

66th Annual Catalog

# ROCHESTER BUSINESS INSTITUTE



Day and Evening Classes

*Rochester, New York*

1929-1930



66th ANNUAL CATALOG  
ROCHESTER BUSINESS  
INSTITUTE

*Business Administration  
Accountancy and Secretarial Courses*



*Established in 1863*

REGISTERED *by the* BOARD of REGENTS  
*of the* UNIVERSITY *of the* STATE of NEW YORK

*Member of the National Association of  
Accredited Commercial Schools*

ROCHESTER, N. Y.  
BRANCH SCHOOL AT BATAVIA, N. Y.



### The School Building Opposite Washington Park

*The Rochester Business Institute is conveniently located in its spacious new building on Clinton Avenue South opposite beautiful Washington Park. The 24,000 square feet of floor space in the school rooms and school offices afford ample room for all requirements. The school occupies the entire building with the exception of the stores on the ground floor.*

*The R. B. I. also operates a branch school in Batavia, N. Y.*

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### **Practical Business Training**

*Students in the Commercial, Accountancy and Secretarial Courses receive practical office and banking experience in this fully equipped and modern school bank. Students are here brought face to face with the real methods of the business world.*

## Choosing a Career

The first step on the way to success is the *intelligent choice of an occupation*.

Young men and young women who, early in life, look forward to their ultimate career, and carefully plan for their work, greatly enhance their chances for success.

It has been ascertained that more than 80% of the men and women of middle age are in their positions because of the force of circumstances—because they drifted about until they finally lodged in a niche from which there was no escape. In other words, but a small percentage of the human family consciously decide in youth-time what they will do and be in manhood and womanhood. Too many men and women have followed more or less unthinkingly in the footsteps of ancestors, or have been pushed into their places by fate—and that is one explanation for the large number of square pegs in round holes and *vice versa*.

All careers are promising but the profession of business seems to stand above them all.

As business has developed, it has made exacting demands upon those who work under its banner, but at the same time it has offered more in the way of reward. It has places for men and women of ordinary ability as well as for those of brilliant minds and great ambition. Men and women are paid in business according to their ability and merit. Business rewards individuals in proportion to their individual contributions and capacities.

Unquestionably, business offers more in the way of alluring opportunities to young men and young women than does any other occupation. Its rewards are certain, its scope is without limit, and its activities are so varied that it provides outlets for every type of ambition, ability and attainment.

In the field of business, you will have the opportunity to win fame and fortune and to render unstinted service to humanity. The Vocational Guidance Department of the Institute is at all times ready to assist students and prospective students in arranging a course that will fit in with their chosen professions.

ROCHESTER BUSINESS INSTITUTE  
*School of Business Administration, Accountancy and Secretarial Science*



*The Top Picture shows Students in Assembly in the R. B. I. Auditorium.  
The Center and Bottom Pictures are Two Views of the School Cafeteria.*

## Selection of the Right School

Just as it is worth while to be known as a graduate from Harvard or Yale so it is worth while to select a business school whose reputation will give you prestige in the business community.

Since its establishment in 1863, the Rochester Business Institute has consistently grown in size and influence.

Among the founders of the Institute and the present executives and teachers who have carried on its work are found the names of men and women internationally known as educators in their chosen fields. Many other business schools use as textbooks those that have been written by members of the Rochester Business Institute faculty. Many prominent business men, leaders in the commercial world and in other lines of endeavor, are graduates of this famous institution and have never failed to give credit for their success to the R. B. I. During its sixty-five years of success more than 45,000 students have been enrolled in the school, each year recording a larger enrollment than the previous year.

This is the best evidence that it was founded on sound educational principles; that it has ever kept up-to-date in its work. The R.B.I. has graduated young men and women able to go out into the world of business and successfully meet the many problems because of the excellent training received.

The School building itself embodies the needs and advantages of a modern commercial school of the first class. The elements of safety and sanitation in our new building, with provisions for ample corridors and exits, adequate heating and ventilating systems, also the materials used in wall and floor construction that contribute in a high degree to cleanliness and healthfulness, are among these advantages. Again, the location of entire departments on separate floors reduces to the minimum the time and effort necessary to go from study-rooms to classrooms.

The plans for the arrangement of desks in study-rooms and classrooms have been made with the special purpose of providing the proper amount and kind of light for both day and evening students. The furniture, appliances, and equipment for carrying on the work of the school are in keeping with the new building and represent the latest models and ideas.

The auditorium for regular assemblies of students, for the school Cafeteria, for Commencement occasions, and for the athletic and social functions of the school, also for public demonstrations, lectures and entertainments, admirably supplies the need for such a factor in the life of the school. No school provides better facilities for carrying on this important work and that is why so many young men and women prefer the R. B. I.



**Department for Instruction in Office Appliances**

*Equipment includes Dalton Adding Machine, Burroughs Bookkeeping Machine, Burroughs Adding Machine, Wales Adding Machine, Dictaphones Typewriters, Check Protectors, Mimeograph, Remington Noiseless Typewriter, Billing Machines, Files and Indexes.*

## Positions for Graduates

Practically every student entering the Rochester Business Institute comes with the expectation of securing employment after he has completed his course.

We therefore feel that there is imposed upon us a very specific obligation that institutions offering general courses are not required to assume—that of placing our graduates in positions after they have completed their courses. We gladly accept this obligation.

To meet and discharge this obligation intelligently and satisfactorily, we maintain a free employment department through which our graduates are placed in positions. This department is also open to competent students who wish to earn money to help meet some of their school expenses.

While we do not solicit patronage upon the theory that the reward for securing an education is an immediate position at a high salary, we believe it is fair to say that the services of our graduates have been so satisfactory that we constantly receive more calls for bookkeepers, stenographers, typists, accountants, secretaries, clerks, etc., than we are able to fill. Even in periods of greatest business depression we have always been able to locate our graduates in desirable positions. Higher positions are found for graduates after they have had some experience. The employment department is at the disposal of graduates for as long a time as the graduate wishes to use its free service.

The efficiency of our Free Employment Bureau in recommending and placing students is demonstrated by the following figures: Between June 1, 1905, and June 1, 1928, a total aggregate of 23,032 calls for graduates was received by the school, which makes an average of 1,000 per year during that time. The actual number of students recommended and placed in positions was 12,070, making an average of 525 per year. This record shows that we always have two positions for each of our qualified graduates. The Rochester Business Institute is located in a rapidly growing and progressive community. This assures a continuing demand for R. B. I. graduates.

The important thing for the student to remember is the fact that getting a position is not the real problem but that getting ready for a position is the matter to which he should apply himself most earnestly and aggressively.

On pages 38, 40, 42, 43 and 44 of this catalog there will be found typical names and testimonial letters giving proof of every claim set forth on this page.

## Courses of Study

SECRETARIAL COURSE  
COMMERCIAL COURSE  
ACCOUNTANCY & BUSINESS ADMINISTRATION  
ADVANCED BUSINESS ADMINISTRATION  
COMPLETE ACCOUNTANCY  
ADVERTISING AND SALESMANSHIP  
STENOGRAPHIC COURSE  
COMBINED STENOGRAPHIC & COMMERCIAL COURSE  
SHORTHAND AND TYPEWRITING  
BOOKKEEPING COURSE  
STENOTYPY AND TYPEWRITING  
STENOTYPY

*Business English, Correspondence, Filing, Penmanship, Commercial Arithmetic and Commercial Law are embraced in these basic and fundamental courses.*

The various courses are made up in accordance with the requirements of business and professional offices, and each student may select the most desirable course with the approval of the Principal. Information in detail regarding courses and the various subjects given under each will be found in the pages immediately following, or in *special bulletins* which will be sent on request.

## Secretarial Course

Because of its great importance, the Secretarial Course is described in detail in a Special Bulletin which will be forwarded upon request.

**Opportunities for Private Secretaries** — It is no exaggeration to say that there are rich opportunities for competent and progressive Private Secretaries. Business and professional men, as well as government officials, are relying more and more upon the service rendered by well-trained and efficient Private Secretaries. Close and personal contact with men of large affairs is in itself a rare privilege. It develops the character and ability of the Private Secretary and prepares him or her for bigger and more remunerative positions. The Private Secretary's work and ability are constantly under the eye of the Executive who is quick to reward service rendered in this responsible and dignified position. Finally, there is the real satisfaction that comes from filling an important niche in a world where big things are being done.

**Duties of a Secretary** — Broadly speaking, a Private Secretary is the personal and confidential assistant to an Executive. The primary duty of the Private Secretary is to relieve the Executive from many of the important details that consume his time. This relief from details gives him freedom for constructive thinking and planning.

**The Rochester Business Institute Secretarial Course** seeks to develop the personal qualities so essential in a happy secretarial career. It aims to supply that technical training which is indispensable to a successful Private Secretary. Our sixty-five years' experience in training and placing young men and women in business positions enables us to give this secretarial training effectively. The instruction is thorough and intensive. In addition to class instruction, every individual receives personal attention and special guidance. Successful employers and their Private Secretaries are brought into this course, for consultations and informal practical talks to the students. Rochester is a progressive city and its industries are expanding. Its educational atmosphere and business environment are stimulating to young men and women who have always lived in smaller communities. The Rochester Business Institute is ideally located for this important work.

The subjects in the Secretarial Course are Office Management, Shorthand, Typewriting, Economics, Secretarial Bookkeeping, Business Arithmetic, Penmanship, Business Law, Business Correspondence, Filing and Special Lectures by successful business men and private secretaries.

*The average time required to complete this course is approximately one year. The course can be completed in less time depending upon previous training and previous experience. Credit is given for commercial work done by students in their high school course. The special Secretarial folder fully describing the Secretarial Course will be mailed upon request.*

## Commercial Course

(8 to 10 Months)

This course is the foundation for all commercial training. It is a Vocational Course and prepares the student for immediate employment. It also is the basis for advanced courses in Accountancy and Business Administration.

The instruction is all practical. Every student learns by doing. Business practices and procedure are part of each student's daily program. Concrete business problems are worked out by each student in conjunction with lectures and textbook instruction.



*Small Classes and Individual Instruction in Commercial Department*

A knowledge of business affairs is of the utmost importance to every individual; to the young man or woman who expects to win success in the field of commerce, it is indispensable. Business is related to every field of endeavor. The artist, the author, the doctor, the lawyer, the engineer and the minister are in daily contact with those who are engaged in business and consequently must understand business if they would render the greatest

service. The course outlined below not only fits students for commercial positions but gives a knowledge of commercial affairs useful in the conduct of their own business.

**The Commercial Course** includes instruction in Bookkeeping, (both Textbook and Machine); Business Practice and Office Practice; Commercial Law; Commercial Arithmetic; Rapid Calculation; Penmanship; Spelling; Filing and Indexing; Practical Grammar and English; Business Correspondence; Accounting; Economics; Typewriting. This course not only fits students for commercial positions but gives a knowledge of commercial affairs useful in the conduct of their own business.

**Bookkeeping**—The instruction in Bookkeeping is divided into these four departments: Initiatory, Intermediate, Advanced, Office Practice. The plan of instruction is such that the advancement in other branches of study in this course is made to keep pace with the student's progress in Bookkeeping.

In the Initiatory Department the student first learns what some of the bookkeeping language of business actually means; why books are kept; how the condition of business is presented to the proprietor; how the proprietor

**Commercial Course—Continued**

learns of the progress of his business through statements of income and expenses. After the necessity for keeping books has been learned, the student is given drills showing how the facts of the business are recorded in such books as the Journal, Cash Book, Sales Journal, Purchase Journal, Posting to the General Ledger, Taking off Trial Balances and making Simple Financial Statements.

In the Intermediate Department the student acts as bookkeeper for another; advances to proprietorship and associates himself with others in a partnership relation. Some of the work in this department is developed by the preparation of the most common business papers for use throughout the bank and other offices in the Office Practice Department.

**Advanced Bookkeeping**

—In this section the students have further practice in the principles covered in the other departments. The main part of the work of this section has to do with the use of Controlling Accounts; Auxiliary Ledgers and their relation to the General Ledger; the making of more elaborate financial statements; voucher system; corporation bookkeeping; corporate organization and management; distribution of corporate profits.



*Typical R. B. I. Classroom*

Following this, the student enters upon a business practice which covers a period of three weeks. He is given a definite amount of work for each day, including the making out of legal papers, such as lease, deed, bond and mortgage, power of attorney, discharge of mortgage, all kinds of business transactions and the necessary correspondence.

Upon the completion of an examination the student moves to the Office Practice Department where he acts as bookkeeper and auditor in several different offices and a bank during his five weeks' stay in this department. A very interesting feature of the work is the trading transactions carried on between this department and similar departments in schools located in Wilmington, Del.; Worcester, Mass.; N. Y. City; Cedar Rapids, Ia., Reading, Pa., and Wichita, Kan.

**Machine Bookkeeping**—The Machine Bookkeeping course includes, first, a very thorough drill in straight adding machine and calculating work such as: Straight listing and adding; printing of wide sheets; uses of the bell; arranging of spacing; taking of trial balances; recapitulation of sales; making of invoices; cross-tabulating, etc. The regular Machine Bookkeeping is then taken up and consists mainly of ledger posting. The machine records the date, expla-

**Commercial Course—Continued**

nation, page number and amount, just as these items appear in any other ledger except that the posting is done uniformly.

**Commercial Law**—No matter what business or profession one goes into a knowledge of Commercial Law is always valuable. Every day problems arise in which a knowledge of Commercial Law may be applied usefully. This work includes fundamental instruction in Contracts, Negotiable Paper, Agency, Partnership, Real Estate, Joint Stock Companies, Corporations, Insurance, etc., the topics that every business man should understand.



*Future Stenographers*

**Commercial Arithmetic**

The work in Arithmetic aims to develop the handling of figures with accuracy and rapidity. It is assumed that the student has had instruction in the essential topics of arithmetic in the public school and his attention is now centered on the parts that are of equal value to the business man. Among the more important topics included are: Common and decimal fractions; invoicing; profit and loss; bank discount;

insurance; equation of accounts; partnership settlements; essential weights and measures; percentage; commission; commercial discounts; stocks and bonds.

**Rapid Calculation** — Systematic drills in Rapid Calculation are given throughout the entire course; facility in handling addition, multiplication and such short cuts as occur in business with enough frequency to justify their consideration. These drill classes give a student a complete review of all the principal steps included in commercial arithmetic and insure facility in the most important arithmetic processes.

**Penmanship**—The style of writing taught in the penmanship classes is plain, rapid and of medium size. By daily instruction and practice in writing, students acquire quickly and easily ability to write a good business hand. The value and importance of good handwriting is stressed in every department in the school. Penmanship is a specialty in this school and it is an exception when a student fails to make improvements in his writing.

**Spelling** — This study has a very important place in all of our work. We teach our students to spell the words ordinarily used in business and encourage and help them to overcome the handicap under which they will have to work if they are poor spellers.

### Commercial Course—Continued

**English** — This course covers Practical English, grammar, correction of common faults in speaking and writing, including punctuation, exercises in the discrimination of meaning and use of words, the practical rules governing the spelling of common business words, and the meaning and use of simple legal terms. There is also an advanced course in English for mature students preparing for secretarial work.

**Correspondence** — The instruction in Business Correspondence is intended to enable a student to construct and arrange a common-sense, straightforward business letter and train him to use judgment in writing letters requiring the exercise of tact and discretion.

**Filing and Indexing** — Our aim in teaching is to instruct the students so that he will be able not only to do actual filing but to select the right kind of filing system in whatever office he may be placed, should he be called upon to do so. The following outline is used:



*Instruction in Modern Filing*

Filing, definition; Indexing, definition, rules of indexing; Actual practice in indexing; Kinds of files; Methods of Filing; Necessities of files; Advantages; Disadvantages; Practical filing in Shannon, Box, Geographical, Subject, Direct Name and Follow-up files.

**Commercial Typewriting** — This course is designed to cover the fundamentals of Touch Typewriting and to give a mastery of the Keyboard. It includes keyboard exercises; copy from miscellaneous matter; centering; simple tabulation; letter forms; addressing envelopes; and use of carbon.

**Accountancy** — In conjunction with the Bookkeeping, Office Practice and Commercial Law Courses, mature day school students are encouraged to take up the studies that will equip them for the work of accountants and auditors. Provision has accordingly been made whereby day students may take up the Pace Standardized Courses in Accountancy and Business Administration and thus effect a considerable saving of time and expense. This plan prepares them for better positions in business offices and enables them to complete the remainder of the Accountancy Courses in Day or Evening School sessions.

*The time required to complete the Commercial Course averages from eight to ten months; the actual time depends upon the individual and his attention to his work.*

## Accountancy and Business Administration

### One Year Course

This is a thorough and well balanced course including the best part of the Commercial Course and in addition the first three semesters of Pace & Pace Accountancy, Economics, and other Business Courses.

The practical training received in this one year course prepares the graduate for a position in the world of affairs. It is the key that unlocks the door of future opportunities. This course also serves as a basis for the two-year course. Diplomas are awarded to our one-year graduates.



*Accounting Class in Assembly*

With modern industrial developments business has grown to such gigantic proportions that highly complicated accounting systems are required to record its results and to enable business managers to control its operations. The work of the accountant has been raised to the dignity of a profession. Furthermore, those executives who manage business enterprises must have a thorough knowledge of accounts in

order to interpret properly the significance of statements, balance sheets and statistical tables. Many laws have been passed requiring that business concerns make certain annual reports. Since these reports are based on the accounting records of the concerns, their authenticity must be vouched for by disinterested auditors who are called upon to make periodical audits. For this auditing work skilled accountants are required and the Public Accountant finds his services in great demand.

The Accountant is called upon to examine the condition of business concerns and he is also expected to suggest suitable remedies for such weaknesses in their organization as may be revealed. The accountant is looked to by Production Managers to develop a system of Cost Accounting which will afford a basis for scientific price-fixing and turn unnecessary expense into profit. He is expected to provide such Record Controls as will simplify the work involved in production, and at the same time increase the total output. The accountant is, in fact, a business engineer who renders to the manager who is directing a business much the same type of service which the pilot renders for the captain of a vessel that is sailing in unknown waters.

Business men who are interested in promoting new businesses are frequently obliged to call upon public accountants to organize suitable systems of accounts

### Accountancy and Business Administration—Continued

for their undertakings. Again the Public Accountant is called upon to render this service. Few concerns are content to accept the reports and statements of their regular staff of accountants without having occasional audits by some one who is not connected with their businesses. It is the function of the Public Accountant to make such audits.

This course is valuable not only for those who expect to be accountants or auditors but also for those who wish to become business executives.

The Pace and Pace course constitutes a complete educational training in Accountancy, Business Administration, Finance, and allied subjects. A complete set of texts is furnished for the courses. In addition, there are approximately 384 concrete business, accounting, and legal problems. Model solutions are furnished the student for the business and accounting problems. The Rochester Business Institute has the exclusive use in Rochester of the nationally known Pace and Pace Course in Business Administration and Accountancy.



*Secretarial Students Transcribing Notes*

This one year course in Accountancy and Business Administration is a Complete Course and prepares a graduate for a position in the Business world. It also serves as a foundation for the two year courses in Accountancy, and Business Administration and the Advertising and Salesmanship Course.

The subjects taught in this course are:

Commercial Practice and Bookkeeping  
Accountancy, Theory and Practice  
(3 Semesters)  
Economics  
Auditing  
Commercial Law  
Organization and Management  
Advertising and Salesmanship

*A special bulletin setting forth in detail this course in Accountancy and Business Administration will be mailed upon request.*

## Advanced Business Administration

### Two Year Course

The demands of the business world for better trained men, especially for executive positions, makes this two year course a very valuable training for young men and women entering business as a career.

The Rochester Business Institute has been a pioneer in offering this type of instruction and has been doing it for sixty-five years. This course is in every respect like similar courses given at the largest universities.

Credit is given to students who have done creditable work in commercial subjects in High School or who have had practical experience.

The courses of study in the Two-Year Course in Business Administration are as follows:

#### *First Year Subjects*

Commercial Practice and Bookkeeping  
Accountancy, Theory and Practice  
(Three Semesters)  
Economics  
Auditing  
Commercial Law  
Organization and Management  
Advertising and Salesmanship

#### *Second Year Subjects*

Business Organization and  
Management (Advanced)  
Banking and Investments  
Public Speaking  
Insurance, Life and Property  
Real Estate  
Corporation Finance  
Advertising and Salesman-  
ship (Advanced)  
Advanced Business Law  
Economics

A special diploma will be granted to those who complete either the one or two year course.

The subjects in this course are taught by competent instructors and by men who are daily engaged in conducting successful businesses in Rochester. The R. B. I. brings the latest and most practical ideas from the business world right into the class room. Accountancy is taught by accountants, insurance by insurance men, advertising by an advertising expert, real estate by realtors, etc.

Successful business executives will lecture in the course. Students will be taken to various industrial and commercial plants on tours of inspection. Our object and purpose in this course is not only to give practical instruction but to surround the student with a business atmosphere which will mean much to him when he gets placed in industry.

*A Special Bulletin describes in detail this Two-Year Course in Business Administration and will be sent upon request. Address the Registrar, Rochester Business Institute.*

## Complete Accountancy Course

### Two Year Course

The R. B. I. Two-Year Course in Accountancy enables the student to get a complete course. He can finish the six semesters of the Pace and Pace Course which is the requirement for the taking of the State Examination for a C.P.A. (Certified Public Accountant) degree.

The R. B. I. Accountancy Course is directed by Certified Public Accountants who are daily practicing in the business world the subjects they are teaching in the class room.

This Two-Year Course will enable a graduate to take a position as a junior accountant, and because the School has constant contact with large business houses the school aids graduates to secure these accountancy positions.

The program of studies in this Two-Year Accountancy Course follows:

#### *First Year Subjects*

Commercial Practice and Bookkeeping  
Accountancy, Theory and Practice  
(Three Semesters)  
Economics  
Auditing  
Commercial Law  
Organization and Management  
Advertising and Salesmanship

#### *Second Year Subjects*

Accountancy  
(Last 3 Semesters)  
Corporation Finance  
Advanced Business Law  
Banking and Investments  
Cost Analysis  
Business Statistics

Every student is given individual instruction and individual supervision in this course. The student is given practical accountancy problems to solve. The instructors are in the classroom to aid and assist each student. The course seeks to set before each student those specific financial problems which he will be faced with in the business world.

The R.B.I. has developed this course as a result of its sixty-six years of successful experience. Opportunity is afforded students to secure in a concentrated period of two years what ordinarily is scattered throughout a four-year course in a college. The Rochester Business Institute is now making it possible for young men and women to get a complete business education in Rochester.

*A special bulletin describes in detail this two year course in Accountancy and will be sent upon request. Address the Registrar, Rochester Business Institute.*

## Advertising and Salesmanship

### One Year Course

The Advertising field offers an attractive career. This profession like others is demanding trained men and trained women. The Rochester Business Institute offers this course to students who are planning to enter this interesting and lucrative profession.

The course is directed by a competent staff. The technical portions of the course dealing with advertising and salesmanship are presented by one of the leading specialists in this field in Rochester and one who is recognized nationally in his profession.

The course also includes a thorough training in commercial and business subjects which are essential to future success in any business enterprise.

The program of study in this One-Year Course is as follows:

#### A—Advertising

1. *What is Advertising?*—Past, Present and Future. Who Pays? Uses of Advertising. Advertising Terms.
2. *Reason-Why and Human-Interest Ads*—Advertising Psychology. Do People Think? What is Interesting? Analysis and Presentation of Appeals. The Technical Product.
3. *How to Write Copy*—Language and Style. Headlines. Kinds of Copy. Common Errors. Creating Ideas and Slogans.
4. *Physical Appearance or Layout*—Effective Use of Space. Illustration and Ornamentation.
5. *Printing and Lithography*—Type. Paper. Engraving and Electrotypes. Use of Color. Proof Reading.
6. *Newspapers and Magazines*—How to get Best Results. Rates, Position, etc. Classified ("Want") Ads.
7. *Where to Advertise*—Fitting the Advertising to the Merchandising Problem. Trade and Class Publications.
8. *Retail Advertising*—Department Stores. A Typical Retail Campaign.
9. *National Advertising*—Planning the Campaign. The Budget. Selection of Media. A Typical National Campaign.
10. *Direct Advertising*—Letter, House Organs, Broadsides, Folders, Catalogs, Booklets, Mailing Lists, Postal Rules.
11. *Radio and Motion Pictures*—Their Uses in Modern Merchandising.
12. *Outdoor Advertising*—Posters and Painted Displays.
13. *Street-Car Advertising*—Wall Cards, Dash Cards and Hangers.
14. *Window and Store Displays*—Dealer Helps. Packages and Labels.

## Advertising and Salesmanship One Year Course—Continued

### B—Salesmanship

This course is designed to give a broad, general knowledge of the principles of salesmanship. Students are required to prepare sales talks on assigned topics as part of the course.

1. *Scope of Salesmanship*—Preparing to Sell. Analysis of Sales Interview.
2. *Pre-Approach and Approach*—Who Are Your Prospects. Getting the Interview.
3. *Gaining Attention*—Getting Acquainted. Types of Buyers.
4. *Arousing Interest*—Instincts, Motives, Desires.
5. *Creating Desire*—The Sales Talk. Methods of Presentation.
6. *Securing Conviction*—Suggestion, Knowledge, Demonstrations.
7. *Getting Action*—Test Close. Re-entering. Getting the Order.
8. *The Psychology of Salesmanship*—Managing the Interview.
9. *How to Meet and Answer Excuses and Objections.*
10. *Real Estate Salesmanship.*
11. *Insurance Salesmanship.*
12. *Stock and Bond Salesmanship.*
13. *Retail Salesmanship.*
14. *Personality and Its Development.*

### C—Business Subjects

1. *Bookkeeping.*
2. *Commercial Law.*
3. *Typewriting*
4. *Business Correspondence.*
5. *Special Sales-Letter-Writing Course.*

*A special bulletin on Advertising and Salesmanship describes this course in detail and will be sent on request. Address the Registrar, Rochester Business Institute.*

ROCHESTER BUSINESS INSTITUTE

School of Business Administration, Accountancy and Secretarial Science

Administrative Officers



ERNEST W. VEIGEL, JR., A. B.  
General Manager  
(Formerly Manager, New  
Industries Bureau  
Rochester Chamber of  
Commerce)



MEYER JACOBSTEIN, PH.D.  
President  
(Formerly Professor of  
Economics, University  
of Rochester)



ETHEL B. PEARSON  
Registrar and  
Employment Director



ROY O. COOK  
Principal and  
Head of Commercial  
Departments



SARA R. MALONE  
Head of Secretarial  
and Stenographic  
Departments



J. G. LIPSKY  
Advertising Manager



FRANCES C. LEVEQUE  
Assistant Registrar  
and Stenographer



WILMA SHILI  
Secretary to the  
General Manager



KENNETH BROOKS  
Head Bookkeeper



GERTRUDE M. COFFEY  
Assistant Registrar  
and Stenographer



M. EMILY DUGAN  
Office Assistant



WILBUR HILL, A.B.  
Field Representative  
Vocational Guidance Dept.



OSBORNE BAKER, A.B.  
Field Representative  
Vocational Guidance Dept.

ROCHESTER BUSINESS INSTITUTE

*School of Business Administration, Accountancy and Secretarial Science*

Faculty—School of Business Administration, Accountancy and Commerce



GLENN O. WILLIAMS,  
A.B., C.P.A.  
Lecturer in  
Higher Accounting



LOUIS W. M. WILSON  
Instructor in Secretarial  
Bookkeeping, Arithmetic,  
Commercial Correspondence



GEORGE J. MATTESON  
Instructor in  
Initiatory Bookkeeping,  
Arithmetic and  
Penmanship



CHARLES BENTON, A.B.  
Instructor in Banking  
and Business Practice



CARL D. THOMY, B.S.  
Certified Public Accountant  
Instructor in  
Higher Accounting



LORETTA CONNELLAN  
Instructor in  
Secretarial Bookkeeping  
and Penmanship



MYRTLE G. BOND, A. B.  
Instructor in  
Intermediate and  
Advanced Bookkeeping  
and Filing



JAMES L. CROWLEY  
Instructor in  
Commercial Law,  
Bookkeeping and  
Penmanship



RALPH BARSTOW  
V.P. Chas. G. Lyman, Inc.  
Director Day School  
Sales and Advertising



LOUISE B. PERRY, B.Pd.  
Examinations



MARY E. TIFFANY  
Instructor in  
Arithmetic and  
Bookkeeping. Examinations



EARL L. DEY, LL.B.  
Instructor in  
Commercial Law



THEODORE CHILDS  
Director  
Insurance Course



W. ROY WOLF  
Director, Real  
Estate Course



DR. CLINTON WUNDER  
Director, Public Speaking



EUGENE CURTIS, A.B.  
Director Evening School  
Sales and Advertising

Faculty—School of Secretarial Science, Stenography and Stenotypy



KATHLEEN FEELEY  
 Instructor in  
 Shorthand and  
 Typewriting



MAUDE GOODSPEED  
 Instructor in  
 Shorthand and  
 Office Training



EFFIE M. HOOVER  
 Instructor in  
 Shorthand and  
 Typewriting



LELA W. MOWRY  
 Instructor in  
 Shorthand and Typewriting



EFFIE LOU WALLACE  
 Instructor in  
 Shorthand and Typewriting



MARY E. DALY, B.S.  
 Instructor in  
 Shorthand and Typewriting  
 Business English and  
 Spelling



KATHRYN CALLAHAN  
 Instructor in  
 Shorthand and  
 Typewriting  
 Batavia Branch



KATHERINE MEAGHER, A.B.  
 Instructor in  
 Shorthand and Typewriting  
 Business English and  
 Spelling



ELEANOR MALONE  
 Instructor in  
 Shorthand and Typewriting  
 Batavia Branch



RUTH EVANS  
 Secretary  
 Batavia Branch



ALICE ABERCROMBIE  
 Charge of Multigraph  
 Department and Mailing



FLORENCE L. FROMM  
 Manager of  
 School Cafeteria



JAMES G. DALE, A.B.  
 Instructor in  
 Law



WALTER J. DAVISON  
 Instructor in  
 Commercial Law  
 Batavia Branch



JOHN CURTIN  
 Director of Athletics



CLARK MERRITT  
 Manager and Instructor  
 Batavia Branch

## Stenographic Course

7 to 9 Months

Stenography is a fertile field for the man or woman who is ambitious, for this kind of work leads to great success by a comparatively short road. Every department in a modern business and all important executives employ stenographers. The competent stenographer has the privilege of sitting at the elbow of educated and highly trained men who are holding responsible positions. The details of the work and methods of these important men daily pass through the brains and fingers of the stenographer in every letter that goes out from the office. The stenographer cannot but take in many valuable bits of information concerning his employer's business, his customs, policies and transactions. The direct line of advancement for the stenographer leads into the position of private secretary.

**The Stenographic Course** includes Gregg Shorthand or Stenotypy; Typewriting; English Grammar; Spelling; Business English and Business Correspondence; Office Training; Filing and Indexing. Students taking the Stenographic Course are classified, according to the degree of proficiency attained, into five classes, namely, Theory, Review Theory, Sub-Junior, Junior, and Senior.

**Gregg Shorthand** — The ability to write a good system of shorthand is a very important part of the preparation of young men and women for business, and although the number of young people who study shorthand has increased rapidly the demand for well trained stenographers for commercial, secretarial and government positions is greater than the supply. Stenographers are wanted who write easily, rapidly and intelligently; who read their shorthand notes readily and transcribe them accurately and neatly on the typewriter; and who make their work conform to the requirements of business usage.

We teach one standard system of shorthand, the Gregg system, which has grown into popularity very rapidly by reason of its simplicity, its relative ease of acquirement and its practical efficiency.

**Shorthand**—For graduation a student must be able to write at a speed of 120 words per minute and to transcribe from shorthand notes at the rate of 40 words per minute.

*The following award is offered in Shorthand:*

For perfect transcript in Sub-Junior, Junior, or Senior . . . . . Silver Pencil

**Typewriting**—The instruction in touch typewriting is organized to develop accurate, artistic, and rapid typists, since a stenographer's value is in proportion to the degree of efficiency acquired in each of these three qualities. Accurate typing is the only kind that has commercial value. An accurate typist, who can quickly produce artistic work, is in a sense an advertiser and a salesman. Correct habits in learning typewriting technique, when once firmly formed, are the foundation for accurate work, while sufficient practice on the part of the student, when learning the theory, under the constant supervision of the instructor, produces accurate typewriting.

**Stenographic Course—Continued**

We have an adequate supply of all standard typewriting machines including Underwood, L. C. Smith, Remington, Royal and Woodstock, so that our students get training on the typewriters they are likely to be called upon to use after they secure a position.

A carefully graded course is organized to develop in rational sequence the three qualities having commercial value in typewriting. Then comes a careful elaboration of the various recognized standards of form in letter writing, article writing, tabulation, listing, centering and other related subjects—covering all kinds of work that can be done on the typewriter. After correct habits have become fixed, the student's attention is concentrated upon the acquisition of speed.

**Typewriting**—Lessons must be perfect in arrangement as well as accurate in typing. For graduation a student must acquire a 50-word certificate, writing fifteen minutes, having not more than seven errors.

*These special awards are also offered:*

For Speed of 60-69 Words per minute . . . . .	Silver Pin
For Speed of 70-79 Words per minute . . . . .	Gold Pin

**Spelling**—Because of the nature of stenographic work the most effective method of teaching spelling can be readily applied in the Stenographic Course; namely, the direct application of the spelling, pronunciation, definition and use of words in actual composition. The material for the spelling classes is obtained daily by submitting to the students a list of words to be studied in connection with dictation matter that is to be given. This method is regularly used in our dictation classes.

**English Grammar**—A carefully graded course, in the principles of English Grammar and their application in speaking and letter writing, is given throughout the course, including such matters as punctuation, syllabication, compound words, spelling rules, frequently confused words, errors in sentence construction, indentation and paragraphing.

**Commercial Correspondence**—When the student is a member of the dictation classes he takes up the study of the sentence, the paragraph, the letter, and the article from the standpoint of unity, coherence, emphasis, force and diction. Then the types of letters occurring in business letter writing are discussed. These include sales letters, advertising letters, collection letters, inquiries, orders, etc.

**Office Training**—The instruction in Office Training is given throughout the course and students are trained as nearly as possible under actual office conditions. The equipment of the Office Training rooms consists of stenographers' desks and chairs, filing cabinets, telephone, Dictaphone, Billing Machine, Letterpress, Rapid Roller Copier, Mimeograph, Multigraph, and other appliances used in the up-to-date business office.

### Stenographic Course—Continued

The daily schedule of class work includes dictation, typewriting speed work, and transcription from shorthand notes, as well as instruction in the daily routine of the progressive business office of today. In the Office Training Department a complete record is kept of the individual's work turned out in that department.

**Filing and Indexing**—Our aim in teaching filing is to instruct the student so that he will be able not only to do actual filing but to select the right kind of filing system in whatever office he may be placed, should he be called upon to do so. The following outline is used:

Filing, definition; Indexing, definition, rules of indexing; Actual practice in indexing; Kinds of files; Methods of filing; Necessities of files; Advantages; Disadvantages; Practical filing in Shannon, Box, Geographical, Subject, Direct Name and Follow-up files.

**Stenotypy**—Or the machine way of taking dictation, is fast gaining popularity, because it means more speed, greater efficiency, and less fatigue. The principal factor in stenographic speed is accuracy. Perfect notes are profitable.

The Stenotype is a machine similar in construction to a typewriter weighing 4½ pounds, and noiseless. It does not displace, but is a companion machine to a typewriter. It prints on a strip of paper in plain alphabet type. There are twenty-three keys operated by all the fingers and thumbs.

Stenotypy is a system which writes by sound, all silent letters omitted. The Stenotypy has no speed limit for no man or woman will be able to dictate as fast as it can work. Stenotypy can be taken alone or be substituted for Gregg shorthand in the Stenographic or Secretarial Courses.

Stenotypy can be taken as a separate and independent course. A Special Stenotype Bulletin will be sent upon request.

*The time required to complete the Stenographic Course averages from seven to nine months, but the complete actual time depends upon the individual and his attention to his work.*

## Advanced Evening School Courses

The following courses are given in the evening school. Each course is fully explained in SPECIAL FOLDERS which will be mailed to prospective students upon request.

**Advertising and Salesmanship** are among the most important factors of modern business. A knowledge of the principles and practice of advertising is recognized as a necessity in executive positions. As a specialty it presents many brilliant opportunities for those whose talents and ambition run in this direction. In this course the student is taught how to prepare the advertising message and instructed in methods of dressing it up so as to attract the eye of the reading public. Lecture on mechanical processes, such as printing and engraving, arrangement of type and decoration and the use of illustrations, are included. The duties of advertising managers in manufacturing concerns and in retail business specialty shops and department stores are carefully presented and the service rendered by advertising agencies is fully explained. Lectures are also given on the selection and uses of newspapers, magazines, trade papers and other advertising mediums. The course in Salesmanship teaches the principles of selling and how to develop sales ability.

**Public Speaking.** The course is given under the direction of Dr. Clinton Wunder and is open to mature men and women. In his classes Dr. Wunder allows plenty of opportunity for each member to get actual practice each week by addressing the members of the class. He confines himself largely to stating first principles and to making criticisms, suggestions, and observations to the students.

**Property and Life Insurance.** The course is given by the Rochester Business Institute in cooperation with the Underwriters Board and Casualty Club of Rochester. The course is of an educational and informative character. It is intended especially for business executives, business proprietors, and men and women who are looking forward to holding responsible positions in the business world.

A knowledge of insurance as given in this course will not only be helpful but is really essential to an intelligent handling of the business man's insurance problems.

The course, while broad and comprehensive in its scope, is essentially practical given by a practical man who knows his business and by a man who knows how to present his subject.

**Real Estate.** The Course is given in cooperation with the Real Estate Board of Rochester. It is identical with the one given at Union College and is the one adopted by the New York State Real Estate Boards. The course offers the opportunity for young men and women to enter a lucrative and interesting profession. It is also designed for the established real estate man who recognizes the importance of keeping up to the minute. It is elementary enough for the beginner but comprehensive enough to interest experienced brokers, salesmen, operators and builders.

**Stock Market.** A new course that will appeal greatly to all types of men and women in and out of business. Experienced men who are daily dealing in stock market operations will direct the course.

## Day School Tuition Rates

	Cost per Month	Length of Course Months
SECRETARIAL COURSE (One Year)	\$30.	12
COMMERCIAL COURSE (Complete)	\$25.	8 to 10
ACCOUNTANCY AND BUSINESS ADMINISTRATION	\$30.	10 to 12
ADVANCED BUSINESS ADMINISTRATION	\$30.	20 to 24
ADVANCED ACCOUNTANCY	\$30.	20 to 24
ADVERTISING AND SALESMANSHIP	\$30.	10
STENOGRAPHIC COURSE (Complete)	\$25.	7 to 9
COMBINED STENOGRAPHIC AND COMMERCIAL COURSE	\$25.	18
SHORTHAND AND TYPEWRITING	\$25.	5 to 7
BOOKKEEPING COURSE	\$25.	5 to 6
STENOTYPY AND TYPEWRITING	\$22.	4 to 6
STENOTYPY	\$20.	4

No lump sum tuition payments are required in advance.

Students pay as they get their instruction month by month.

Each student pays for one month's tuition upon entering the school and monthly thereafter. (*Four school weeks constitute a month.*)

Actual instruction in the school is from 9 A.M. to 3 P.M. daily. Study rooms are open until 5 P.M.

The time required to complete a course is stated conservatively in the above table. As a matter of fact most students complete their courses in less than the time indicated above.

Books and supplies cost about three dollars per month.

All students pay a registration fee of \$5. This entitles them to membership in the R. B. I. Students' Association. This membership admits the student free to all social and athletic functions during the year.

Special rates are granted to students who take only a part or parts of a regular course. For students attending half day sessions only the tuition is \$18 per month.

A limited number of students are given an opportunity to pay for part of their tuition by services rendered to the school cafeteria or in the school office.

## Scholarships

In cooperation with the Board of Education of Rochester, N.Y., the Rochester Business Institute awards a scholarship to each of the Rochester City High Schools. A scholarship is also awarded to each of the Parochial High Schools of Rochester.

The scholarship is awarded to the most worthy and most deserving graduating student upon the recommendation of the High School Principal and a Special Committee.

The purpose of these scholarships is two-fold: first, to stimulate students to put forth their best efforts on their High School subjects; and second, to enable deserving students to receive an R. B. I. training who might not otherwise have the privilege of securing it.

The Rochester Business Institute also has a deferred tuition plan by which students are aided financially. Details will be furnished upon request. Write to the Registrar for particulars.

## Important General Information

**Entrance Dates.** The first and third Mondays of every month are registration days at the Rochester Business Institute, except for Advanced Accountancy and Business Administration. When Monday is a holiday, the following Tuesday becomes Registration Day.

New classes are formed every first and third Monday. This plan, combined with small-group and individual instruction methods, makes it possible for a student to proceed in his studies without delay. Students wishing to make registration arrangements before the opening dates may do so by mail, or in person in the Registrar's Office any time during Office hours.

**The Rochester Business Institute is Open Throughout the Year.** With the exception of all legal holidays, and one week at Christmas, the school is open throughout the year.

**Office Hours.** The offices of the Rochester Business Institute are open daily from 8:30 A. M. to 5 P. M. except Saturday afternoons, Sundays and legal holidays. The offices are open Tuesday and Thursday evenings from 7:00 to 9:30. The school telephone numbers are: Main 3869 Main 3868.

**Sessions.** The Day School is in session from Monday to Friday, inclusive. Classes begin at 9:00 A.M. and end at 3:00 P.M. with a lunch period from 11:40 A.M. to 12:40 P.M. All departments, however, are open from 8:30 A.M. to 5:00 P.M. with a teacher in charge, which gives an opportunity for supervised study outside of the regular class hours, without extra charge. The Summer Schedule during July and August is from 8:15 A. M. to 1:00 P. M.

**Promptness and Punctuality.** Students must be in attendance during school hours, and will not be excused for absence except in case of sickness, or for other unavoidable causes. It is assumed as part of the contract that the student's time belongs to the school and must be at the disposal of the teacher as it would be at the command of an employer in business; hence, leave of absence cannot be granted for pleasure or to attend to personal affairs. Promptness and regularity are essentials of success here as elsewhere.

If, for any necessary reason, the student must be absent from daily sessions, notice of that absence should be given to the executive offices by post card or telephone. Tardiness is not permitted. When students are late, they will not be permitted to enter the classrooms unless a reasonable excuse can be given to the Head of the Department who will issue a pass. In case of continued absence or lateness, a written excuse from home, signed by parent or guardian, is required.

**Deportment and Discipline.** In the matter of deportment, this school requires no more of the pupil than is demanded in the best business houses; namely, faithfulness, diligence, sincerity, and courteous conduct towards teachers and fellow pupils. Appeal is made to personal honor and self-respect in the matter of all necessary rules and regulations. When this appeal fails, the student will be dismissed.

**Daily Supervision of Students' Progress.** Careful supervision of the progress of each student is exercised by the executive officers of the school, who visit

each department daily, keep closely in touch with the methods of teaching and the progress of the students, and investigate personally every cause of the failure of any student to keep up to the required standards, and encouraging students to go ahead as fast as possible, consistent with thoroughness.

**Reports and Letters to Parents.** Careful records are kept of the work done and progress made by every student. Daily records are summarized into monthly reports which are sent to the parents. These reports will be supplemented by personal letters, if parents desire specific details of the student's progress.

**Promotion.** In all departments, the individual student is promoted upon the satisfactory completion of the work assigned to him. The system of instruction employed here enables the individual student to advance as rapidly as his qualifications will permit, without reference to any other student or group of students pursuing the same course of study.

**Conference Hours.** Students may interview the executive officers of the school during free periods or after 3 P. M.

**Mail Facilities.** Students may have their mail addressed to the Institute.

**Out of Town Newspapers.** The school subscribes to the newspapers in the cities and towns from which the students come, so that the students may keep in touch with affairs at home.

**Reduced Railroad Rates.** Pupils under twenty-one years of age, residing in suburban towns, may travel at reduced rates on monthly tickets. Inquire for particulars at your own ticket office or at the R. B. I. office.

**Boarding Facilities.** Good board with furnished rooms in private families can be obtained at \$8.00 to \$10.00 per week each, where two students occupy a room together. If a student desires the exclusive use of a room the prices range a little higher.

Students from out of the city can have good accommodations secured in advance, subject to their approval, by giving notice when they will enter the school. The officers of the school exercise care in assisting students to find boarding places that are comfortable and in every way satisfactory. Many pupils prefer to board with private families, rather than in large boarding houses, and a list of such families, well known to the Registrar, is kept on file.

The Registrar also has a list of desirable rooms at moderate prices for students who prefer to get their meals in some of the excellent and inexpensive restaurants for which Rochester is noted.

**School Cafeteria.** The school cafeteria is open every day for the convenience of students. Wholesome and appetizing meals are served at less than cost. By eating in the school cafeteria students are able to save from three to five dollars a month.

**Qualifications for Admission, Entrance Examination.** A fair knowledge of the common English branches is all that is necessary to begin the work in our Commercial and Stenographic Divisions, and there is usually no entrance examination requirement.

While we have no formal entrance examination, the Rochester Business Institute reserves the right to refuse admission to such students who are not qualified to pursue successfully the courses it offers.

**Term Examinations.** Students entering the school with some previous preparation in the commercial subjects are permitted to take examinations at once on the work already done and to commence as far along in these subjects as their qualifications warrant. Students coming from the Commercial Departments of the accredited high schools are given full credit for the work they have completed, and their high school standings are accepted and entered on our records without examination.



*The School Auditorium*

Tests and examinations are given throughout each student's course upon the completion of the work in any subject, section, or department, and certificates showing the standings obtained are awarded to the students entitled to them.

**Final Examinations and Graduation.** Final examinations are given immediately upon the completion of the study of the subjects of the course pursued. The

certificate is awarded when the student completes the course, and the Diploma is given at the time of the next Commencement. There is no charge for the certificate. The fee for the Diploma is two dollars.

It will be apparent from the above examination conditions and privileges that the progress of each student rests very largely with himself and that every incentive is placed before him to make the most rapid advancement consistent with thorough work. Only those students are graduated who successfully complete the courses prescribed and pass the required examinations.

**The Diploma** is valued by all graduates and employers. Every graduate is also given a Graduate's Employment Card. This card is asked for by employers who recognize the higher standard of training of Rochester Business Institute graduates.

**Home Study.** The time estimated for completing our courses is based on the assumption that the student will devote a certain amount of time to study outside of school hours. If he does this he can make more rapid progress and effect considerable saving of time and expense. A schedule of home study, suited to the course selected by the student, will be mailed to parents or guardians when desired. Their cooperation in this important matter will be appreciated by the school officers.

**Student Activities.** The R. B. I. Students' Association each year arranges for a series of dances, plays and musical programs. These affairs which provide wholesome recreation are always well attended by all students and promote school spirit.

**Y. M. C. A. and Y. W. C. A.** Both the Young Men's Christian Association and the Young Women's Christian Association of Rochester give special rates and privileges to students, which are open to the young men and women attending the Rochester Business Institute, in common with the students of other schools in the city who wish membership in these organizations while attending school. Each of these associations rents rooms and furnishes board to young men, or women as the case may be, coming to the city as strangers, and each has reading rooms, libraries and parlors for the use of members, in addition to the equipment for physical culture and gymnasium training.

The Y. M. C. A. has several branches scattered throughout the city. There is also a Catholic Young Men's Association, Knights of Columbus Dormitory and Jewish Young Men's Association.



*Secretarial Students Getting Individual Attention*

### **Visitors are Always Welcome**

All visitors are welcome even without any previous notification. Appointments can be made by mail, telephone or in person. We especially invite parents or guardians to come and see what we are accomplishing. Such cooperation is valuable to students and the school.

### **Part-Time Employment to Help Meet Expenses**

Every year there are young men and women in attendance who secure part-time employment. This is to help defray expenses. Our best students have found this to be not only profitable but really enjoyable. Such outside work can usually be arranged so as not to interfere with school hours. Students who desire employment of this nature should consult with us and our best efforts will be used to help find positions. The R. B. I. operates a Free Employment Bureau.

### **Time Required to Complete Courses**

The time required to complete a course depends on past training, past education and ambition of the student. Each student progresses as fast as he desires, but must maintain the quality standard of scholarship. Please refer to page 29.

In general, however, it may be said that the Commercial Course requires from seven to ten months for completion; the Stenographic Course requires about the same length of time; and the Secretarial Course approximately one year.

**Special Schedule.** Students who do not wish to take a complete course of study but who wish to specialize on certain subjects may select any one or more of the subjects taught.

The courses are very intensive. The R. B. I. gives the maximum amount of instruction in the least possible time.

### **Special Bulletins**

Special Bulletins may be had covering Stenographic Course, Commercial Course, Secretarial Course, Evening Business Courses, Accountancy Course, Insurance, Real Estate, Public Speaking, Stock Market and Advertising and Salesmanship Course. Inquiries relating to courses or any matter pertaining to the R. B. I. will be promptly honored.

### **Individual and Class Instruction**

Both individual and class instruction are given in all departments and in all subjects. Accountancy, Bookkeeping, Shorthand Stenotypy, Typewriting, and Office Training, especially require much individual teaching in a school in which students are encouraged to make the most rapid advancement possible. In all the other subjects of study students who need special attention and help are taught individually or in small groups, so that they can receive the particular assistance and instruction they require. Our large staff of instructors makes it possible to give individual attention to all students. The way this is accomplished can be seen on pages 15 and 33. Small groups of students are taken aside in one of the special study rooms and instructors go from student to student assisting them in their difficult problems. Only a school with a sufficient number of instructors can give this personal instruction. The R. B. I. employs a large staff to accomplish this purpose.

The School takes a real personal interest in each student quite apart from the regular class room work. Often the advice given by officers and faculty to individual students in a personal way is of the utmost value. Success today in any field of endeavor means highly specialized training and concentration in one line of properly charted endeavor. Once the student sets out and knows where he is going no obstacles are too difficult for him to overcome. The Rochester Business Institute strives hard to shape the careers of its students so that they will be a credit to themselves, their families and the community which they serve.

## Evening School

Ambitious young men and women who are employed in the daytime or who are unable for some reason or other to attend the day sessions will find that the Rochester Business Institute Evening School offers a convenient means for improving their education.

That no one is too old to learn is evidenced by the fact that Evening School courses and other types of continuation courses are being taken advantage of by large numbers of men and women who feel the need of better preparation for their life work. The R. B. I. is prepared to give the type of training in the Evening School that will materially assist those who are ambitious to secure promotion.

The same thorough methods that are employed in the Day School are used in the Evening School and the same high-grade faculty is employed for Evening School.

The reason so many attend the R. B. I. Evening School is due to the interest of the instructors in each individual student and to the efficient methods of instruction. The entire equipment and facilities of the school are at the disposal of Evening students.

The subjects taught in the Evening School are: Secretarial Training, Business Administration, Accountancy, General Business, Bookkeeping, Stenography, Stenotypy, Advertising, Salesmanship, Business English, Correspondence, Filing, Penmanship, Commercial Arithmetic, Commercial Law, etc. A brief outline of the advanced courses given in the evening school will be found on page 28 of this catalog.

**Sessions**—Evening School classes begin the first and third Tuesdays of every month. School is in session throughout the year without interruption. Students can obtain in the Evening session the same proficiency as the students who attend the Day School, the only difference being in the length of time required to complete a course of study.

The classrooms are open at 7:00 P.M. and sessions are held from 7:30 to 9:30 P.M. Evening school students wishing to make registration arrangements before the opening dates may do so in the Registrar's Office any time during Office hours.

**Tuition Fees**—The tuition fee is \$8.00 per month for all secretarial, commercial and stenographic courses. Special advanced courses have special rates.

### **Books and Supplies:**

For beginning Bookkeeping . . . . .	\$4.75
For beginning Shorthand and Typewriting . . . . .	4.50
For Typewriting . . . . .	2.15
Penmanship . . . . .	.90

Books and Supplies can be secured at the School Office.

*A special bulletin containing a complete outline of the different courses in the Evening School will be supplied upon request.*

### Contacts with the Business World

During the course of the year prominent and successful business men and women address the students. In this way the character and the problems of modern business are brought direct to the students by lecturers from the business world. General managers, superintendents, private secretaries, bankers, insurance men, accountants and office managers lay before the students in a practical way the management and conduct of business based on their personal experiences.

*The following prominent speakers addressed the R. B. I. students during the school year 1927—1928:*

Mr. Charles Bradford . . . . .	Secretary to Mr. L. M. Todd, The Todd Co.
Mr. George S. Van Schaick . . . . .	Attorney
Mr. George D. Whedon . . . . .	Secretary-Treasurer, Monroe County Savings Bank
Miss Florence A. McAnancy . . . . .	Employment Manager, Eastman Kodak Company
Mr. Arthur C. Simmons . . . . .	Principal, Jefferson Junior High School
John A. Randall, Ph.D. . . . .	President, Mechanics Institute
Edgar Fisher, Ph.D. . . . .	Dean, Robert College, Constantinople
Clinton Wunder, D.D. . . . .	Pastor, Baptist Temple
Ralph B. Wilson . . . . .	Vice-President, Babson Statistical Organization
Mr. William Pidgeon, Jr. . . . .	Proprietor, Pidgeon Shoe Store
Miss Leah Levine . . . . .	Secretary to Mr. B. Forman, B. Forman Company
Reverend Whitney S. Yeaple . . . . .	Associate Pastor, Lake Avenue Baptist Church

*The following speakers addressed Salesmanship Class:*

Mr. Theodore Childs . . . . .	Theodore Childs, Insurance
Mr. Roy Wolf . . . . .	Executive Sec'y—Real Estate Board of Rochester
Mr. Wellington Potter . . . . .	Insurance
Mr. Herbert Bramley . . . . .	Director, Sibley, Lindsay & Curr Company
Mr. Otto M. Ostendorf . . . . .	J. G. White & Company, Brokers
Mr. Alfred Hart . . . . .	President, Hart Chain Grocers

*The following speakers addressed Advertising Class:*

Mr. Elmer Ayer . . . . .	Ayer and Streb Advertising Service
Mr. Frank Otte . . . . .	Sibley, Lindsay & Curr Company
Mr. Ben Adams . . . . .	General Outdoor Company
Mr. George Reid . . . . .	Manager, Stearn Advertising Company
Mr. Philip Williams . . . . .	Dennison Manufacturing Company
Mr. Fred Hughes . . . . .	Hughes Wolff & Company
Mr. Jack Speare . . . . .	Advertising Service
Mr. S. J. Burden . . . . .	Manager WHEC
Mr. Basil Weston . . . . .	J. G. White & Company—Brokers

*The following speakers addressed Real Estate Class:*

Mr. A. C. McNulty . . . . .	State Deputy and Comm. of Licenses
Mr. J. J. Carmichael . . . . .	J. J. Carmichael Co.
Mr. Earl J. Bloss . . . . .	Manager, Temple Bldg.

## Recreation and Sports

Baseball and Basketball are encouraged within reasonable limits. These sports are under the direct supervision of a member of the faculty and only those students whose standings in all subjects are satisfactory are allowed to participate. No school makes greater use of all facilities that contribute to help prepare young people for business than does the Rochester Business Institute.

The R. B. I. has its own Auditorium and its own gymnasium where social and athletic activities are conducted in a clean and wholesome environment.



### Officers and Executive Committee of Students' Association.

Standing—*left to right*: George Matteson, *Faculty Advisor*; Clarence Deane, Cazenovia, N. Y., Frances Hamil, Cuba, N. Y., Harold Roll; Ovid, N. Y., Sanford Lally, Oswego, N. Y., Katherine Meagher, *Faculty Advisor*.

Sitting—*left to right*: Gertrude Weller, Scotia, N. Y., *Vice-President*; George Doyle, Rochester, N. Y., *President*; Jean McGrath, Rochester, N. Y., *Secretary*; Daniel Couch, Cortland, N. Y., *Treasurer*.



*Basketball*



*Baseball*

MAIN OFFICE



CAPITAL AND SURPLUS

\$4,000,000.00

MEMBER FEDERAL  
RESERVE SYSTEM

THOMAS E. LANNIN  
President

February 20, 1926.

Mr. Meyer Jacobstein, President,  
Rochester Business Institute,  
Rochester, N.Y.

Dear Mr. Jacobstein,

In reply to your letter, I beg to say that after graduating from the Public School, I attended the Rochester Business Institute during the Fall and Winter of 1890 and 1891.

I have always been very grateful to the Institute for the training I received there which has been of great assistance to me in the banking business.

A course in bookkeeping and general office practice is a great help to anyone in the business world and I can recommend the Rochester Business Institute very highly.

Yours sincerely,

*Mr. Lannin is only one of the many hundreds of R.B.I. graduates to reach success*

## Ten Reasons

*Why it will pay you to come to the Rochester Business Institute, School of Business Administration, Accountancy, and Secretarial Science*

1. It is 65 years old and has 65 years of successful experience to pass on to you.
2. It is registered by the Board of Regents of the University of the State of New York and a member of the National Association of Accredited Commercial Schools.
3. Its reputation earns for its students the right of way to the better positions.
4. Forty-five thousand graduates and students of the R. B. I., men and women, are holding worth while positions over the entire country.
5. The Placement Service Bureau of the school receives more than one thousand calls per year for trained office assistants. Worthy graduates are assured permanent positions.
6. New, fire-proof building in the heart of Rochester. Adjoins railroad, bus, and trolley terminals. Quietness, fresh air and good light unite to promote good work.
7. No obsolete or old fashioned equipment. Every machine, device, and fixture is of the latest model.
8. A Vocational Guidance Department that extends help and friendly cooperation to those who are undecided about the proper career to choose.
9. A large staff of capable and experienced instructors, aided by a corps of lecturers from the educational, business and professional world, insures thorough instruction.
10. Tuition rates in proportion to the quality and thoroughness of instruction.

*The money invested in a Business Administration, Accountancy, or Secretarial Course is quickly returned with interest.*



*A group of R.B.I. students in Washington Park opposite the school.*

WILLIAM T. DEWART  
280 BROADWAY  
NEW YORK, N.Y.

February 19, 1926.

My dear Mr. Jacobstein:-

The instruction which I received at the Rochester Business Institute furnished the essential technical foundation with which I started my business career. That instruction was well devised and efficiently and intelligently communicated by the teachers in charge, and I have always been highly appreciative of what I gained by attending the Institute.

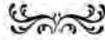
Very sincerely yours,

*Wm. T. Dewart*

Mr. Meyer Jacobstein, President,  
Rochester Business Institute,  
172 Clinton Avenue,  
Rochester, New York.

*R. B. I. training helps to succeed in every line of endeavor.  
Mr. Dewart is President of the New York Sun and Frank Munsey Co.*

## What Successful Men and Women Think of a Business Education



Mr. George Eastman, President of the Board of Directors of the Eastman Kodak Company, said: "A young man or woman who enters the employ of the Eastman Kodak Company has a better chance to get to the top if he or she has a good business or technical education."

"I know of no training that costs so little and pays so much as a business college course."—*E. H. Harriman.*

"In these days the young man without business training stands little chance."—*John Wanamaker.*

"The number of big business men who *began their business career as stenographers* is clear beyond and out of all proportion to any other positions."—*Elbert Hubbard.*

"If a man wishes his son to go into business, he should send him to a business college."—*Woodrow Wilson.*

"The question for each man to settle is not what he would do if he had means, time, influence and educational advantages, but *what he will do with the things he has.*"—*Hamilton Wright Mabie.*

"If I were fifteen years old again and wanted to be earning \$25,000 a year in some great business by the time I was thirty, I would study to become a good amanuensis and get into the manager's office as a stenographer. There is no quicker, easier way to 'burglarize' success."—*Frederick Ireland, Official Reporter U. S. House of Representatives, Washington, D. C.*

"Business colleges furnish their graduates with a better education for practical purposes than either Princeton, Harvard or Yale."—*James A. Garfield.*

"The education I acquired in the business college, I count as of the greatest practical value of any I ever received."—*Hon. Lyman T. Gage, Ex-Secretary of the U. S. Treasury.*

"Hundreds of men have failed simply because they did not understand how to keep their accounts correctly. It matters not what business a young man may engage in, there will come a time when such knowledge will be of the greatest value to him. No one need to expect to fill any place of public trust who is destitute of the knowledge of bookkeeping. So if he pays a hundred, or two hundred dollars for a commercial education, he is sure of getting it back, and ten times over, should he live to be fifty years old."—*Kent.*

## Prominent R. B. I. Graduates

The R. B. I. offers you the same training that has started these men and women  
on the road to success.

### *Judges, Attorneys, Court Officers, etc.*

Raymond D. Westbury, Judge City Court  
William F. Love, District Attorney  
William J. Richter, Attorney  
D. Curtis Gano, Attorney  
Alfred Killip, Deputy Chief of Police  
Louis B. Freer, Supreme Court Stenographer

### *Bank Officials*

Paul Aex, Secretary, Central Trust Company  
George Lennox, Vice President, National Bank of Rochester  
Edward J. Meyer, Assistant Secretary, Union Trust Company  
John C. Rodenbeck, Vice-President, Union Trust Company.  
Peter Vay, Vice President and General Manager Lincoln Branch, Lincoln-Alliance Bank

### *Proprietors and Executives*

Linus S. Appleby, Realty Broker  
Paul A. Bazaar, Mgr. Dist. Office, U. S. Veterans' Bureau  
B. G. Bennett, Manager Rochester Office, Northwestern Life Insurance Company  
Ezra J. Boller, Resident Manager, Preferred Accident Insurance Company  
Mae G. Bosche, Asst. Sec. Associated Mortgage Investors, Inc.  
J. N. Bowman, President, Genesee Valley Lithograph Co.  
Lillian K. Boyd, Supervisor, Eastman Kodak Co.  
Chauncey S. Bradt, Secretary and Treasurer, Wheeler-Green Electric Co.  
Harry B. Crowley, New York State Assemblyman  
George G. Ford, Pres. Rochester Germicide Co. and General Street Signal Corp.  
John B. Frey, President and Treasurer, John B. Frey Co., Inc.  
Jack L. Gorham, Assistant Treasurer, Camera Works, Eastman Kodak Co.  
Frank S. Gottry, President and Treasurer, Sam Gottry Carting Co.  
Irving R. Garbutt, Director Commercial Education, Cincinnati, Ohio  
Clemens Herman, Divisional Merchandise Manager, L. S. Ayres Co.,  
Indianapolis, Ind.  
Fred B. King, President and Treasurer, Mandeville & King Co.  
Florence J. Lapp, Purchasing Agent, Union Trust Co.  
Frederick S. Miller, Secretary, Hubbard, Eldredge & Miller  
William Maloney, Nurseryman, Dansville, N. Y.  
Jeremiah G. Menihan, President and Treasurer, Menihan Shoe Co.  
W. B. Moore, Office Manager, Garfield Real Estate Co.  
Eugene Masten, Lisk Manufacturing Co., Canandaigua, N. Y.  
Fred J. Maier, Owner, Elm Bowling Hall and Genesee Bowling Alleys  
R. J. McLean, Proprietor, Detroit Commercial College, Detroit, Mich.  
Henry L. Miller, President and Treasurer, Luitwieler Engine Pumping Co.  
W. H. Marius, Principal, Brown's Business College, Bloomington, Ill.  
Thomas J. Northway, President, Thomas J. Northway, Inc., Automobiles  
Walter Patterson, Proprietor, Cody School of English  
Arthur Patterson, Proprietor, Patterson Civil Service School  
Frank A. Paddock, Secretary, Morgan Machine Co.  
Chauncey B. Post, Proprietor, Worcester Business Institute, Worcester, Mass.  
Harry Post, Proprietor, Business College, Waterbury, Conn.

# ROCHESTER BUSINESS INSTITUTE

*School of Business Administration, Accountancy and Secretarial Science*

Clark S. Quinn, Secretary and Manager, Rochester Motor Terminal, Inc.  
Edward J. Seeber, Rochester Spray Pump Co.  
Anna Shannon, Bonds, New York City  
Mae J. Shannon, Insurance, Oakland, California  
Fred W. Townsend, General Insurance  
Stanton B. Van Ness, Official Auditor and Vice President, U. S. Mining Company, Silver-  
ton, Colorado  
Bert Van Wic, Sec. and Treas., Associated Mortgage Investors, Inc.  
Gertrude A. Vayo, Manager Kilbourn Hall, Eastman School of Music  
Harry F. West, Head of New York Central Freight Department  
Edward Weter, General Manager and Treasurer, Yawman & Erbe Manufacturing Co.  
Edwin P. Wilson, Secretary, H. E. Wilson, Inc., Florists

## *Accountants*

Homer Brown, Public Accountant, Akron, Ohio  
Leighton Camp, Price & Waterhouse, Public Accountants, New York City  
H. Wilbert Closs, Auditor and Accountant, Canandaigua, N. Y.  
Edward B. Dineen, Public Accountant  
Ralph W. Smith, Treasurer, Rochester Certified Audit Corp.  
Laura Schilling, Wm. Eastwood & Son Co.  
Glenn O. Williams, President, Williams & Thomy, Public Accountants.  
Fred C. Zeitler, Van Ingen Coal Co.

## *Private Secretaries*

Mildred E. Bosche, Secretary to Principal, Jefferson Junior High School  
Mabel G. Carlson, Secretary to President, Oil Co., Titusville, Pa.  
Sue Collinson, Secretary to President, Pfaudler Co.  
Hilda DeBrine, Secretary to Dr. John R. Williams  
Margharita Harmon, Secretary to President, Alling & Cory Co.  
Dore Hough, Secretary to Edward Hungerford, Director Baltimore & Ohio Railroad Co.,  
Baltimore, Md.

## *Professional*

Charles E. Bowman, Head, Commercial Dept., Girard College, Philadelphia  
C. E. Cook, Director Commercial Education, Rochester Public Schools  
R. E. Davey, Head, Commercial Dept., East High School  
Lillian E. Eaton, Commercial Dept., Cushing Academy, Ashburnham, Mass.  
Katherine J. Hooker, Commercial Dept., High School, Greenwich, Conn.  
D. A. McMillin, Head, Com. Dept., Central High School, Newark, N.J.  
Professor Fred G. Nichols, School of Business Administration, Harvard University



*Graduating Class of 1927*

WILSON & HEYE  
PUBLIC ACCOUNTANTS AND AUDITORS  
MEMBERS AMERICAN INSTITUTE OF ACCOUNTANTS  
1118 FLOOR COMMERCE BUILDING  
ROCHESTER, N.Y.

Mr. Meyer Jacobstein, President,  
Rochester Business Institute,  
172 Clinton Ave., S.  
Rochester, N.Y.

Dear Sir:-

It gives me great pleasure, at this time, to commend your institution for its excellent work in training students and preparing them to more capably fulfill the duties which are entrusted to them when entering upon their business careers.

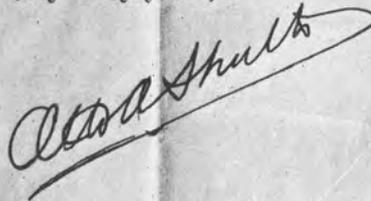
During the past several years while being manager of the firm of which I am now a partner, I had the opportunity of reviewing hundreds of applicants for positions on my staff as well as for the offices of some of my clients. I was surprised to learn of the large percentage of applicants who were unfit for a position of responsibility for the reason that they did not have the basic requirements for such a position.

I sincerely hope that the young men and women who are completing their preliminary education and who are desirous of some day entering upon some business career, will take a course in business administration in an institution such as you are operating as a basic foundation for future advancements.

In conclusion, I beg to state that having reviewed the work of accountants, bookkeepers, and assistants of Rochester's principle industries, I am of the opinion that business men and women who had started on their business career with a Rochester Business Institute education appeared to be more capable of assuming responsibility and knowing how to master them than students of other institutions.

Very truly yours,

OAS/LS



*Accountants, Bankers, Brokers and Executives get their start at the R. B. I.*

## Rochester of Today

JOHN H. FINLEY, the noted educator, once said: "Whatever Rochester does she does in the best way. America has no better example of a progressive, loyal, happy community to show the world."

Today Rochester has a population of 331,000. She has more than 1,700 factories which manufacture more than 300 different commodities. She ranks first in the production of motion picture film, cameras and photographic plates, temperature measuring instruments, filing devices, check protectors, telephone apparatus and artificial ivory buttons. In the production of women's shoes she stands fourth and holds the same place with regard to men's clothing.

Rochester's Chamber of Commerce, with its 4,300 members, has been a potent factor in building up the prosperity of the city, and its Convention and Publicity Bureau has carried the fame of Rochester far and wide and has helped to make it one of the most popular convention cities in the country.

And Rochester is a good city to live in, as well as to work in. No matter whether one drives out East Avenue or through Browncroft or other of the carefully maintained subdivisions or turns into one of the less expensive developments where a cosy little bungalow may be bought for a sum written in four figures, there is the same atmosphere of hominess and well-being. Streets are wide and well-paved, lawns well kept, and each house has its bit of shrubbery and its flower garden. Then, for recreation, there are the parks, the bathing beaches, the public and private tennis courts and golf links. No wonder that Rochester has a low death rate and is noticeably free from epidemic diseases.

It is a good city for young men and women, for in addition to facilities for recreation there are unusual opportunities for education along academic, technical and artistic lines.

The University of Rochester, the new School of Medicine and Dentistry, the Eastman School of Music, the Rochester Theological Seminary, St. Bernard's Seminary, the Rochester School of Optometry, the Rochester Business Institute and the Rochester Athenaeum and Mechanics Institute offer many paths of learning for the young man and woman who have passed beyond the teaching of the public and parochial grammar and high schools.

There are also many educational opportunities which are available without charge to all residents and visitors. These include the facilities of the Rochester Public Library, the Reynolds Library on Spring Street, the Sibley Musical Library in the Eastman School of Music; the Memorial Art Gallery and Art Library on the campus of the University of Rochester, and the Municipal Museum at Edgerton Park, where also is housed the collection of the Rochester Historical Society including much of interest to the student of early Rochester.

With the annexation of Charlotte, some years ago, Rochester came into possession of a fine lake port from which it is possible to journey to Quebec or even, with a mere change of boat, to Europe. During the summer months there are daily sailings of passenger boats and the shifting of freight amounts to a considerable tonnage in the course of the year.

Five steam railroads and five trolley interurban lines serve the city.





