

NOTE:—This announcement answers two questions that big employers repeatedly ask, viz: (1) What makes LaSalle men so practical? (2) Why don't more men train with LaSalle for the high-pay positions in business?

# The LaSalle Problem Method

—and how it successfully condenses a lifetime of experience into a few months of study

It comes as a jolt to many college men to discover that the knowledge they have acquired during their four years' course is not recognized in the business world as an "open sesame" to a high-salaried position.

They see about them thousands of young men who have never been to college already commanding substantial salaries. They rightly feel that they possess a tremendous advantage over these men, yet in trying to cash it they find this advantage discounted at every turn.

Here, then, is a problem every college man who enters business must squarely face—"How can I acquire in the shortest possible time the greatest amount of practical experience?"

With more than 325,000 men—thousands of them college graduates—rapidly winning their way to bigger and better things as a result of home-study training under the LaSalle Problem Method, a way is suggested that deserves the keen analysis of every college man in business.

The value of this method lies in the fact that it imparts not theoretical knowledge—impractical, unmarketable—but real, practical, usable experience.

Suppose you decided to acquire, as a foundation for your business career, a thoro knowledge of—accountancy, say.

Now stretch your imagination a trifle. Suppose that thru the offices of an influential friend, arrangements were made for you to step in and immediately occupy the position you intended training to fill—right in the organization of a big corporation—with a complete department under your orders.

Say that by your side were placed, as your instructors and guides, several high grade accountants—men of national reputation—their sole duty being to train and equip you.

With these men instructing you in proper principles—then, you yourself exercising your own judgment in handling transactions and solving problems as they arose in your daily work—do you get the idea? You would be acquiring experience right along with the bed-rock fundamentals of the profession.

Sitting in the chair of authority—dealing with actual business—learning by applying what you learned—with experts correcting your errors, commending good work, guiding you aright through all the ramifications, routine and emergency situations of the entire accounting field and making you make good every step of the way—mind—not in a class-room, but right in a business office where you would be actually doing the work you were training for—

—wouldn't you, at the end of a year or so in *this* situation be much farther ahead than men who had spent

years seeking the same knowledge in the old, hard, "find-out-for-yourself" way?

You can answer these questions—your good sense tells you that the situation described would make you a practical man—sure, certain and confident—able and capable of holding down any situation the accounting field offered.

And that is why the LaSalle Problem Method makes practical men. Simply because the procedure outlined above is followed—exactly.

True, you do your work at home. True, the experts who help you are located here in Chicago.

Nevertheless, under the LaSalle Problem Method you are actually occupying the position you are training to fill, whether it be in the accountancy field, or traffic, or business management, or law, or correspondence—irrespective of what you are studying you are acquiring principles and applying them in actual business under the watchful eyes and helpful guidance of men big in your chosen field.

And when you have completed your LaSalle work, you can truthfully say that you are not only a thoroly trained man, but an experienced man—you know the bed-rock principles and you have used them all—they are familiar tools in your hands.

A LaSalle man can walk in anywhere with confidence. He does not feel the uncertainty and fear

that arise when one faces the new and unknown. Under the Problem Method he has explored his chosen field on his own feet—the questions, the problems, the difficulties—he has met, faced and conquered them all.

His experience makes him know that altho he may be assuming a new position at higher pay, the duties of that position are an old, familiar story.

Experience is cash capital in business.

There are only two ways to get it.

One is the old, slow, uncertain way. The man who chooses to learn a branch of business by picking it up bit by bit as he goes along, finds the years slip by faster than he thought and sometimes his progress not as sure as he had anticipated. For all the "bits of knowledge" he sought may not have come his way.

The other road is short, sure and certain. It lies thru the Problem Method, distinctive with LaSalle Extension University. This way condenses into months experience which it takes most men a lifetime to gain.



The LaSalle Problem Method gives you self-confidence—practical, usable knowledge—because it makes you an experienced man.

*J. J. Hopkins*  
President LaSalle Extension University  
of Chicago, Illinois

## LaSalle Extension University

The Largest Business Training Institution in the World

If you are in earnest when you say to yourself that you must do something to permanently increase your earning capacity—then—check the coupon below. It is a step you will never regret. And it is a step that is one hundred times as hard to make tomorrow as it is to take today.

—INQUIRY COUPON—

LASALLE EXTENSION UNIVERSITY,

Dept. R-520

CHICAGO, ILLINOIS

Please send me catalog and full information regarding the course and service I have marked with an X below. Also a copy of your booklet, "Ten Years' Promotion in One," all without obligation to me.

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Business Management                       | <input type="checkbox"/> Law—Degree of LL. B.                        | <input type="checkbox"/> Banking and Finance                       | <input type="checkbox"/> Expert Bookkeeping |
| <input type="checkbox"/> Salesmanship                              | <input type="checkbox"/> Commercial Law                              | <input type="checkbox"/> Personnel and Employment Management       | <input type="checkbox"/> Business English   |
| <input type="checkbox"/> Higher Accountancy                        | <input type="checkbox"/> Industrial Management                       | <input type="checkbox"/> Modern Foremanship and Production Methods | <input type="checkbox"/> Commercial Spanish |
| <input type="checkbox"/> Traffic Management                        | <input type="checkbox"/> Efficiency                                  |  | <input type="checkbox"/> Effective Speaking |
| <input type="checkbox"/> Railway Accounting and Station Management | <input type="checkbox"/> Modern Business Correspondence and Practice |  | <input type="checkbox"/> C. P. A Coaching   |

Name..... Present Position..... Address.....

The Cycle