

**MODERN BUSINESS: BEFORE
YOU BEGIN. HOW TO
USE THE MODERN BUSINESS
COURSE AND SERVICE**

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Modern Business: Before You Begin. How to Use the Modern Business Course and service by
Alexander Hamilton Institute

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ALEXANDER HAMILTON INSTITUTE

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Before You Begin


How to use the Modern
Business Course and
Service

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Before you begin

How to Use the Modern Business Course and Service of the Alexander Hamilton Institute.

Read **Y**OUR first interest, naturally, as a **this** subscriber to the MODERN BUSINESS **now** COURSE and SERVICE, is to learn exactly what it is and how to use it.

That is easily understood. Let us begin with the material.

When the Texts arrive at your home, take them out of the fiber box at once and set them up on the table where you can look at them. Run over the titles on the backs of the volumes, in their order so as to get an idea of the range of information covered. Then open them up one by one and take a glance at the matter within. Do this before beginning to read systematically; you will find it will be time well spent.

The quickest and best way of getting acquainted with each volume is to pick out the table of contents at the front of it and read the chapter headings, as well as some of the sectional titles below. After this, turn over to the back of the book and run thru the index. These two features will give you a very good notion of what you are to get out of the Texts and show how conveniently they may be consulted.

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Course **T**HE Texts, as you will see, are the
in backbone of the Course and Service;
brief they furnish a complete organized treat-
ment of business principles and practice.

Packed with them will come the first of the semi-monthly Talks and monthly Lectures. The Talks will guide your reading and quicken your interest in it. The Lectures will put you in touch with the special ideas and methods of some of the leading business and professional men in the country.

Before you have finished reading the first volume of the Text, a third kind of pamphlet will reach you. This will be a Problem describing a concrete business situation, such as you already or may later deal with. Its object is to test your judgment. There is a Problem for each Text.

So much for business principles and practices. As to current business happenings and the trend of future business movements you will be kept informed thru a Monthly Letter and a monthly Financial and Trade Review. Four Modern Business Reports on important phases or methods of business will be sent to you as soon as you select them from the List furnished with the Texts.

Last, a personal Service of information will be supplied in answer to all inquiries in connection with the reading of the Course.

**Why you
should read
in order**

THE manner in which the Texts and pamphlets are arranged is not accidental. It has a sound pedagogical basis. Just as in any university or college course, the fundamental and easy subjects come first and afterward those more difficult and highly specialized. The later books and booklets consequently depend on the preceding ones for complete clearness and interest. "Advertising Principles" prepares you for "Advertising Campaigns;" "Business Organization" leads you into "Corporation Finance;" and "Plant Management" and "Accounting Principles" make it possible for you thoroly to understand "Cost Finding." The order of arrangement is therefore important. You will get the quickest and best results by following it.

One of the first things you will probably do when the Texts reach you is to look up the subjects with which you are familiar. That is a good idea.

Bear in mind, however, that the Course is designed to tell you, not what you already know, but what you don't know. If you are an accountant, of course the Texts on that subject will not tell much that is new to you. Yet, for that very reason, provided your business knowledge does not go much beyond strict accounting, the other subjects of the Course are going to open up to you whole new regions of practical possibilities. And the other readers who know little or nothing about accounting—such as many advertising managers, agents and solicitors, salesmen, purchasing agents, retail merchants and professional men—will find a great deal of useful

TO YOU ANSWERING

information awaiting them in the accounting Texts, the information they need to make them better all-round business executives.

Ten pages of the Text a day **T**HE Course is laid out for two years' convenient reading. Each Text has been kept at about 300 pages so as to be covered in 30 days—ten pages a day. This can readily be done, even with the Talks and Lectures, which you may read almost as quickly as you can your daily newspaper. Answering the Problems will call for a few extra hours a month.

At the head of the Institute **T**HE Course and Service is under the general supervision of the head of the largest University School of Commerce in the United States, Dean Joseph French Johnson, and the sponsorship of an Advisory Council, consisting, besides Dean Johnson, of Frank A. Vanderlip, the financier; General T. Coleman du Pont, the business executive; John Hays Hammond, the eminent engineer; and Dr. Jeremiah W. Jenks, the statistician and economist.

Reason for the name **T**HE Institute bears the name of Alexander Hamilton because, among the honored fathers of our nation, he stood preeminent for his business sagacity.

Hamilton is perhaps chiefly remembered for his masterly statesmanship; but he was equally con-

spicuous as soldier, financier, author, organizer and practical economist.

He was without doubt the greatest manager ever employed by the United States Government. When he became the first Secretary of the Treasury, he found a chaotic government, without money, without credit, and without organization. He secured order, provided funds and created prosperity. He investigated the industries and directed the early commercial development of the United States. "He touched the dead corpse of the public credit, and it sprang upon its feet. He smote the rock of the nation's resources and abundant streams of revenue gushed forth."

Hamilton was a great executive and systematizer; he himself worked out an accounting system for the United States Government which, with but slight modifications, remained in force for more than a hundred years.