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Bowling Green Business University

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Will You Succeed or Fail?
THE DECISION IS YOURS...
and NOW Is the Time to Start

The Demand for Trained Business Men and Women Is Growing Growing Growing!

No longer is mere ability to write shorthand and use the typewriter and understand simple bookkeeping considered a complete business training. This knowledge is not enough. The ordinary business office requires more. Our sixty-three years of training young people for service in business is worth something to everyone seeking successful contacts or in making his own way.

We offer you the fruits of these years of experience and the years of experience of each of our thirty-eight teachers. We give thorough training in Business Administration, Commercial Teacher Training, Accounting, Secretarial Work, Bookkeeping, Shorthand, Typing, and every form of clerical work.

We have two divisions in this institution.
One gives intensified, practical training in commercial subjects, allowing each student to progress as rapidly as he can. No college significance is attached to this.

The other division is of college rank. In fact, it is a college in the field of business, and in this we offer four-year courses leading to bachelors' degrees which are universally recognized in this country.

We repeat what we have said over and over that business is the great interest of mankind and that now is the time to prepare to enter it. We believe that the national reputation that this institution has developed the past sixty-three years entitles it to its unusual enrollment of students from nearly everywhere.

The Demand for Trained Help Is Growing Rapidly But Young People Must Be Ready for It

Bowling Green Business University and College of Commerce
INeorporated
BOWLING GREEN, KENTUCKY
THE SOUTHERN EXPONENT
Published Semiannually by the
BOWLING GREEN BUSINESS UNIVERSITY, Inc.
of BOWLING GREEN, KENTUCKY
J. L. Harmon, President
J. Murray Hall, Vice-President
W. B. Ashby, Business Manager

SIXTY-THREE YEARS

In 1874, the Bowling Green Business University started upon its sixty-three years of notable achievement. It has given thorough and practical training to many thousands of young people, sending them into every kind of business positions at good salaries. It has confined itself to the training of bookkeepers, stenographers, typists, salesmen, etc., with no thought of college credit.

The Bowling Green College of Commerce is under the management of the Bowling Green Business University and was organized in 1922. It offers courses of college grade in Commercial Teacher Training, Accounting, Business Administration, and Secretarial Training, all fully accredited and accepted by colleges and universities everywhere.

FACULTY

It seems useless to say that an institution such as ours must engage teachers of worth, skilled in their respective fields, yet with sympathetic attitude toward the individual, else the institution could not long sustain itself.

In the last year and a half we have added ten teachers to our staff, and we are constantly on the lookout for special instructors for our summer courses, in particular.

Our popularity and the professional service we have given for sixty-three years is the only hope for our continued growth or even existence.

COME TO SEE US

Selecting a school in which to take a course is important and ought to be done with care. We want our prospective students and their parents to know as much about this institution as they can, and to do this, we urge them to visit us.

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.

BULLETIN OF COURSES

Ask for our "Bulletin of Courses." It contains all the information, briefly set up, that we can give you about the work... the length, content, time to complete, and cost. Our most important publication.

TO COLLEGE GRADUATES

Several years ago we started laying before college graduates our ability to illuminate their degrees by giving them our work. Now we enroll annually many students with master's degrees and a great many with bachelor's degrees, and we have found that it is so easy to place them to advantage and to satisfy their employers that we are eager to enroll more college graduates.

The better educated the students are when they reach us, the easier it is for them to do our work, and the easier it is for us to place them. Take a course in Accounting here, which you ought to be able to complete in a comparatively short time; or take a course in Commercial Teacher Training which should be completed in an equally short time. Then expect results to follow!

Let us tell you what we can do for you. We are not making this appeal as an institution that is merely trying to enlarge its enrollment wherever it can find a student willing to come whether prepared or not. We are inviting you to attend an institution that is a college in the field of business with accredited four-year courses.

If we could enroll five hundred college graduates over and above those we have and shall enroll, we believe that we could place everyone of them in useful and enjoyable employment.

The Faculty with Four Absent

TIME TO COME

The next opening is January 24. Students taking non-college courses may come any time.

January 24, 1938

Please do not arrive in Bowling Green Saturday afternoon or Sunday. Our offices are closed then.

Join one of your friends who is coming to the Business University this winter.

Don't forget January 24.

COME JANUARY 24
TO TEACHERS

It is neither our intention or our wish to dissatisfy or to disturb in any way a teacher who is satisfied with his work. He should remain at his post because he is needed; but if this should be read by a teacher who is dissatisfied with his situation and who is longing for a change, we hope he will carefully read this entire issue of The Southern Exponent. If he will fill out the card enclosed and return it to us, he will receive, with no obligations to him, information about our institution and particularly the course or courses which might be of interest to him.

There are teachers with bachelor and master degrees who do not want to continue in their present profession and who are seeking a way out. We offer such a way in either Accounting, Business Administration, Commercial Teacher Training, Secretarial Work, Stenography, Bookkeeping, and any other form of clerical training.

The greatest attraction that a business position ought to have for a young person is its promotional feature. It is not limited in possibilities. We have on the walls of our college the photographs of distinguished men and women who graduated from our institution and who are now eminent bankers, railroad presidents, appellate judges, lawyers, statesmen, presidents of large business organizations; and practically every one of them with pride dates his beginning to the inspiration and the training he received here.

Let us tell you more about what we can do for you. The field is open to both men and women. The better educated you are, the more we can do for you.

TO WOULD-BE ACCOUNTANTS

You may have a vague feeling that you would like to be an accountant without visualizing fully what such a person is and what his possibilities are.

Truly, accounting is the great new profession taking its rank along with law, medicine, teaching, and the ministry. Its beginning was more pretentious than any of the others. It has reached prominence in a short time.

We have made a great record in the training of accountants. We started early, and we have been able to keep pace with progress. We have always been as modern in what we offer in our courses as alertness and experience and actual requirements demand. A great many of our graduates are now Public Accountants with C. P. A. degrees.

Our Accounting work is both thoroughly theoretical and highly practical. We not only ground our accounting students in the fundamentals but we train their hands to do skillful, beautiful work.

Take a course here now, and it will not be long until you will be enjoying the fruits of it represented by personal growth, encouragement and income. There is hardly a limit to its possibilities and more calls for accountants than we can supply. Recently we had six vacancies reported to us one day that we could not fill.
TO THE DIRECTOR OF THE EMPLOYMENT BUREAU:
Again, I request you to give me an annual report on the work of your office. In addition to the facts you may submit to me, please add any comments and suggestions you may have to make.

These will help the administrators in the conduct of the entire institution.

J. L. HARMAN
President.

TO PRESIDENT HARMAN:
I have your request for a report of the work of my office the past few months, and I gladly respond.

The placements we have made in that time furnish striking evidence of the general improvement of business conditions. Our work has been easier, because calls for our graduates have constantly grown the past three years until we are hand-pressed to furnish properly trained young men and young women for the voluntary and urgent calls for Commercial Teachers, Accountants, Stenographers, and Bookkeepers. We of this institution have all sought the spirit of the new day.

I have one comment which I urge upon you and through you upon those who may see this report. It is a repetition and it may be repeated when you call me on another report, because it is not only interesting but is important to young people and to us. I appeal to you to do more to interest college graduates in our courses and especially in Commercial Teacher Training and Accounting. Every year our college graduate enrollment makes a great increase over the previous year, but even this does not give us the college-trained people we need for the extraordinary openings constantly reported to us. Our own institution has been graduating from its college division alone for several years about one hundred young people taking bachelor's degrees, but we need many more of our college graduates to fill certain types of positions.

You cannot induce more graduates from other colleges to see what we can do for them if they will complete any one of our courses? Why should any college graduate in America be idle when he can take a course here and be busy?

We are enrolling hundreds of high school graduates from the upper halves of their classes and are turning them into active, useful, earning workers. Surely more college graduates, and my office will show you greater returns.

Nearly every year we have about one hundred urgent urgent calls for Commercial Teachers after we have placed all our graduates and after the high schools open. This is to say nothing of the many calls we have throughout the summer which we cannot fill. By all means, President HARMAN, get these facts before the public.

E. SHIRRELL
Placement Director.

The Above Picture of the Bowling Green Business University and College of Commerce was Taken November 10, 1937

LARGEST ENROLLMENT

For sixty-three years this institution has steadily grown, and it is therefore not surprising that its enrollment should be larger this year than last; but it is interesting to know that the attendance is a great deal larger than it has ever been, so much larger that we have been compelled to add rooms to our teaching facilities and many more teachers to our staff. We now have more than fifty-five instructors and office assistants in our organization. The added number of students bring added responsibility but also added spirit.

Equipment of every kind has been improved, and it is useless to say that as the institution grows we shall expand our facilities to take care of the growth.
COURSES

We offer a wide range of courses from Teacher Training, Accounting, Business Administration, requiring four years to complete if the student has had nothing before coming here except a high school course, on down to short courses of three months. We recommend, however, the longer type.

In the non-college division of our institution we offer seven months, nine months and unlimited courses in Bookkeeping, Shorthand, and Secretarial work.

In the college division we offer a one-year Secretarial Course, a two-year Secretarial Course, two-year course in Accounting and Teacher Training and four-year courses in these two subjects.

We do not have space in The Exponent to outline all the courses we offer.

Fill out the enclosed card, and we shall send you a “Bulletin of Courses” giving rates, length of courses, content, and full information.

COME ON JANUARY 24, 1938

From the time you read this to January, you will have a few weeks to complete your plans to start a course here at the beginning of the Winter Semester, January 24.

SHORTER PRACTICAL COURSES NOT OF COLLEGE GRADE . . .

Bookkeeping of every type and grade.

Shorthand for amanuenses, secretaries, or professional reporters.

With these majors are offered Typewriting, Penmanship, Salesmanship, Commercial Law, Business English, Rapid Calculation, and many other subjects.

COLLEGE COURSES

Commercial Teacher Training in Bookkeeping, Accounting, Shorthand, and Secretarial Studies.

Secretarial Courses — One year and two years in length.

Accounting — two and four-year courses.

Business Administration — two and four-year courses.

EXPENSES

Those who know anything of rates in high-grade, private schools will see from our “Bulletin of Courses” that our rates are lower than the average. The skilled and careful instruction given by scholarly teachers, the inspirational quality of the entire organization, and the type of employment secured by our graduates are as good as our long experience and professional ideals can make them. They are not in any sense reduced by the fact that our rates are moderate. Being in a small city, where expenses of all kinds are low, makes it possible for us to offer more for less.

We would not lower our standards for any reward.

STUDENT LIVING CONDITIONS IN BOWLING GREEN

For nearly a hundred years Bowling Green has been a college center. The city through all these years has become accustomed to taking care of the student life that is constantly in its midst. The churches have been built to oblige students. Added rooms have been put in homes in order to take care of students. Boarding homes have been equipped. Everything has been done to make the life of the students of this and the other institution comfortable and enjoyable.

Excellent board and rooms may be had here in first-class homes ranging from twenty dollars to twenty-three dollars and fifty cents per month, everything furnished. Many students prefer to do light housekeeping. Apartments for this may be available. Now and then a few students wish to have a club home. This is possible.

The homes that keep our students are inspected and approved.

YOUR MONEY MAY BE SCARCE

Most of the useful men and women of the United States had little or no money to start with. Thousands of our former students borrowed from relatives and friends and easily and quickly paid their loans from earnings after completing their courses here. Others paid some of their expenses by part-time work. It is better to make any sacrifice at the beginning than to give up opportunities for a lifetime.

If you are having financial trouble, tell us and we may be able to suggest a way out, but it will be more satisfactory to work out your problems here at home. Call us in as a last resort. We shall be happy to help you if we can. Don’t let the lack of funds defeat you.
THE SOCIAL LIFE OF OUR STUDENTS

It is not all technical and theoretical grind here. We believe we do as much work hour after hour and day after day as any institution in America and we believe that we have as much pleasure as any group of young people assembled in this country. Social life is necessary for the pleasure, the culture and the general satisfaction of all people and especially the young. We do everything possible to give them a cultural atmosphere with a social theme running through it.

As this is written we are now laying plans for our great annual Christmas four-way party which is one of the conspicuous social events of the year in this lovely city. Games of nearly every kind, contests — light and enjoyable, a beauty show, and a pretentious dance — beautiful in its setting are being planned. A month ago a similar party was given by the institution and in midsummer another. In addition to these and other features we sponsor, the clubs, sororities, and fraternities of the school promote social activities.

There is scarcely a week when some social attraction is not offered by a club connected with this institution. Ask any former student about the pleasures students have here and the answer will be profitable to us.

MAMMOTH CAVE NATIONAL PARK

Three weeks before this was written, we sent to Mammoth Cave ninety-nine students in one party. The great caves are only an hour’s auto ride from Bowling Green and we take parties often to that interesting place and at exceptionally low cost.

Practically every student who enters the Bowling Green Business University visits the cave region while he is here. For less than four dollars a student may spend a day in the park, get round trip transportation, take the deluxe routes in two caves, have an excellent lunch in Snow Ball Dining Room, three hundred feet underground, and enjoy the cheerful fellowship that a happy group of students develop.

MANY TRIPS

The Business University students made specially conducted trips recently to:

- Smoky Mountain National Park
- The Kentucky Bluegrass Section
- Washington and New York

These were each distinctive trips. Plans are on for similar trips this year.

TENNESSEE CLUB—Less Than One-Half of the Students from Tennessee

218 of the 434 Students of the College of Commerce
THE TIME TO BEGIN

If you have the money, start your business course January 24. If you do not have the money, you may never find any easier time to get it than now; so begin to make financial arrangements to enter our college this winter. Do not let the long months pass without improving them. You cannot afford to wait. The rise of business and its demands for trained office workers will not wait for you.

Save all the time you can. Every advantage you take of time now, the greater advantage you will enjoy later. You may have graduated from high school this year, or a year or two earlier, but unless you have been in school since then, you are no nearer continuing your training than you were the day of graduation. Then why delay a year or two or even a few months?

It is very expensive and sometimes dangerous to delay. Start January 24. Ask us for facts.

EXPANSION

We have added classrooms to our institution and of course this means added equipment and a de d teaching force. We have also improved other features and our library is soon to undergo a general alteration.

ANNOUNCING...

Miss Imogene L. Pilcher
Head of Commercial Department
Lincoln High School
Cleveland, Ohio
B.S. and M.A. Degrees, University of New York; graduate of Cleveland School of Education and Spencerian College; summer sessions at University of Michigan, University of Cincinnati, and Columbia University.


Chairman, Committee on Teacher Helps, National Council of Business Education; Advisory Council, State of Ohio Department of Education.

Miss Pilcher will join our faculty during summer term of 1938 as special teacher of methods.

WHAT BOWLING GREEN BANKERS SAY...

GARLAND D. SLEDGE
President 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.

ROBERT RODES
President Citizens National Bank

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.

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

FILL IN THE ENCLOSED CARD TODAY...

It Does Not Oblige You in Any Way... and It May Be of Great Service to You in the Future

BOWLING GREEN BUSINESS UNIVERSITY
INCORPORATED
BOWLING GREEN, KENTUCKY

If you are not interested in this Exponent please hand it to a young person who might be interested.