9. Kappa Beta Pi.
10. Delta Theta.
11. Coreco.
12. Big Four.
13. Baptist Students' Union.
14. Senator Club.

**A Friendly Attitude . . .** One of the distinctive and well-known features of this institution is the friendliness and co-operative spirit of the teachers and the students. It is like one large family. A student always has access to any teacher or administrator. The proverbial hospitality of the South is kept alive here.

The school is situated in the very heart of the residential section of this city on one of our principal residential streets.

#### MAMMOTH CAVE NATIONAL PARK . . .

*God's Hand,  
At the creation, hollowed out this vast  
Domain of darkness, where no herb nor flower  
E'er sprang amid the sands, nor dews, nor rains,  
Nor blessed sunbeams fell with freshening power,  
Nor gentle breeze its Eden message told  
Amid the dreadful gloom. Six thousand years  
Swept o'er the earth ere human footprints marked  
This subterranean desert.*

—GEO. D. PRENTICE.

We are within an hour's ride by train or auto of Mammoth Cave National Park. Travelers cross the continent, and many come from other lands, to see this, the most marvelous of caverns, the Most Wonderful of Wonders. It has 225 miles of explored routes. When you witness its lofty domes, its "bottomless pits,"



The Business University is considered one of the best managed enterprises in this city, and it enjoys the unlimited confidence of our citizens. Its officials are men of professional ability, business acumen and moral worth. It is a pleasure to recommend such an institution.

This bank has been doing business with them and employing their students for years.

ROBERT RODES.



**ROBERT RODES**  
Pres. Citizens National Bank



**GARLAND D. SLEDGE**  
Pres. American National Bank

I believe I am as familiar with the Bowling Green Business University as it is possible to be. One of the happiest periods of my life was spent there as a student and one of the most profitable, too. Since then I have kept in intimate touch with the institution and its management. I am associated with its managers in several enterprises and know them to be men of ability and integrity.

GARLAND D. SLEDGE.



**OUR GRADUATES ARE IN BANKS OF  
NEARLY EVERY STATE OF THE UNION**





Dedication of Flagpole and Flag

its tortuous labyrinths, its somber and silent rivers, its eyeless fishes, you will not wonder that it easily holds its place as "The Greatest of all Natural Wonders." The school takes frequent excursions to the Cave, at low rates. This makes it possible for our students to see as many as two routes, at a minimum cost, without loss of time from school. We make three or four excursions every year, when we visit several caves and enjoy a great outing.

As this catalog goes to press, the school is organizing Mammoth Cave party among its students on this basis: An all-day outing in the Park, a combination route in historic Mammoth Cave, and the new route in the New Entrance, showing a very beautiful section of the Cave which has been recently illuminated; dinner in Snow Ball Dining Room, nearly 300 feet underground, transportation there and return; an all-expense trip for a total cost to the student of about \$3.85.

**SUMMER SCHOOL . . .** Come immediately following your high school graduation. Do not waste the summer.

Begin a shorthand or bookkeeping course with us in June or July, and by the opening of the new year, when business is good, you may be ready to go to work.

**RELIGIOUS INTEREST . . .** The Business University is non-denominational and makes no pretense of giving courses in religion, but its teachers have vital church connections, and the entire organization works carefully and earnestly to maintain and increase the religious ideals its students have when they come to Bowling Green. Devotional features are always stressed at the General Assembly.

The fifteen churches here are active and stimulating factors in the conduct of the Business University, some of them maintaining special student workers.

Twice a year the ministers of all denominations in the city come to our school in a body and each meets with his respective group, organizing and inspiring the students to keep up their church enthusiasm.

The Sunday schools have special classes for our students, and Friday morning at the General Assembly hour the importance of Sunday school attendance is stressed.

## Expenses

**Inexpensive . . .** This is an inexpensive school and inexpensive city. When a student pays his tuition here, he is through paying the school except he may be asked to pay a fifty-cent medical fee, but that is all. If he has other expenses, it will be of his free will and accord and not because it is a part of the demands made upon him by the Business University. Board—good board—and room may be had at from \$20 to \$23 per month, everything furnished.



The cost depends upon the tuition purchased and the manner in which it is purchased. We have a monthly cash rate, though we do not enroll a student for one month unless he has had some commercial work. This way of paying is more expensive than buying on a scholarship basis. Probably ninety-five per cent of our tuition is bought on the scholarship plan. These scholarships have been carefully prepared, containing the subjects necessary for the given course. The content, the time to complete, and the cost have been carefully balanced. We publish a booklet entitled: "BULLETIN OF COURSES."

It is for free distribution and explains each course we offer, lists the subjects in such courses, gives an estimate of the necessary time to complete such a course, and states the cost. Ask for this booklet. It is free.

You will find that you can attend the Bowling Green Business University probably at less expense than you can attend any other institution that offers the service we give and that has a sixty-five-year reputation for doing good work and dealing fairly and on a dignified basis with the public.

Ask us pointed questions or come to see us. We shall welcome you. You are entitled to know the facts about us if you have the slightest interest in us.

**Tuition Rates . . .** This is one of the large, well-known, well-equipped business schools recognized by business men and educational circles, yet its tuition rates are as reasonable as they can be made by an institution of its type.

**Tuition . . .** Tuition is payable on the day of entrance. Courses are sold as a whole. In this way, the student saves a great deal on the price of his tuition. Through these rather strenuous recent years it has been necessary for us to help a few students in making financial arrangements to attend our school. We shall continue this. If you find it impossible to pay your entire tuition on the day of entrance, give us information about yourself and your parents and ask about our "Deferred Tuition Payment Plan." Of course it is more satisfactory for a student to pay cash for everything he gets whether going to school or doing anything else that requires expenses.

Instead of refunding money, due bills are issued to those who lose as much time as a week or more, and they are allowed to make it up without any additional expense. Unused tuition is transferable to a brother or sister at any time, but cannot be transferred to others or refunded. In the event of the death of a student while in school his unused tuition is refunded to his family. *For cost of courses, see "Bulletin of Courses" furnished free on request.*

**Books . . .** We try to assist our students in saving money in purchasing books. There are those who sell books at reduced prices as courses are completed and those who are eager to purchase such books. We bring the two together.

New students should bring with them any books they think they can use.

**You Can Borrow and You Should Borrow . . .** Countless numbers of you want an education, but comparatively few know how to get it. You have been told to borrow money to pay your college expenses, but you have not been told how to borrow.

Nobody should ask for college assistance simply to save cash or the necessity of drawing upon family credit. It is not best for any one concerned. Most of you have the cash or can get it in your own communities. If such is not true after you have made a serious effort—then it is time to ask a college for help.

**Borrow the Money at Home . . .** Through the deepest period of the depression, banks would not lend money for educational purposes, but conditions have changed. Banks now have more money than they can lend well. They need to make loans. Simply asking a bank to lend money is not enough. Show it how you can protect what you are seeking and how you propose to pay it. It will be better for you to borrow and pay six per cent interest than to work at an odd job while in school and thereby lose time and interest in your course. If you cannot borrow one way, try another. Get the necessary amount from different sources.

If you fail, then try to get work to meet a part of your expenses while in school. We take pleasure and pride in assisting young people to get odd jobs, but we cannot find places for them before they arrive here. Your own effort will be the greatest factor in getting such jobs.

Don't put the entire responsibility upon us. Through the cooperative efforts of the students and this institution, about twenty-five per cent of our students are earning a part of their expenses here.

Complete a good course here, and you can pay your school indebtedness more easily and quickly than you can save the necessary money on your present low income.

**BOARDING FACILITIES AND POLICIES . . .** In order to appreciate the unusual living conditions of our students, it is necessary to know Bowling Green. For seventy-five years this city has been building around its educational facilities. It is almost entirely a school and agricultural center.

The combined enrollment of the colleges here is approximately five thousand. Not over twenty per cent of these students live in dormitories. The explanation is that living conditions in the approved private homes of this city are so wholesome and ideal that this institution has not felt any urgent need for larger dormitory facilities. Our students live, not by chance, but by choice on our part, in good homes here. We maintain a well organized Boarding Department. Five members of our organization devote part of their thought and time to the proper conduct of this Department.



When a student arrives here he is met by private car and brought to our offices. When two or three places have been selected which we think suitable to his needs, he is taken to see these places so that he may take what suits him best. We also look after his baggage. *For the above service we make no charge.* Charge is made for the transfer of trunks.

Our students live on every desirable street and in every block on these streets. Parents who come here with their children and see the process by which they are placed, and the character of homes in which they are to live, go away pleased.

In cities where students are obliged to live in anything but the best residence sections, dormitories are indispensable; but the opposite is true in Bowling Green. Young people placed in small groups in good private homes, under the direction of refined women, with the additional supervision of the school, are under ideal living conditions.

We invite and urge parents to come with their children, in order that they may know about our excellent boarding arrangements and the policy of close supervision over their children, while out of school as well as in classes.

**PART-TIME EMPLOYMENT . . .** Young people may get work in Bowling Green to help meet expenses here. About twenty-five per cent of our students are doing so as this is written. Such young people are performing various duties—waiting on tables, clerking, doing general office work, conducting laundry agencies, acting as companions to elderly people, taking care of automobiles, attending gardens, selling articles on commission, etc.

We give careful attention to securing such places for students who actually need them, believing they should be given preference over those who are able to meet their expenses without working here.

*It is difficult to secure work for a student before he gets to Bowling Green. Prospective employers want to see those whom they think of employing.*

Thousands of letters come to us from students saying if we can secure for them in advance something to do here to pay all expenses, they will take a course with us. Any institution able to meet such demands could have students as "numberless as the sands of the sea." However we have done a great deal of helping in the process.

**MAY WE ASSIST YOU IN YOUR PLANS? . . .** We are happy to have parents consult us about the educational future of their sons and daughters. Our finest service is the plans we help young people work out for themselves, and often these plans do not call for a course in this institution. We think we can give advice

without making an enrollment, and this policy has won for us the confidence of the public. Millions are to be educated. There ought to be no ugly competition in the process. Write us fully about your son or daughter or, if you are young and single and have some doubt about how to project your own future, give us facts and ask us questions. We shall give you frankly our best opinion of what to do and how to do it, and often our advice may not even suggest a course in the Bowling Green Business University.

## Positions! Positions!

We have three objectives which move along together. The one is giving young people a delightful atmosphere in which to work with a college and business spirit.

Another is maintaining a strong faculty that will develop the intellectual side of our students, culturally and vocationally, helping them to feel, to enjoy, and to earn a living.

The third is to secure for them positions.

We know that the principal hope that young people have when they enter this school is that they may secure employment. We make no apology for stressing the fact that we train our students for positions and help them to secure positions. Our employment division is busy every day in behalf of our graduates, whether those who finish this year or those who finished other years.

We have such an army of former students, many of them important and prominent, we are able through them to place hundreds of our younger students. The employment division and the administrators work constantly together to secure employment for graduates.

**Securing Positions for Graduates . . .** In our building, but not a part of the University, is a placement bureau which for thirty-eight years has secured positions for our students. It charges a reasonable fee for the service it renders, provided those who ask for such service accept a position through it, but it makes no charge unless a position is accepted.

The Bowling Green Business University makes no charge for the assistance given to its students in securing employment.

The securing of positions by well-prepared students of this school is not a problem. We take as much pride in what our students do after they leave us as we take in any feature of our work. If our graduates did not secure positions we would not, we could not, maintain a large and ever growing institution.

The past two years we have enjoyed our largest attendance. Why? Because our graduates get positions and because those who have attended our school send us eighty-seven per cent of our pupils.

Ask for a copy of The Southern Exponent containing a fresh statement of our recent placements.

Yes, our students get positions and good positions.



### Answer to "Do You Guarantee Positions? . . .

*From the National Association of Accredited Commercial Schools, July 6, 1933.*

"We are unalterably opposed to the guaranteeing of positions to prospective students.

"First: Because it is definitely fraudulent, in that it has no purpose other than to secure the enrollment of the student and is therefore misleading and unfair to the prospective student.

"In the second place, such guarantees, whether made orally or in writing, are almost invariably so full of loopholes that they have absolutely no legal force. We have had before us recently samples of such guarantees and discover that they refer vaguely to acceptable positions, without defining to whom the positions shall be acceptable; they provide that positions shall be 'offered,' which naturally means nothing, and in many ways are full of legal loopholes. Of all the written guarantees that we have submitted to our Attorney, Mr. Hess, not one in his opinion has been enforceable.

"To this we wish to add, that in these days of high ethical practices in the field of education, a school that guarantees positions is looked upon by the profession in general as being unworthy of a place in the list of institutions entitled to public and professional respect."

—Accredited News, December, 1933.

No! We cannot guarantee a position any more than a prospective student can guarantee to hold a position. We do not guarantee positions, but we publish our placement record from time to time. Read in a recent issue of our Southern Exponent the exchange of notes between the president of this institution and the secretary of the Placement Department.

We do not make extravagant promises or guarantee positions, but we place our graduates as evidenced by our published record.

Schools that guarantee do so for the purpose of making enrollments and besides they violate the principles of business and educational ethics. We are sorry that the idea of guarantee appeals not only to the very young, uneducated and inexperienced, but even college and university graduates are occasionally asking us if we guarantee positions as if the institutions which they attended offered such an inducement to them!

Our institution has grown for sixty-five years. It has never offered a guarantee. It has never had to. It has no high-pressure methods through which to enroll students.

### BUSINESS EDUCATION IMPORTANT IN EVERY LINE OF WORK . . .

For many years we have been educating young people who had no thought of securing salaried positions, but who wanted a knowledge of business and how business is conducted. They desired a business education for the sake of their own business careers. Recently the number of such persons in our institution has grown.

Preparing young people for jobs is not the only objective of a school of this kind. There is an immediate employment side, a business side, and a cultural side to business education. While most of our students are working toward positions, a high per cent are preparing to conduct their own affairs.

**PERSONAL ATTENTION TO STUDENTS . . .** In the classrooms, in our offices, and on the outside we give personal attention to our students. Their health, happiness, progress, and general welfare concern us and to keep up with these features, we must *know* our students, their background, what brought them here and what they are working toward.

There is no way to do this but to interest ourselves in the individual.

**GETTING STARTED . . .** Getting started in the Business University is a simple, easy process. If incoming students will notify us when and how they will arrive in Bowling Green, we shall meet them with cars and try to treat them as our guests while they are being enrolled, classified, and placed in homes.

We have a list of approved homes that keep our students, and it is both our duty and our pleasure to assist students in finding what they desire.

We invite parents to investigate our institution through personal visitation, but it is not essential that they do this.

**HOSPITAL . . .** Our City Hospital is located in Reservoir Park on the summit of a beautiful hill.

It is as retired as a hunter's lodge, as modern as science can make it and has a delightful, friendly atmosphere. We have excellent physicians and surgeons. Illness among students is so rare that the hospital is not used frequently by them, but when needed, it is available.

**NEW LIBRARY . . .** There was a feeling once that a business school did not need a library because its students were too busy with their hands and with technical problems to have time to read.

This view we could not accept, and the result is we have a well-selected library of 18,000 books and 150 magazines with all-time librarians in charge. It is one of the busy, inspiring features of our institution.

## Striking Statement

The following statement was made in an address by Mr. Max B. Nahm, our neighbor, who is one of the most conservative men of our state, and easily one of its leading citizens. He is a scholar, banker, and a director of the Federal Reserve Bank of St. Louis.

"Every great institution is the lengthened shadow of one or of a few men.



"The United States is the lengthened shadow of George Washington.

"The Democratic Party is the lengthened shadow of Thomas Jefferson.

"The banking business is the lengthened shadow of Alexander Hamilton and Salmon P. Chase.

"The United States Steel Corporation of Andrew Carnegie and Elbridge Gary.

"More than sixty years ago the Bowling Green Business University had its birth. It was a mere seedling.

"Thirty years later it was set out to itself as a distinct independent organization. It took on new life and spread, till its shadow covers more than half the states of the Union and many foreign countries.

"It was taken over by a group of men who had big ideas and the ability to realize them—J. S. Dickey, J. L. Harman, and W. S. Ashby. Mr. Dickey was president for fourteen years until his death. Then his interests were acquired by J. Murray Hill.

"Under the new setup Mr. Harman became president, Mr. Hill, vice-president, and Mr. Ashby, business manager.

In 1928, Mr. Ashby retired and Mr. W. L. Matthews, head of the Training School of Western Kentucky State Teachers College, became second vice-president and dean.

"Only now and then does a business demonstrate that it has the power to live. Nine out of ten businesses disappear in less than six years. Business is not an established thing. It is a movement, a progress, a growth. It is always tomorrow that counts. It lives with audacity, high endeavor, and great leadership. It must taste blood and like it.

"With rare courage these men built a Business University which is the only private school in the United States that is an accredited College of Commerce with a four-year course—one of the three largest Commercial Schools in America.

"Today it stands out with an annual matriculation of 1,200 students and 25,000 graduates—a Business University and a College of Commerce. Its credits are accepted by all great institutions of the land.

"It had its fight and won!

"The tide set in to state and municipal control, and subsidized institutions of learning seemed about to pass away. This institution refused to be wrapped in the pall of Departed Glory and shoved into a mausoleum of past greatness.

"It broke traditions and fought its way to the front. Only genius could do that, and genius translated means well-directed, hard work.

"It lives, because it deserves to live!"

**RARE ADVANTAGES . . .** This is one of the large business schools of America and probably the largest in a city the size of Bowling Green.

The students here feel that they are a vital part of the college and of the community. They are not swallowed by the size or by the multiplied hundreds of temptations of a large city.

There is an inspiring, cultural, moral, college atmosphere here and has been for almost a century. Ask any former student of a Bowling Green College if he enjoyed the friendliness, the attractiveness, the active, wholesome life of Bowling Green. The chances are ninety-nine to one hundred that the answer will be in the affirmative.

Coming in contact with a good school in a small city is a valuable experience. *Ask those who know.*

It gives a wide range of subjects. It has both a college and a non-college division in the field of business education.

It has a large faculty of good teachers.

Its graduates are in demand. If this were not true it would not place every year one hundred per cent of its Commercial Teacher, Accountant and Combined Shorthand and Bookkeeping graduates.

It has both a *college* and a *business* spirit which are very rarely found in an educational institution.

Living conditions in Bowling Green for students are exceptionally homelike and attractive, and the rates are comparatively low.

It is at the very gate of Mammoth Cave National Park.

Expenses here for everything that a student is compelled to have are far less than in many institutions the size of this.

**NO FAVORITISM . . .** This institution believes that a *business education* is highly beneficial for all people regardless of what they do, but it also believes that the more it succeeds in training students for specific work and placing them in such work, the more it will prosper.

Neither prominence of parents, favoritism, poverty or any other influence has caused it to place an inferior student over a superior one. Its business is to get places for those who do good work here, and the better work they do and the more good qualities they exhibit, the easier it is to place them.

There is no more favoritism shown by us in securing positions for our students or in helping them to secure positions than there is favoritism shown in our classes.

**OTHER COLLEGES . . .** For several years there has been an average daily attendance in this institution of 153 students from accredited colleges and universities. We have had as many as ninety-three accredited colleges represented here at one time. Many A.B. graduates and a creditable number of M.A. graduates from the largest and best-known American colleges are in daily attendance here. They are the ones who complete our courses most easily and are placed most readily. As one student holding a masters' degree from a state university said when securing a position: "The course I took in the Bowling Green College of



Commerce illuminated the degree I secured in the State University."

**OUR GRADUATES EVERYWHERE . . .** Former students of this institution are teaching in either colleges, high schools, or business colleges of New York, Chicago, Philadelphia, Providence, Boston, Hartford, Trenton, Harrisburg, Washington, Newark, Baltimore, Brooklyn, Paterson, Jersey City, Wilmington, Columbus, Cincinnati, Indianapolis, Louisville, Youngstown, Canton, Dayton, Akron, Cleveland, Buffalo, St. Louis, Des Moines, Minneapolis, Milwaukee, Detroit, Omaha, Oklahoma City, Tulsa, Dallas, Fort Worth, Houston, San Antonio, Nashville, Memphis, New Orleans, Chattanooga, Little Rock, Knoxville, Atlanta, Jacksonville, Tampa, Mobile, Birmingham, Montgomery, Macon, Charleston, Asheville, Richmond, Roanoke, Denver, Kansas City, Los Angeles, San Francisco, Oakland, Seattle, and in hundreds of smaller places. Our graduates are in offices in every city mentioned above and thousands of them in smaller ones.

**VISITORS . . .** Any time you and your parents care to visit our offices, our classes, or to talk over the plans to enter our institution, we shall be glad to have you, and we shall not use high-pressure methods to induce you to enroll here. That is not our policy. If you cannot come to see us before enrollment day, come then. We welcome visitors.

Between the fifteenth of May and the fifteenth of September, they come in ever-increasing numbers. Former students who have become prosperous bring their families to see us. Many of them return to talk to us about enrolling their sons and daughters here.

Driving from seventy-five to three hundred miles over good roads is no task and small expense. Make a trip here with your family. It will take only a short time, and you can see the type of an institution we have—its facilities, its spirit, its location, its actual classroom work, and you can ask students and the citizens of Bowling Green their opinion of us and probably it will still be more satisfactory to investigate living conditions here and probably select a boarding home.

We shall not press you to purchase anything we have to sell.

**SALARY . . .** To most young people salary should be a third consideration. The first should be *thorough preparation—the unmistakable ability to hold a position.*

The second should be *the securing of a position that will give an opportunity for business experience, business and personal growth, and after this a definite income.*

The third should be *salary.*

Salaries are always changing slightly and vary in different communities and in different businesses. The age and general qualification and ability of the student have much to do in determining what salary he may get.

Ask for a copy of The Southern Exponent and see statement about the recent placement of pupils.

**IMPORTANCE OF ALL SUBJECTS . . .** Spelling, Punctuation, Grammar, Penmanship, Arithmetic, Letter Writing, Commercial Law, and other collateral subjects are as important to the success of young people as are the major subjects of Shorthand, Book-keeping, Accounting, Teacher Training, etc. Since this is true, we give constant and painstaking instruction in the collateral subjects.

Penmanship is as important and as much appreciated as it was before a writing machine was invented. It is the one medium that helps young people to secure employment, and it also assists them greatly in holding positions after they are once secured.

**REPUTATION . . .** Where there is commerce in the United States, there is knowledge of this institution. It has been sending into every part of this country and to countries across the seas a constant stream of young men and young women trained for the various positions business has to offer.

Thousands of them have become business leaders and are now employers of our graduates. Such employers are bankers, railroad officials, mine operators, lawyers, merchants, shippers, contractors, manufacturers, newspaper men, city, state, and government officials, and they, when in need of young business assistants, do not forget the institution that trained them.

It is valuable for a young graduate to have the influence of a nationally known institution back of him which is in touch with commercial interests everywhere and sends its graduates everywhere.

**AN EARNING EDUCATION . . .** We believe that a very large per cent of high school graduates should get an earning education immediately upon completing their courses, not because we think it is superior to a knowledge of the arts and sciences, but because it is essential to the present and future life of all individuals.

There are parents who are able to send their children to college anywhere and any time, and if they fail to complete the college course can take care of them until they struggle into some kind of self-support. But this isn't true of the great rank and file. Get an earning education early in life.

**MEN IN THE SHORTHAND FIELD . . .** In years there has not been a time when male stenographers could not get positions. Panics may come and go; office assistants may be engaged and discharged, but the young man who can do good stenographic work is constantly employed at a good salary, and the beginner can always get ready employment. Our employment records show that for years there has been a shortage of men stenographers. If young men would only believe this and follow our advice, they would take a course leading to immediate employment, putting them in touch with the best business firms



and business men. This advice applies with emphasis to young men who are college graduates.\*

### TO MEN AND WOMEN WHOSE EARNING POWER IS LOW

... You may belong to the millions of worthy workers or day-dreamers whose earning is far below your education, ability, and character. You may be struggling against the handicap of limited income and the inability to do some one thing so well that your services are in constant demand where both pay and opportunity know no bounds. Under your present restrictions, you may see no way out; no better day; no wider world. You long for opportunity to show the worth of your character and education, but things as general as your character and education have no specific market in the field of human effort. They are wonderfully helpful as foundations—absolute essentials, but by themselves they have no high and eager bidders.

By the expenditure of some limited time and money—both spent under pleasant surroundings producing an immediate income and the thrill of personal development—you can make secure your future.

You should grow as you work and both your growth and work ought to bring you an ever-rising cash income.

This catalog tells you how to start your work in a higher place and at higher pay and how you may advance. Each page contains something of interest and help to those who want to better their condition.

This catalog gives you the details of a school that has had sixty-five years of experience in training young people.

**COURSES BY MAIL** . . . We give by correspondence practically all the courses we offer in the residence school. The work is done by our faculty, and it is done systematically and with promptness.

Ask for full particulars about our mail courses.

**OUR PUBLICATIONS** . . . We publish a College Catalog, a Commercial Catalog, a "Bulletin of Courses," The Southern Exponent, which is a school paper, folders about our Social Setup and folders about Correspondence Courses. Ask for any or all of these. They are free.

\*Shorthand has been the steppingstone for more men of great prominence than any other one thing. Some of the distinguished men and women of America proudly declare that Shorthand gave them their start.

The clearest and most condensed piece of school advertising we publish is the "Bulletin of Courses." It describes all the scholarships and courses we offer in both divisions of our institutions, giving cost, length of time to complete, content and a brief description. Ask for Bulletin 100.

**REMARKABLE COMBINATION** . . . You can get here a *business course* and a *college course* in one. Is there not a high value in leaving an institution with a recognized bachelor's degree and vocational training, through which you may go to immediate employment?

Our *college business courses* are *degree courses*. If we could set this out plainly enough for all who see the statement to understand it, young people would be convinced of the great practical and theoretical worth of such a course. A student spending a given time in our degree courses gets culture, mental development, college credits, and a standard college degree, and a training that secures for him immediate employment.

This is true because we are a *college in the field of business*. In other words, the courses given in the College of Commerce are purely vocational and of college grade.

**HIGH SCHOOL CREDITS** . . . The commercial courses outlined later in this catalog are of high school rank and students desiring to finish a high school course in order to meet college entrance requirements may earn as much as two years of high school credit here.

### The Following High School Credits Are Offered:

Subjects	Units
Plane Geometry	1
Algebra	1
English	1
Bookkeeping	2
Shorthand	2
Typewriting	1
Arithmetic	1/2
Business Correspondence	1/2
Commercial Law	1/2
Salesmanship	1/2
Commercial Geography	1/2
Penmanship	1/2
Grammar	1/2

NOTE: Ninety recitation hours required for 1/2 unit of credit.

Accreditment: The high school work offered in the Bowling Green Business University is accredited by the Kentucky State Department of Education.

**SECRETARIAL WORK OF COLLEGE GRADE** . . . We offer two courses of college grade in secretarial work—one and two years in length. Each gives college credit. The two-year course we denominate the Executive Secretarial Course. It is designed to develop young men and young women who desire to be executive secretaries. There are thousands of such secretaries in America. We predict that it will within a short time be one of the most popular offerings we have. It is already attracting exceptional attention.



## Commercial Courses





Changing Classes  
Kappa Beta Pi Sorority

*Subjects*  
Shorthand  
Typewriting  
Spelling  
Business Correspondence  
Penmanship  
Commercial Law (elective)  
Office Training

*Subjects*  
Grammar  
Bookkeeping  
English (Advanced)  
Shorthand Office Practice  
Rapid Calculation  
Machine Accounting

## Bookkeeping Course—"Mercantile"— Seven Months

Is arranged for those who want to take a short, practical course in bookkeeping. This can be completed in from six to seven months. It is similar to the courses that have been given by business colleges for many years, though it has grown in strength to meet the ever-growing demands of business.

*Subjects*  
Proprietorship Bookkeeping  
Partnership Bookkeeping  
Corporation Bookkeeping 1  
Corporation Bookkeeping 2  
Single Entry Bookkeeping  
Bank Bookkeeping 1  
Machine Drill  
Principles of Accounting 1

*Subjects*  
Arithmetic  
Grammar  
Business Correspondence  
Commercial Law  
Penmanship  
Spelling  
Rapid Calculation  
Typewriting

## Machine Operation—A Necessity for Business Efficiency

Business machines are becoming more and more an important feature of all office procedure and are, therefore, important factors in business education. Adding and calculating machines are essential in office equipment. Many calls for office workers specify that a knowledge of calculating machines is a necessary qualification.

We offer thorough training in calculating machine operation and in addition we give instruction in machine bookkeeping, both bank and commercial adaptations.

The student who learns how to use office machines and especially calculating machines is much better prepared to meet the demands of the modern business office.

Our machine room has recently been enlarged and its equipment improved.

Certain phases of machine instruction are given to all bookkeeping students as a part of their courses and other parts are given on a special basis.



## Banking Special Course

This course is designed for students who want to specialize for bank work. One who completes it is familiar not only with the details of bank bookkeeping but gets a general idea of banking in its entirety. Taught in connection with it is a strong course in bookkeeping.

### Subjects

Banking  
Bookkeeping  
Principles of Accounting  
Machine Accounting  
Business Arithmetic  
Commercial Law  
Spelling

### Subjects

Grammar  
Penmanship  
Business Correspondence  
Rapid Calculation  
Typewriting  
Posting—Individual  
Ledger on Machine

## Shorthand

No other subject more quickly, more lastingly and more surely brings a young person up from the no-salary and no-opportunity period to the independence day of good salaries and contact with big men and big business. And it is not difficult to master. If it were, the thousands of successful reporters and secretaries and the countless other thousands who made Shorthand a means to a higher end, would have failed in the learning, for they were no duller and no brighter than the rest of you.

For sixty-five years the Bowling Green Business University has been sending stenographers to courts, professional men, and business firms in all parts of this country, and could easily have placed three times as many as it has graduated.

## Shorthand Course—Seven Months

Designed for students who wish to become stenographers in as short a time as possible. This is limited to seven months. It is similar to the shorthand courses that have been offered by business schools for many years. It has been kept strong and up-to-date here to meet all demands of an exacting office.

### Subjects

Shorthand  
Typewriting  
Spelling  
Office Training

### Subjects

Penmanship  
Business Correspondence  
Grammar

## Typewriting

The Department of Typewriting is one of the most inspiring and interesting scenes about the institution. The school is supplied with more than two hundred and fifty machines. Every student studies Typewriting. It is required in every office of any importance.

## Salesmanship and Bookkeeping

This special combination forms one of the most attractive courses we offer. It qualifies for salesmanship and office work. No profession offers better opportunities for advancement along the line of executive work than salesmanship. This is especially true where the salesman also has a knowledge of bookkeeping. Many salesmen and bookkeepers later become chief clerks, sales managers, and general managers.

### Subjects

Proprietorship Bookkeeping  
Partnership Bookkeeping  
Corporation Bookkeeping 1  
Corporation Bookkeeping 2  
Single Entry Bookkeeping  
Bank Bookkeeping 1  
Machine Drill  
Principles of Accounting 1  
Arithmetic  
Grammar

### Subjects

Business Correspondence  
Commercial Law  
Penmanship  
Spelling  
Rapid Calculation  
Typewriting  
Salesmanship—  
General and Special  
Economics

## Combined Bookkeeping and Shorthand— “Life Endowment”—Unlimited in Time

*Employment Objectives—Bookkeeping and Secretarial Service*  
For students who do not desire college credit, this is the best course we offer.

Time usually required, nine to twelve months.

For the past thirty-three years, all graduates of combined stenographic and bookkeeping courses have gone immediately to positions. This combined scholarship affords the opportunity to take all of the subjects included in both the Commerce and Secretarial courses. Graduates of the course *never fail to secure lucrative employment*. In addition to the fact that the combined stenographer and bookkeeper can always get employment, there is no better steppingstone to an executive position. The intimate contact of the secretary and bookkeeper with the management of the business, places the individual in direct line of promotion. Many of the great “captains of industry” started at the secretary’s desk or in the accounting room.

This course has no time limit. The student may follow it as long as desired after entrance, and may also return at any time and continue in school as long as he desires without additional charge for tuition.

### Subjects

Proprietorship Bookkeeping  
Partnership Bookkeeping  
Corporation Bookkeeping 1  
Corporation Bookkeeping 2  
Single Entry Bookkeeping  
Bank Bookkeeping 1  
Machine Drill  
Principles of Accounting 1  
Garage Bookkeeping  
Cost Bookkeeping  
Principles of Accounting 2  
Arithmetic

### Subjects

Grammar  
Business Correspondence  
Commercial Law  
Penmanship  
Spelling  
Rapid Calculation  
Office Training  
Shorthand  
Salesmanship  
Economics  
Typewriting



## Penmanship

Penmanship is the vehicle that carries all your other qualifications to market and sells them. We specialize in plain, practical, business writing. We also have a special department in which we teach penmanship of nearly all kinds.

The work done in this department has raised our Penmanship Course to such dignity and importance that it is deservedly one of the most popular in the institution. Teachers of Penmanship in high schools and business colleges are availing themselves of its unexcelled opportunities and during summer vacations hundreds of students are daily enjoying the rare advantages it offers.

A student should take work in Special Penmanship (private lessons) on the day he enters and keep it up as long as he is in school. It will do more to get him a position than anything in the business course.

Original pen-written specimens will be sent to any prospective student who desires them.

A course in Penmanship may also be taken by mail.

### END OF THE BUSINESS UNIVERSITY CATALOG

The courses which follow are offered in the Bowling Green College of Commerce, a Senior College under the management of the Bowling Green Business University. The work is of college rank and is universally accepted. The remainder of this booklet is an advertisement and announcement of the College of Commerce and not a part of the Business University catalog.



## COLLEGE OF COMMERCE

UNDER THE MANAGEMENT OF THE BOWLING GREEN BUSINESS UNIVERSITY . . .

Departments of Commercial Teacher-Training—Accounting—Business Administration—Secretarial Duties.

Educational standards generally have risen so rapidly in recent years that there has come an insistent demand for courses in Commerce, Finance, Accounts, and Commercial Teacher-Training so organized and conducted as would make them acceptable for advanced standing in colleges and universities, and also as a basis for certification by the various state departments of education. The College of Commerce of the Bowling Green Business University is organized and conducted to meet the above mentioned demands. It is accredited by the University of Kentucky, and its courses in Commercial Teacher-Training are accredited by the State Department of Education of the State of Kentucky and by the Education Departments of a majority of the states as a basis for the issuance of certificates to teach commercial subjects in the high schools. It is a member of the Kentucky Association of Colleges and Universities and the American Association of Teachers Colleges.

It offers four well defined courses, described on the following pages in the order given below:

1. Commercial Teacher-Training.
2. Commerce and Administration—Accounting.
3. College Secretarial.
4. College Executive Secretarial.

Those desiring further information concerning these courses should write for our *College Catalog* which gives a full description of all college courses and detailed information relative to the regulations of the College of Commerce.

**THE COMMERCIAL TEACHER-TRAINING COURSE . . .** For more than thirty years training commercial teachers has been one of our specialties. We entered the field rather accidentally. In fact, there was no field to enter. We probably opened it. So far as we know, the first *commercial teacher-training class* that was ever organized in America was in this institution. From that



day till this we have been able to hold a comfortable lead. We say this not boastfully but because it is an educational fact. We sent hundreds and hundreds of commercial teachers to positions before the work was standardized, and since we became a college and able to meet certificate regulations, we have quadrupled the number we once sent out.

It is delightful work; commands good pay in attractive towns and cities; is adapted to both men and women; is highly professional, and is growing in popularity. The past year we placed one hundred per cent of our graduates and had eighty-one direct and urgent calls for teachers after our supply had been exhausted.

Not only did we place all we had, but we could have placed many more. There are months at a time that we could no more furnish a commercial teacher than we could furnish a pharmacist or a surgeon. We bid for the mature and the educated to take up this work.

**ENTRANCE REQUIREMENT . . .** Regular college entrance requirements—fifteen high school units.

**GRADUATION REQUIREMENTS . . .** 1. Two-year Course, A. C.A. title, sixty-six semester hours of credit.

2. Four-year Course, A.B. in Commercial Education, one hundred and thirty-two hours of credit. Drills additional.

3. The minimum resident requirement for the completion of the work required for the title of Associate in Commercial Arts (A.C.A.) or Associate in Arts (A.A.) is thirty credits.

The minimum resident requirement for the degree A.B. in Commercial Education or B.S. in Commerce is one full year's work—nine months. The last semester or summer session must be in residence. In either case the standing must not be lower than one.

## Curricula Offerings

*in*

Bowling Green College of Commerce



# Higher Accounting

## Opportunities in the Field of Accountancy

Public Accounting has become one of the leading professions. State and national statutes demand inspection and periodical audits of many of the leading industrial enterprises in this country. The Federal and State Income Tax Laws have made it imperative that every business of any consequence shall have its records kept on a scientific and accurate basis. The United States government is employing thousands of accountants and auditors. The demand for professional accountants is rapidly increasing. The profession of public accounting is on a parity with such professions as law and medicine, but the remuneration is often greater.

This course not only prepares the student for the practice of Accounting as a profession, but it gives him the training that will enable him to get and hold worth-while executive positions in large industrial and commercial enterprises.

## OUTLINE OF COURSES LEADING TO THE DEGREE OF B.S. IN HIGHER ACCOUNTING

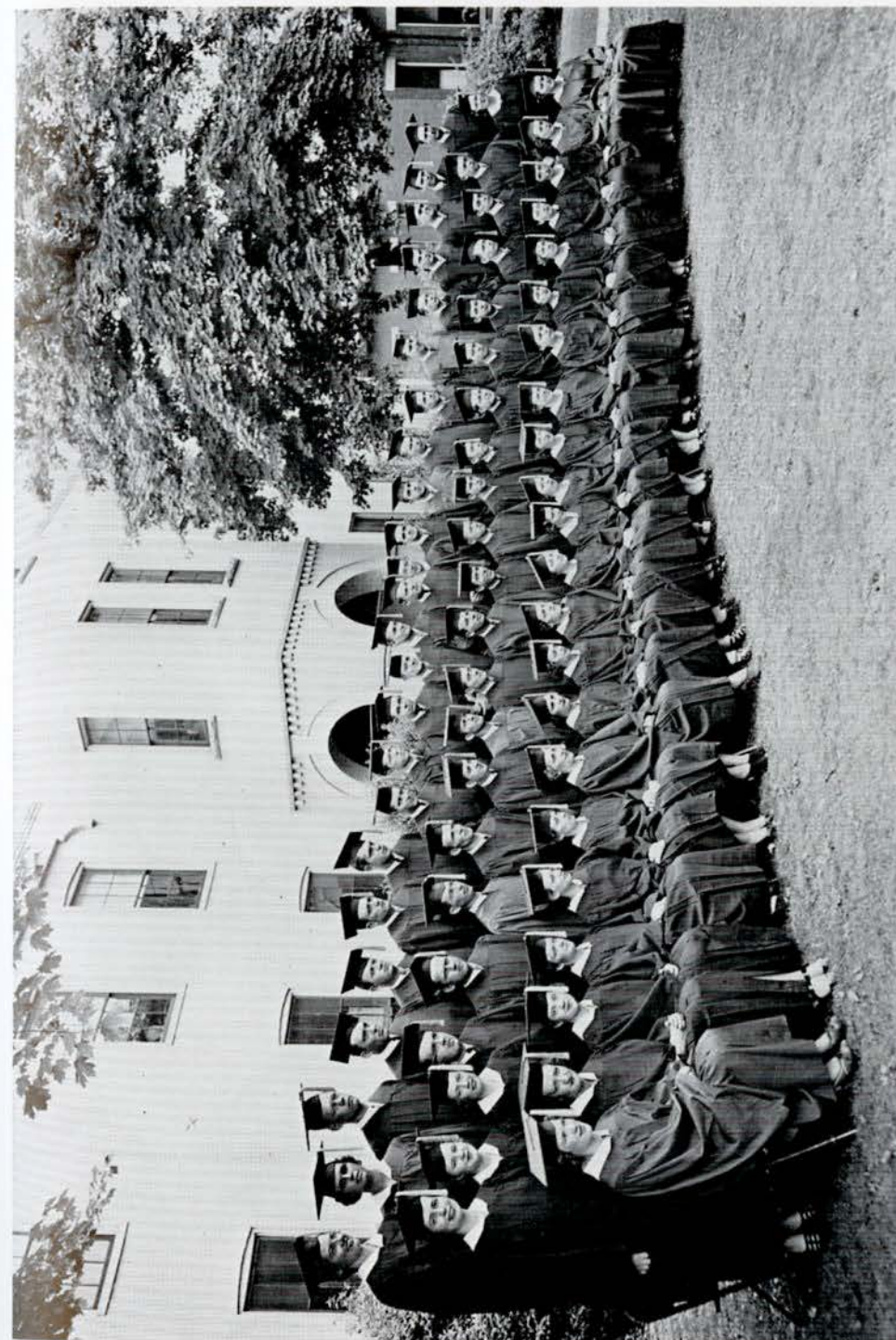
### A Course Fitting the Candidate for the C.P.A. Examination Group Requirements

Accounting (Maximum credit on Lab. 8 semester hours)	30-36	Semester	Hours
Economics and Business Administration	15-20	"	"
Law	6-12	"	"
English (6 semester hours in composition required)	12-14	"	"
Mathematics	6-9	"	"
Science (Natural 9, Social 9)	18	"	"
Secretarial Science—Typewriting Theory and Speed	3	"	"
Electives	16	"	"
Total	130	"	"

### The Freshman and Sophomore Years Lead to the A.A. Title in Accounting Group Requirements for this A.A. Title

Accounting (Lab. limited to 6 semester hours)	18	Semester	Hours
Economics and Business Administration	15	"	"
English	8	"	"
Mathematics	6	"	"
Science (Natural or Social)	12	"	"
Secretarial Science—Typewriting—Theory and Speed	3	"	"
Electives	4	"	"
Drills—Spelling, Rapid Calculation, Penmanship*			
Total	66	"	"

\*When Penmanship 101 is elected, drill class not required.



Formal Group of College Graduates





Echo River, Mammoth Cave

Recommended for Freshman Year		Rec. Hrs.	Lab. Hrs.	Sem. Hrs.
Course	Subject			
Accounting 1R.....	Sole Proprietorship.....		6	0
Accounting 102R and 103R.....	Partnership and Corporation.....		12	6
Accounting 111R.....	Principles of Accounting.....	3		3
Accounting 112R.....	Principles of Accounting.....	3		3
Business Administration 103.....	Introduction to Business Administration.....	3		3
English 102R.....	English Composition.....	3		3
Law 205R and Law 206R.....	Business Law.....	6		6
Economics 141.....	Marketing.....	2		2
Science 210.....	Health and Sanitation.....	3		3
Mathematics 101R.....	College Algebra.....	3		3
Penmanship 101.....	Business Script.....	3		2
Secretarial Science 108R.....	Typewriting Theory and Speed.....		6	3
Drills R.....	Spelling, Rapid Calculation, Penmanship.....			
Total from above.....				32

"R" means Required.

Recommended for Sophomore Year		Rec. Hrs.	Lab. Hrs.	Sem. Hrs.
Course	Subject			
Science 202.....	Introduction to Physical Science.....	3		3
Accounting 213R.....	Theory and Practice 1.....	3		3
Geography 121.....	Industrial and Commercial.....	3		3
Economics 242.....	Principles of Advertising.....	3		3
Accounting 213aR.....	Theory and Practice 1a.....	2		2
Accounting 215R.....	Cost Accounting.....	3		3
Economics 106R.....	Principles of Economics.....	3		3
Business Administration 228.....	Money and Banking.....	3		3
Business Administration 105.....	Industrial Management.....	3		3
English 103R.....	Composition.....	3		3
English 204R.....	Business Correspondence.....	2		2
History 220.....	Industrial History of U. S.....	3		3
Mathematics 204R.....	Mathematics of Accounting.....	3		3
Psychology 101.....	General Psychology.....	3		3
Political Science 201.....	American Government.....	2		2
Secretarial Science 108R.....	Typewriting Theory and Speed.....		6	3
Electives.....		3		3
Total from above.....				34

Recommended for Junior Year		Rec. Hrs.	Sem. Hrs.
Course	Subject		
Accounting 232.....	Systems.....	2	
Accounting 233.....	Analysis of Accounting Statements.....	2	
Accounting 235.....	Managerial Accounting.....	3	
Accounting 236.....	Government Accounting.....	2	
Accounting 218.....	Advanced Cost Accounting.....	2	
Accounting 214.....	Theory and Practice 11.....	3	
Accounting 214a.....	Theory and Practice 11a.....	2	
Science 203 or 215.....	Introduction to Biological Science or Physiology and Hygiene.....	3	
Economics 107.....	Present-Day Economic Problems.....	3	



Course	Subject	Rec. Hrs.	Sem. Hrs.
Business Administration 264	Labor Problems	3	3
Business Administration 237	Credits and Collections	2	2
English 214	American Literature	3	3
Electives		2	2

#### Recommended for Senior Year

Course	Subject	Rec. Hrs.	Sem. Hrs.
Accounting 216R	Auditing	3	3
Accounting 231R	Federal Tax Accounting	3	3
Accounting 238	C. P. A. Review I	3	3
Accounting 239	C. P. A. Review II	3	3
Business Administration 236	Bank Management	2	2
Business Administration 211	Office Management	2	2
Business Administration 241	Stock Market	2	2
Economics 201	Development of Economic Thought	3	3
English 213	English Literature	3	3
Business Administration 271	Business Statistics	3	3
Psychology 220	Psychology of Business	2	2
Electives		9	9

Total from above..... 32

NOTE.—Any courses in the College of Commerce (not listed above) may be used as electives in the Higher Accounting course except Shorthand Manual with the consent of the Classification Adviser. If three hours in the Shorthand Manual are offered, a total of 130 hours will be required for graduation.

## C. P. A. Special Course

(Certified Public Accountant)

This is an intensive course covering the subjects required for the C. P. A. examination. Strong students with good educational background should complete this course and be prepared to take the Certified Public Accountant examination in a period of two college years (18 months).

Public Accounting has become one of the most attractive of all the professions. Federal and State Income, Sales, and Franchise Tax Laws and national bank guarantees have created a demand for an army of auditors and accountants. The financial returns are unusually good. The candidate who is able to pass the C. P. A. examination has attained a status in his profession that entitles him to serious consideration, and it is practically a guaranty of employment.

#### Recommended for the First Year's Work:

Fundamentals of Accounting  
Partnership and Corporation Accounting  
Accounting Principles and Practice  
Accounting Propositions  
Federal Income and Estate Tax  
College Algebra  
Mathematics of Accounting  
Business Law  
Business Correspondence  
Economics

#### Recommended for the Second Year's Work:

Advanced Accounting Principles and Propositions  
Cost Accounting  
Advanced Corporation Accounting  
Auditing  
Governmental Accounting  
C. P. A. Questions and Problems  
Business Law, Advanced  
Mathematics (Statistics)  
Economics, Advanced Principles  
Electives

NOTE.—Additional subjects may be elected from the Higher Accounting or Business Administration courses without any extra charge for tuition.

## Business Administration

A young man of high quality can grow much more rapidly in business if he has a knowledge of the fundamentals of the business when he enters it. This he can get only through a course in how business is managed—Business Administration. It, of course, is more comprehensive in its scope than are some of the well-known vocational courses. The strong course offered here, given by instructors who are authorities in their fields, will acquaint students with the fundamental factors of business—organization, sales, purchasing, production, personnel management, finance, and record keeping.

### Outline of Courses Leading to B.S. Degree in Business Administration

#### Group Requirements

	Semester Min.	Hours Max.
Business Administration	30	42
(Maximum includes 12 hours of Business Law)		
Natural Science	9	
Economics (Social Science)	12	
Mathematics	6	
*Accounting	18	
English	12	
Secretarial Science—Typewriting	3	
Electives	40	
Rapid Calculation		
Spelling		
Penmanship		

Total required for graduation..... 130

\*Required as minor or co-major.

**Major Requirement**—30 hours of Business Administration courses which shall include a minimum of 6 hours of Business Law.

**Minor Requirement**—18 hours of Accounting.

**Minor in Business Administration**—18 hours.

### Outline of Courses Leading to Title of A.A. in Business Administration

The work outlined below covers the first two years of the four-year course in Business Administration.

#### Group Requirements

	Sem. Hrs.
Business Administration	18
(Includes 6 Semester Hours of Business Law)	
Economics	6
Accounting	14
English	12
Mathematics	6
Natural Science	6
Secretarial Science	3
Drills—Spelling, Rapid Calculation, Penmanship.	
Total	65

#### Recommended for Freshman Year

Dept. and Course No.	Course	Sem. Hrs.
English 102R	Composition I	3
English 103R	Composition II	3
English 107R	Fundamentals of Speech	2



Dept. and Course No.	Course	Sem. Hrs.
Accounting 111R.....	Principles of Accounting.....	3
Accounting 112R.....	Principles of Accounting.....	3
Accounting 1R, 102R, 103R.....	Ind. Prop., Part., & Corp.....	6
Business Administration 103R.....	Intro. to Bus. Admin.....	3
Business Administration 104R.....	Corporation Finance.....	3
Secretarial Science R.....	Typewriting.....	3
Mathematics 101R.....	College Algebra.....	3
	Spelling Drill	
	Rapid Calculation Drill	
	Penmanship Drill	
Total.....		32

#### Recommended for Sophomore Year

Dept. and Course No.	Course	Sem. Hrs.
English 204R.....	Business Correspondence.....	2
English 204aR.....	Business Correspondence.....	2
Law 205R.....	Business Law.....	3
Law 206R.....	Business Law.....	3
Natural Science.....		3
Natural Science.....		3
Business Administration 105.....	Industrial Management.....	3
Business Administration 141.....	Principles of Marketing.....	3
Accounting 233.....	Analysis of Statements.....	2
Accounting 204.....	Mathematics of Accounting.....	3
Economics 106R.....	Principles of Economics.....	3
Economics 107R.....	Present-Day Economic Problems.....	3
Total.....		33

#### Recommended for Junior Year

Dept. and Course No.	Course	Sem. Hrs.
Business Administration 271.....	Business Statistics.....	3
Business Administration 241.....	Investment Markets.....	2
Business Administration 265.....	Personnel Administration.....	2
Business Administration 242.....	Investment Analysis.....	2
Economics 228.....	Money and Banking.....	3
Law 207.....	Corporation Law.....	3
Accounting 213.....	Accounting Theory and Practice.....	3
Accounting 213 (a).....	Accounting Theory and Practice.....	3
Accounting 215.....	Cost Accounting.....	3
English 212.....	Speech Interpretation.....	2
Natural Science.....		3
Natural Science.....		3
Total.....		32

#### Recommended for Senior Year

Dept. and Course No.	Course	Sem. Hrs.
Business Administration 210.....	Principles of Advertising.....	3
Business Administration 215.....	Business Cycles and Forecasting.....	2
Business Administration 204.....	Retailing.....	3
Business Administration 203.....	Insurance.....	2
Business Administration 240.....	Salesmanship.....	2
Accounting 214.....	Accounting Theory and Practice.....	3
Accounting 214 (a).....	Accounting Theory and Practice.....	3
Accounting 235.....	Managerial Accounting.....	3
Accounting 216.....	Auditing.....	3
Economics 264.....	Labor Problems.....	3
Economics 209.....	Transportation.....	3
Economics 231.....	Federal Income and Estate Tax.....	3
Total.....		33

## Teacher Training

### Opportunities in the Field of Teacher Training

The Bowling Green Business University was a pioneer institution in the Commercial Teacher Training program. Today the College of Commerce of the Bowling Green Business University is offering a four-year course and is considered one of the leading institutions in this land in this type of teacher training work. A careful study has been made of the certification requirements in the various states, and the following curriculum is designed to meet the needs of the various certification agencies. This curriculum has built into it the mature judgment of the personnel of an institution which has had years of rich experience in the field of Commercial Teacher Training.

### Outline of Courses Leading to A.B. Degree in Commercial Education

#### Group Requirements for A.B. Degree

	Sem. Hrs.
Commerce—Accounting (Lab. limited to 8 semester hours).....	18
Commerce—Secretarial Science (Shorthand and Office Training).....	8
Commerce—Secretarial Science (Typewriting).....	6
**Business Administration, Economics and Business Law (Principles and Problems Economics, 6; Business Law, 6).....	21
Natural Science.....	12
Mathematics.....	6
English (English Composition—6 semester hours).....	12
Education (including Directed Teaching and Special Methods—8 semester hours).....	24
Health (2) and Physical Education (1).....	3
Electives.....	22
Total.....	132

\*\*Twelve semester hours are required in Social Sciences (selected from Economics, Government, History, Sociology, Geography). If the student does not select as much as 12 hours in Economics in this group, he may meet the Social Science requirement by presenting credits from the other fields indicated above.

The Freshman and Sophomore years embody the requirements for the title of A. C. A. in Education.

#### Group Requirements for A. C. A. Certificate

	Sem. Hrs.
Education.....	12
Accounting (Lab. limited to 6 semester hours).....	12
Social or Natural Science.....	10
Business Law.....	3
Mathematics.....	3
English.....	6
Secretarial Science—Shorthand (Theory and Dictation).....	6
Secretarial Science—Typewriting (Theory and Speed).....	6
Secretarial Science—Office Training.....	2
Electives.....	5
Drills—Spelling, Rapid Calculation, Penmanship*	
Total.....	65

\*When Penmanship 101 is elected, drill class is not required.

#### Recommended for Freshman Year

Course	Subject	Sem. Hrs.
Education.....	Introduction to Education.....	2
Education 101R.....	General Psychology.....	3



Course	Subject	Sem.	Hrs.
Accounting 1R and 102R	Sole Proprietorship and Partnership	3	
Accounting 111R	Principles of Accounting	3	
Law 205R	Business Law	3	
English 102R	Composition	3	
Mathematics 101R	College Algebra	3	
History 121	Modern History of Europe	3	
Secretarial Science 106R	Theory of Shorthand	3	
Secretarial Science 106bR	Shorthand Dictation—80 words	3	
Secretarial Science 108R	Typewriting Theory and Speed	3	
Penmanship 101	Business Script	2	
Drills R	Rapid Calculation, Penmanship		
Total			34

"R" means Required

#### Recommended for Sophomore Year

Course	Subject	Sem.	Hrs.
Science 120 or 202	Advanced Physiography or Introduction to Physical Science	3	
Accounting 112R	Principles of Accounting	3	
Accounting 103R	Corporation	3	
English 103R	Composition	3	
Sociology 101	General Sociology	3	
Economics 106R	Principles of Economics	3	
Education 104	Classroom Organization and Control	3	
Education 206R	Principles and Techniques of Teaching in High School	3	
Secretarial Science 106c	Shorthand Dictation (100 words)	2	
Secretarial Science 107bR	Office Training	2	
Secretarial Science 108R	Typewriting Theory and Speed	3	
Electives		2	
Total			33

#### Recommended for Junior Year

Course	Subject	Sem.	Hrs.
Education 205R	Educational Psychology	3	
Accounting	Elective	3	
English 204R	Business Correspondence	2	
Economics 240	Salesmanship	2	
Economics 107R	Present-Day Economic Problems	3	
Natural Science	210 or 215 Health and Sanitation or Physiology and Hygiene	3	
Law 206R	Business Law	3	
Education	Secondary Education	3	
Education 110R	Directed Teaching and Methods	3	
Electives		8	
Total			32

#### Recommended for Senior Year

Course	Subject	Sem.	Hrs.
Education 208 or 208b	Educational Tests and Measurements or Education Statistics	2 or 8	
Accounting	Elective	2	
English 213 or 214	English or American Literature	3	
Business Administration	Personnel Administration	2	
Natural Science 210 or 215	Health and Sanitation or Physiology and Hygiene	3	
Education 201R	Directed Teaching and Methods	3	

Course	Subject	Sem.	Hrs.
History 220	Industrial History of U. S.	3	
Geography 201	Economic Geog. of N. America	2	
Electives		10	
Total			32

## Outline of Courses in Secretarial Science

### Opportunities in the Field of Secretarial Science

For several years the demand for highly trained secretaries has been growing. Training secretaries has long been one of our chief objectives, but we are now giving the work on a more extensive basis, continuing of course, the more limited courses we have been offering. Scholarly men and women thoroughly trained in the theory and practice of secretarial work are needed.

#### One-Year Course

This course includes the following group requirements:

Course	Subject	Sem.	Hrs.
Secretarial Science			18
106	Theory of Shorthand	(3)	
106b	Dictation I	(3)	
106c	Dictation II	(2)	
106d	Dictation III	(2)	
107	Office Procedure and Practice	(2)	
108	Beginning Typewriting		
109c	Advanced Typewriting	(3)	
109d	Typewriting Laboratory	(3)	
Accounting			6
1	Sole Proprietorship Bookkeeping		
102	Partnership Bookkeeping	(3)	
211	Principles of Accounting I	(3)	
English 204	Business Correspondence		2
Business Administration 205	Business Law I		3
Electives			4
Drills	Penmanship, Spelling, Rapid Calculation		
Total			33

#### Suggested Scheduling of Classes

First Semester		Second Semester	
Subject	Sem. Hrs.	Subject	Sem. Hrs.
Theory of Shorthand	3	Dictation I	3
Beginning Typewriting		Dictation II	2
Sole Proprietorship Bookkeeping		Dictation III	2
Partnership Bookkeeping	3	Office Procedure and Practice	2
Principles of Accounting I	3	Advanced Typewriting	3
Business Correspondence	2	Typewriting Laboratory	3
Business Law I	3	Elective	2
Elective	2	Spelling	
Rapid Calculation		Total	17
Penmanship			
Total	16		



## Two-Year Course

This course includes the following group requirements:

Course	Subject	Sem. Hrs.
Secretarial Science		18
106	Theory of Shorthand	(3)
106b	Dictation I	(3)
106c	Dictation II	(2)
106d	Dictation III	(2)
107	Office Procedure and Practice	(2)
108	Beginning Typewriting	(3)
109c	Advanced Typewriting	(3)
109d	Typewriting Laboratory	(3)
Accounting		12
1	Sole Proprietorship Bookkeeping	
102	Partnership Bookkeeping	(3)
103	Corporation Bookkeeping	(3)
111	Principles of Accounting I	(3)
112	Principles of Accounting II	(3)
English		10
102	English Composition I	(3)
103	English Composition II	(3)
204	Business Correspondence	(2)
204a	Business Correspondence	(2)
Business Administration		6
205	Business Law I	(3)
206	Business Law II	(3)
Mathematics 101	College Algebra	3
Economics 106	Principles of Economics	3
Psychology 101	General Psychology	3
Electives		10
Drills	Penmanship	
	Spelling	
	Rapid Calculation	
Total		65

## Suggested Scheduling of Classes

First Semester		Second Semester	
Subject	Sem. Hrs.	Subject	Sem. Hrs.
English Composition	3	English Composition II	3
College Algebra	3	General Psychology	3
Beginning Typewriting	3	Advanced Typewriting	3
Sole Proprietorship Bookkeeping	3	Typewriting Laboratory	3
Partnership Bookkeeping	3	Accounting 112	3
Accounting 111	3	Elective	2
Economics 106	3	Spelling	
Penmanship		Total	17
Rapid Calculation			
Total	15		
Third Semester		Fourth Semester	
Subject	Sem. Hrs.	Subject	Sem. Hrs.
Business Correspondence	2	Business Correspondence	2
Theory of Shorthand	3	Dictation I	2
Business Law I	3	Dictation II	2
Corporation Bookkeeping	3	Dictation III	2
Electives	5	Business Law II	3
Total	16	Office Procedure and Practice	2
		Electives	3
		Total	16

## Pre-Law Course

The following Pre-Law Course is one of the best offered by any institution. It is both general and practical. Attention is directed to Accounting and the elective course in Shorthand and Typewriting. Much of the average attorney's practice touches the field of business, including the settlement of estates, corporation adjustments, and Federal and Estate Income Tax cases; consequently, a knowledge of Accounting is almost indispensable. A knowledge of Shorthand and Typewriting frequently enables a young lawyer to form a connection with a well-established law firm, thereby saving much time in obtaining a foothold in his profession. This work is given by experienced practitioners of high mental and legal ability.

### Group Requirements

Course	Subject	Sem. Hrs.
English		6-8
Economics		6-9
Accounting		14
Business Administration and General		6
Business Law		6
Science (Social and Natural)		12
Mathematics		3
Secretarial Science—Typewriting		3
Electives		5
Drills—Spelling, Rapid Calculation, Penmanship*		
Total		66

\*When Penmanship 101 is elected, drill class not required.

### Recommended for Freshman Year

Course	Subject	Sem. Hrs.
English 102R	Composition	3
Accounting 1R and 102R	Proprietorship and Partnership	3
Accounting 111R	Principles of Accounting	3
Law 205R	Business Law	3
Business Administration 103	Introduction to Bus. Admin.	3
Mathematics 100 or 101R	General Math. or College Algebra	3
Natural Science 210	Health and Sanitation	3
Economics 141	Marketing	2
Secretarial Science 108R	Typewriting Theory and Speed	3
Penmanship 101	Business Script	2
Electives		4
Drills	Spelling and Rapid Calculation	
Total		32

### Recommended for Sophomore Year

Course	Subject	Sem. Hrs.
English 103R	Composition	3
English 204R	Business Correspondence	2
Economics 205R	Principles of Economics	3
Accounting 103R	Corporation	3
Accounting 112R	Principles of Accounting	3
Accounting 231	Federal Income and Estate Tax Accounting	3
Law 206R	Business Law	3
Science 215	Physiology and Hygiene	3
History 220	Econ. History of United States	3
Political Science 201	American Government	2
Psychology 101	General Psychology	3
Secretarial Science 108	Typewriting Theory and Speed	3
Electives		3

Total hours from above 34



## Correspondence Study Courses

The courses, or subjects, offered by the Correspondence Study Department are designed to be equivalent to the same courses given in residence. If a student completes a course given in our Correspondence Study Department, he will be allowed the same credit for it that he would get for the same work in the residence school.

These courses are prepared by members of our college faculty working in collaboration with the Correspondence Study Department. Each represents a definite amount of work equivalent to a resident course in scope of subject matter and credit.

Only one-fourth of the credits in a two- or a four-year course may be completed by correspondence or on an extension basis. Courses of study are subject to change without notice, in order to meet state certification requirements. As far as possible, courses are arranged on a basis to meet the special subject requirements of the various states.

Many of the courses offered in the residence school are given on a correspondence basis. Write for descriptive circular giving full details concerning subjects offered in the following fields, and the cost of instruction:

Accounting  
Business Administration  
Economics  
Education  
English  
Geography  
History

Law  
Mathematics  
Health  
Science (Natural)  
Psychology  
Secretarial Science  
Sociology

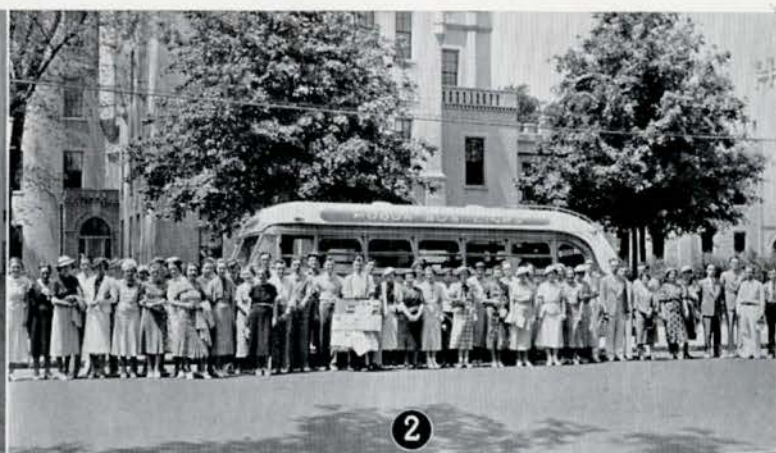




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*As this catalog goes to press a new Library building is being constructed and within a few months a studious scene like the above will be shifted to large, beautiful, and modern quarters.*





(1) Nominees in Beauty Contest. (2) Starting on a Trip to Smoky Mountains. (3) Christmas Dance. (4) Beta Pi Accounting Fraternity at Weekly Dinner.