

The War Is Bringing a Tremendous Demand For Executive-Trained Men

These trained business men are greatly needed now. Think then, how much greater the need will be when the War is over!

THE men who stay home and direct the industrial energies of our country to greater effort and efficiency are no less patriots than the boys at the front. True, it's the man behind the gun who will bring peace—but it's the man behind the man behind the gun that feeds him—clothes him, equips him, sustains him, pays him.

You men who head big businesses need further training to help you carry the additional burdens.

You men who head departments need a keener insight into business fundamentals to qualify you for the chairs of those ahead.

You younger men whose feet are still on the lower rungs of the ladder need quick, intensified business training for the Executives' places now awaiting you.

Are you going to do your bit by qualifying as a better leader—or are you going to let "the other fellow" lead?

Never were such opportunities open to the business man who *knows* the fundamentals of business.

Never did a man have such a chance, selfishly and unselfishly to serve his country and himself.

Never before in the history of the world has such an opportunity existed for any man to bring out the best that is in him by self-training.

How officers are trained for the business army

Acquiring the true fundamentals of business is absolutely essential for real business success. Upon the *degree of training* depends the *measure of success*.

Half way successes think they "know it all"—they have ceased to grow. Mental slackers will not learn by the experience of others. Thus they will *never* grow.

Trained men will win this War. The man who follows the Alexander Hamilton Institute Course is as important a link as the man who goes to a soldiers' training camp to learn to be an officer. He increases his earning capacity by becoming a better leader. He develops his business mind and becomes a better executive—a better **MAN**.

The concentrated experience of thousands of successful men

If you own a business, large or small,—if you ever hope to own one—if you are now helping to run some other man's business—if you have your eye on the man's desk above you, the Modern Business Course and Service will direct your mind and energy along the sound lines that lead to certain success. It helps you avoid those pitfalls which cause business failure. The Alexander Hamilton Institute gives you, in easily readable, convenient and compact form, for absorption in your leisure time, the practical working experience of thousands of successful business men.

Over 65,000 men have enrolled. What our Modern Business Course and Service has done for its subscribers will probably never be known in its entirety. But daily there filter into the headquarters in New York many intensely human stories, showing how men are helped.

One day you hear of a brilliant lad of twenty-two, in a big New York Bank, rising to a \$9,500 job and giving credit to the Institute for his success.

The next day a factory manager writes that the Course has just helped him save his firm \$7,000 a year and that "a fair slice" of this went to increase his salary.

The next day a man in a Western concern tells how he saved the firm \$37,000 a year by one suggestion, and what happened then to *his salary*.

These are only typical cases.

The kind of men enrolled

Presidents of big corporations are enrolled for this Course and Service along with ambitious young men in their employ.

Among the 65,000 subscribers are such men as A. T. Hardin, Vice-President of the New York Central Lines; E. R. Behrend, President of the Hammermill Paper Co.; N. A. Hawkins, Manager of Sales, Ford Motor Co.; William C. D'Arcy, President of the Associated Advertising Clubs of the World; Melville W. Mix, President of the Dodge Mfg. Co.—and scores of others equally prominent.

In the Standard Oil Co. 291 men are enrolled in the Alexander Hamilton Institute; in the U. S. Steel Corporation 450; in the National Cash Register Co. 194; in the Pennsylvania Railroad Co. 108; in the General Electric Co. 300—and so on down the list of the biggest concerns in America.

Advisory Council

Business and educational authority of the highest standing are represented in the Advisory Council of the Institute. In this Council are Frank A. Vanderlip, President of the National City Bank of New York; Judge E. H. Gary, head of the Steel Corporation; John Hays Hammond, the eminent engineer; Jeremiah W. Jenks, the statistician and economist, and Joseph French Johnson, Dean of the New York University School of Commerce.

Get further information

Learn how your mental and financial business growth can be assured. A careful reading of our 112-page book, "Forging Ahead in Business," sent you free, will help measure what you know—what you don't know—and what you should know—to make success *sure*. Every man with either a business or a career to guide to bigger, surer success, should read this book. Simply fill out and send the coupon below.

Alexander Hamilton Institute

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New York City

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