This map shows the location of Institute graduates who were abroad five years after the graduation of AIFT's first class in July. It is a record of accomplishment in training Americans from every state in the Union for international business careers.

More than 85 percent of those shown on the map are in the business of private business — the balance being in government service. Not shown are the more than 300 other AIFT graduates who are embarked on trade careers, although based in the United States.

The realistic curriculum of the American Institute for Foreign Trade is stressing languages, studies in the Latin American, Western European, and Far Eastern countries, etc.

LOCATION OF INSTITUTE GRADUATES ABROAD

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<th>Country</th>
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<td>Traveling Representatives</td>
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</table>

TOTAL 37 COUNTRIES

As of March 1, 1953
ment!

tern areas, and the business administration of foreign trade, is de-
ovo prepare students to be successful representatives, not only of
employers, but of democracy itself.

ere is no set pattern to AIFT's students. Their backgrounds include
ning, accounting, journalism, marketing, industrial relations, law,
agriculture, advertising, liberal arts, pharmacy, traffic manage-
tome are fresh from college lecture rooms; others have had years
ble experience.

ough it is a small school, its favorable impact on world affairs
powerful and widespread — how widespread, this map suggests.

THE AMERICAN INSTITUTE FOR FOREIGN TRADE

Thunderbird Field Phoenix, Arizona
THE NEW IDEA IN EDUCATION

Students at the American Institute for Foreign Trade benefit from a dynamic new idea in education which gives them a practical, hard-hitting training course to help fulfill a specific career objective. The course is intensive. Insofar as practicable, non-essentials are eliminated, so that all of the student's time and effort may be devoted to matters of real value to him. In this manner, rapid progress can be made without sacrificing thoroughness.

Provision is made for qualified students to carry on research under faculty guidance. The center of gravity is learning, rather than teaching, since the primary responsibility for achievement rests with the student.

The American Institute for Foreign Trade has successfully filled a long-standing need for people realistically trained for work in foreign trade, and in this way has helped to promote international understanding.
THE AMERICAN INSTITUTE FOR FOREIGN TRADE

A Non-Profit Institution

Thunderbird Field I
Phoenix, Arizona
Telephone YEllowstone 7-9257

November, 1953
AIMS OF THE INSTITUTE

To serve its students by preparing them, through intensive education, to engage usefully and productively in international commerce and associated activities.

To serve business and the government by providing a source of trained personnel interested in and qualified for positions connected with foreign trade and foreign service.

To serve international understanding by fostering constructive, sympathetic and mutually satisfactory business relations between the peoples of the various countries.
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CAKENAL FOR 1954-55

Spring Semester 1954

February 1, Monday
Semester starts
February 26, Friday
Last day for changes in schedule
March 26, Friday
Mid-semester progress reports
April 14, Wednesday, 3 p.m.
Easter vacation starts
April 20, Tuesday, 8 a.m.
Easter vacation ends
May 21, Friday
Last day of classes
May 24, 25, 26, 27
Examinations
May 28, Friday
Commencement

Fall Semester 1954

September 8, Wednesday
Semester starts
October 1, Friday
Last day for changes in schedule
November 5, Friday
Mid-semester progress reports
November 24, Wednesday, 3 p.m.
Thanksgiving vacation starts
November 29, Monday, 8 a.m.
Thanksgiving vacation ends
December 10, Friday, 3 p.m.
Christmas vacation starts

1955

January 3, Monday, 8 a.m.
Christmas vacation ends
January 18, Tuesday
Last day of classes
January 20, 21, 22, 24
Examinations
January 25 Tuesday
Commencement

NOTE: New students are admitted at the beginning of each semester.

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ORGANIZATION

The National Advisory Council

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Chairman of the Board, Batten, Barton, Durstine & Osborn
New York, N. Y.

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Houston, Texas

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Phoenix, Arizona

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Chairman of the Board, Rust-Proofing, Inc.

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Chairman of the Board, Valley National Bank

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Resident Manager, Dean Witter & Co.

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Chairman of the Board, Goodyear Tire and Rubber Co.

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Partner, Needham, Louis and Brophy, Inc.

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A. L. Moore and Sons

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President, O'Malley Lumber Co.

HERBERT L. PRATT, Jr.  Phoenix, Arizona
Camelback Art Gallery

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President, Phoenix Newspapers, Inc.

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Retired Chairman of the Board, Young & Rubicam, Inc.

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President, Arizona Public Service Co.

CARL A. SAUER  Phoenix, Arizona
President of the Institute

FRANK L. SNEEL  Phoenix, Arizona
Partner, Snell & Wilmer

VERNON E. SOLT  Glendale, Arizona
Manager, J. C. Penney Co. of Glendale, Arizona
Administration

CARL A. SAUER, A.B., University of Minnesota, 1923; M.A., University of Southern California, 1935.

President

Foreign Office and Washington representative, Marshall Field and Co., Chicago, 1926-30; department manager, Broadway Department Store, Los Angeles, 1930-35; Chairman, Foreign Language Department, Ventura Junior College, Ventura, Calif., 1936-43; Director, Centro Colombo-Americano, Bogota, Colombia, 1943-49; Department of State, 1943-49 as Acting Chief, Division of Libraries and Institutes; Assistant to the President, American Institute for Foreign Trade, 1950-51; Dean and Vice President, 1951-53; President, 1953—.


Vice President

Instructor, Pennsylvania Military College and Pennsylvania Military Preparatory School, 1936-38; Assistant Registrar, Pennsylvania Military College, 1938-39; Adjutant, 1938-40; Director of Public Relations, 1939-40; Treasurer, 1940-42; General Staff, 78th Infantry Division, Army of the United States, 1942-45; Treasurer, Pennsylvania Military College, 1946-47; Vice President and Bursar, 1947-53; Member of Board of Trustees, 1947—; Member of Executive Committee of Board of Trustees, 1948-53; Vice President, American Institute for Foreign Trade, 1953—.

BERGER ERICKSON, Texas Christian University.

Treasurer and Business Manager

Admin. Asst. to Construction Quartermaster, U.S. Army, Alexandria, Va., 1940-41; Admin. Asst. to Chief of Supply and Maintenance, USAF Training Command, 1941-46; Business Manager, American Institute for Foreign Trade, 1946—; Treasurer, 1951—.

MABEL ERICKSON, Texas Christian University.

Registrar

Secy to Chief of War Organization and Movements Division, USAF 1941-43; Secy to Commanding General, USAF Training Command, 1945-46; Secy to President, American Institute for Foreign Trade, 1946-51; Registrar, 1951—.

WILLIAM S. SHATERIAN, Columbia University (College and Law School).

Assistant to the President

Public Relations

EMILY C. BROWN, A.B., Ohio State University, 1930

Director of Public Relations

Placement

CLARENCE O. COBB, Lt. Col., USMC (Retired), B.S., United States Naval Academy, 1932; B.F.T., American Institute for Foreign Trade, 1948.

Director of Placement

Library

LORA JEANNE WHEELER, B.A., University of Utah, 1944; B.S., School of Library Science, Columbia University, 1945.

Librarian

Circulation Librarian, University of Utah, 1945-48; Reference Librarian, University of Utah Library, 1948-53; Librarian, American Institute for Foreign Trade, 1953—.

Infirmary

PHILIP E. RICE, A.M., M.D., University of Michigan, 1929, 1932.

Physician

JEAN MYERS, R.N., Brandon General Hospital, Brandon, Manitoba, Canada.

Resident Nurse
Business Department

BERGER ERICKSON, Texas Christian University
Business Manager, Treasurer

PAUL O. DEUELL, Behnke-Walker Business College
Bookkeeper

CLARA L. VEIT
Cashier

PAUL WIECHERT
Manager of Dining Hall

FRED G. GYGER
Superintendent of Buildings and Grounds

AMANDA HENDERSON
Housekeeper

CHARLES BRALEY
Storekeeper

Secretarial Staff

VIRGINIA ALVIS
Secretary to the Director of Placement

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Institute for Foreign Trade.

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Gibbs School.
Secretary to the President

MARTHA L. SNYDER, International Business College.
Secretary to the Registrar
Instructorial Staff

JAMES P. BARTLETT, LL.B., University of Arizona, 1951.
Instructor in Commercial Law
Private practice of law 1951-1953; Deputy Attorney General, the State of Arizona, 1953.

MERWIN L. BOHAN
Visiting Lecturer in Latin American Economics (on leave of absence)

EMILY C. BROWN, A. B., Ohio State University, 1930; Graduate Study, University of Southern California, 1949-50; Georgetown University, 1953.
Instructor in Area Studies

Assistant Professor of Spanish
Teacher in Antigua and Chimaltenango, 1943-45; Instructor in Colegio Guatemala, 1945-46; Treasurer, Facultad de Humanidades and Escuela de Verano, Universidad de San Carlos, 1947; Chairman, Intermediate Spanish, University of San Carlos, Summer, 1950-1951.

Assistant Professor of Portuguese.

Instructor in French
Teaching assistant in French, University of Illinois, 1947-48; Teaching Assistant in French, Stanford University, 1949-51; Instructor in French, Army Language School, Monterey, California, 1961-63; Instructor In French, AIFT, 1953.

Instructor in Spanish
Army of the United States, 1942-1946; Tutor for Physical Education Department, University of Kansas, 1950-1951; Assistant In Instruction, Department of Romance Languages, University of Kansas, 1950.

Assistant Professor of Spanish; Instructor in Foreign Trade
Instructor for American Institute of Banking, 1927; Representative for Thomas y Cía., leather exporters, Lima, Peru, 1928-31; Inspiration Copper Co., Miami, Arizona, 1937-42; Army of the United States, 1942-46.
RAQUEL F. de GAONA, University of Oklahoma, 1927-1929; Mills College, California, Summer 1945; Certificate of Aptitude and Permanence as teacher in public high schools in Mexico, 1944.
Instructor in Spanish
Private classes in English and Spanish, Mexico, 1933-1947; Teacher of English, Secretaria de Educacion Publica, Mexico, 1937-1947; Head Counsellor for girls, Camp Wildwood, N. Y. summer 1949.

FRANCISCO L. GAONA, B.S. in Education, George Williams College, Chicago, 1930; M. A. in Spanish, Universidad Nacional de Mexico, 1949; Additional Graduate study: Universidad Gabino Barreda, Mexico, 1935-1936; Escuela Nacional de Economia, Mexico, 1937-1939; Universidad Nacional de Mexico, 1953.
Assistant Professor of Spanish
Instructor in Psychology and Education, Colegio Morelos, Aguascalientes, Mexico, and Instructor in Economic Problems of Mexico, Universidad Obrera de Mexico, 1931-1941; Head of the section of labor statistics, Secretaria de la Economia Nacional, Mexico, 1936-1940; Private classes in Spanish, Mexico City, 1940-1946; Assistant in Instruction, and Instructor in Spanish, Yale University, 1947-1960; author: La Ensenanza de los Sonidos de la Lengua Espanola.

WILLIAM D. HACKER, B.S., California Institute of Technology, 1931; M.B.A., Harvard University Graduate School of Business Administration, 1933.
Visiting Lecturer in Management and Human Relations
Research Assistant, Harvard University Graduate School of Business Administration, 1933-34; Assistant Secretary-Treasurer, Alloy Casting Association, 1934-35; Export Manager, American Lead Pencil Co., 1935-37; Sales Manager, Venus Pencil Co., Ltd., Toronto, Canada, 1940-45; Contract & Procurement Officer, New York Ordnance District, Army of the United States, 1945-46; Sales Manager, American Lead Pencil Co., 1946-50; Vice President, Venus Pencil Co. of Mexico, S.A., 1947-50; President, International Sewing Machine Co., Inc., 1950-51; Sales Management Consulting Practice, Los Angeles, 1951—.

FRANK ROBERT JACKLE, B.S., Missouri State College, Springfield, 1931; M.A., University of Missouri, 1935; additional graduate study: Universidad Nacional de Mexico, 1936; University of Missouri, 1937-39.
Associate Professor of Spanish and Communications
Teacher of Spanish, Mathematics and English, Lamar and Joplin, Mo., High Schools, 1931-38; Central High School, Tulsa, Okla., 1938-39; Director, Cultural Institute, San Jose, Costa Rica, 1945-46; Teacher of Spanish and Director of Languages, Will Rogers High School, Tulsa, Okla., 1939-45; 1946-49.

ROSS F. JONES, LL.B., LL.M., University of Kansas City, 1926, 1930.
Associate Professor of Commercial Law
Professor of Law, Corporations, Contracts and Torts, University of Kansas City 1931-35; Assistant Prosecuting Attorney, Jackson County, Kansas City, Missouri; Lecturer, Military Law and Statistics, Harvard University Graduate School of Business Administration, 1942-44; Lecturer on Military Law, M. I. T. and New York University, 1942; Conducted series of special lecture courses in Military Law, Brown University, Amherst College, Bowdoin College; President, Gregg School of Commerce, Phoenix, Arizona, 1945-50; Member, Law Firm, Jones, Henderson & Trew; Attorney General, the State of Arizona, 1951—; Member, Missouri, Kansas City, Arizona, Maricopa County and American Bar Associations; Major, United States Air Forces, Retired.

Instructor in Spanish
GAIL MURPHY, New York University (Graduate Courses)
Director, Department of Foreign Trade and Professor of Marketing
Advertising agency account executive, 1917-27; Asst. Managing Dir.
and General Sales Mgr., Cia. Nobleza de Tabaco, Buenos Aires, and
Consultant, British-American Tobacco Co., Chile, 1927-33; Commercial
Attache, Panama, and Senior Economic Analyst, Rio de Janeiro, and
Sao Paulo, 1942-47.

School, 1920; Graduate study, Universidad Nacional de Mexico, 1953.
Instructor in Portuguese and Spanish
Translator of Portuguese, Spanish, French and Italian, and secretary
to the Translating Department, National City Bank of New York,
1920-46; Private classes in Spanish, The National City Bank of New
York, 1941-46, the Colonial Trust Company, New York, 1946-47; Teacher
of Portuguese, Berlitz School of Languages, 1947-48, and Downtown
School of Spanish, New York, 1948-49.

GERARD R. RICHTER, University of Berlin, (Economics, Finance,
Foreign Trade), 1925-26.
Associate Professor of Foreign Trade
American Export Dept., Wm. Hartmann & Co., Inc., Berlin, 1925-26;
Asst. Import Mgr., Sociedad Imprenta y Litografia Universal, Valpa-
raiso, Chile, 1927-29; Asst. Export Mgr., W. A. Sheaffer Pen Co.,
1930-1942; Army of the United States, 1943; Asst. Export Mgr., Export
Promotion Mgr., Miles Laboratories, Inc., 1944-45, 1948-51; Export Mgr.,

WILLIAM L. SCHURZ, B. Litt., M. Litt., Ph.D., University of Cali-
ifornia, 1911, 1912, 1915.
Director, Department of Area Studies and Professor of Area Studies and
International Relations
U.S. Trade Commissioner, Paraguay and Bolivia, 1918-20; Commercial
Attache, Rio de Janeiro, 1920-26; Chief, Crude Rubber Survey of the
Amazon Valley, 1923-26; Economic Adviser, Government of Cuba, 1926-
27; export business and International advertising, 1927-31; Chief of
Training, S.S.E., 1936-41; Asst. Chief, Div. of Cultural Relations, and
Acting Chief, American Republics Area Div., Dept. of State, 1941-46;
faculty, Univ. of Wyoming, Kansas and Texas, and Claremont Graduate
School; President, American Institute for Foreign Trade, 1949-1951;
Member, Julius Klein Economic Mission to Peru, 1952; author: Latin
America: A Descriptive Survey, The Manilla Galleon, and other works.

WILLIAM S. SHATERIAN, Columbia University (College and Law
School).
Professor of Foreign Trade (On Leave of Absence, Fall Semester, 1953)
Member, New York Bar; National City Bank of New York, Overseas
Division, 1917-45; Instructor, N. Y. Chapter, American Institute of
Banking, 1925-47; author: Export-Import Banking.

AMALIO M. SUAREZ, A.B., Arizona State College, 1934; A.M., Uni-
versidad Nacional de Mexico, 1939.
Associate Professor of Spanish
Teacher of Spanish, Miami, Arizona, High School, 1935-38; Coordinator
of Inter-American Training, under U.S. Dept. of State, Purdue Uni-
versity, 1943-46.

HOWARD W. TESSEN, A.B., A.M., Oberlin College, 1927, 1929; M.A.,
Ph.D., Yale University, 1942, 1947.
Director, Department of Languages, and Professor of Languages and
Linguistics
Instructor in Spanish, Oberlin College, 1937-39; and Yale University,
1942-45; 1947-48; Instructor, English Language Institute, University of
Michigan, 1943, 1950; Director of English Program, Escuela Nacional de
Antropologia, Mexico City, 1943-44; Dir. of Courses, English Language
Institute in Mexico, 1944-46; Dir. of Latin American Programs, Overseas
Training Service, Inc., Goshen, N. Y., 1948-1949; Language Con-
sultant, Socony-Vacuum Oil Co. of Venezuela, 1949-52.
Research Counsellor and Assistant Professor of Marketing and International Trade
U.S. Foreign Service, Assistant to Cultural Relations Officer, American Embassy, Asuncion, Paraguay, 1941-44; Army of the United States, Italy, 1944-45; American Vice Consul, Commercial and Economic Officer, American Consulate, Cali, Colombia, 1951-53; Assistant Professor of Marketing, AIFT, 1953—.

PAUL M. WILSON, B.S., Indiana State Teachers College, 1937; M.A., Ohio State University, 1948.
Associate Professor of Accounting and Secretary of the Faculty
Graduate work in accounting, Ohio State University, 1938-41; teacher of accounting, Ohio Public Schools, 1939-47; auditor, Defense Plant Corporation, Ashtabula, Ohio; instructor in business law, Phoenix College (night school), 1950-51.

Honorary Lecturers

Business and professional men who regularly lecture to students at AIFT on the more practical aspects of their work are named Honorary Lecturers. The following list is a cross-section of the group who so contribute their time and efforts.


HISTORY AND PURPOSE

The American Institute for Foreign Trade was founded in April, 1946, by the late Lieutenant General Barton Kyle Yount (1884-1949) and Finley Peter Dunne, Jr., in association with a group of public-spirited citizens of Phoenix, Arizona. The purpose of its founders was to create a national center of higher education where young men and women might prepare themselves for careers in international commerce, either as employees of world-minded business concerns, or in the government service.

The founders' belief was that the strongest kind of international understanding comes about when goods and services are actively exchanged, and the peoples of different countries meet on the common ground of amicable business and personal relations. Under these conditions, every person who does business abroad carries important responsibilities. It seemed to the founders, therefore, that men and women planning to enter foreign trade should have specialized training; and that a school providing such training would be making a significant contribution to world stability.

These beliefs remain the guiding principle of the Institute.

The American Institute for Foreign Trade was formally chartered as a nonprofit Arizona corporation on April 8, 1946, with General Yount as President and Dunne as Secretary-Treasurer. In June of that year, in view of the potential benefits to the United States, the War Assets Administration gave the new school title to Thunderbird Field, a former pilot training center sixteen miles northwest of Phoenix. At the same time a capital fund of $175,000 was made available in the form of unsecured loans, granted as a public service by the Bankers Trust Company, the Chase National Bank, the Bank of Douglas, the First National Bank of Arizona, the Valley National Bank and the directors of the Institute. The first announcements of the program were issued late in June. During the summer, more than 3,000 letters of inquiry were received from prospective students. Both in organizing its faculty and in devising its courses of study, the Institute received much welcome assistance from the United States Office of Education, from many others in the field of education, and from some thirty leading corporations and financial houses which freely discussed their world-wide personnel problems and the kind of training they considered most valuable.

The Three-Part Curriculum

The basic program evolved that spring and summer embraced the same three divisions as the present curriculum: foreign languages, area studies and the business administration of foreign trade. These
were chosen as the most important tools for the person who would make a success in world business and government relations. It was decided to limit the languages and accompanying area studies at first to Latin America, but to add other languages and appropriate area studies as time went on. The business administration curriculum included exporting and importing, money and banking in the international field, marketing and merchandising at home and abroad, industrial relations and accounting. In addition, courses in international relations were provided.

The Institute opened its doors on October 1, 1946. The first class was graduated on June 15, 1947.

Results

The effectiveness of the AIFT training program has been demonstrated by the ever-increasing interest of American business in graduates of the school.

Of the little more than 1400 graduates of the American Institute for Foreign Trade, more than 400 are now overseas in key positions with U. S. business firms or government agencies. At least an equal number hold domestic posts in foreign trade or are in training for eventual assignment overseas.

The American Institute for Foreign Trade has successfully filled a long-standing need for people realistically trained for work in foreign trade, and in this way helps promote international understanding. Nor should it be overlooked that those who go into domestic business have likewise found value in the school’s intensive courses in commercial techniques.

Educational Philosophy

Foreign trade, in the Institute’s concept, is a broad term, embracing much more than trade as such. It includes the engineer building a factory in Brazil, the young executive in a foreign branch of an American bank, the salesman of truck tires in India, the general manager of a soft-drink bottling plant in the Philippines, the director of an advertising agency’s branch in the Caribbean, the labor relations manager in an oil company’s installation in Venezuela, the teacher in a cultural institute in South America, the export manager in New York or San Francisco or Chicago, the foreign freight forwarder, the employee of the international airline or ocean steamship company. The scope of the Institute’s program also extends to preparation for careers in various branches of the United States Foreign Service.

The opportunities for advancement in a foreign trade career are often exceptional; but these opportunities imply special obligations.
The person who would engage successfully in foreign trade must generally be more adaptable than one shaping a career in domestic business. He must be well prepared in languages, and have a developed ability to appreciate points of view, tastes and traditions which are different from his own. His outlook should be broad, indeed global in scope. At the same time, he needs a solid professional ability, whether in business administration, or in one of the other arts, sciences or technologies.

The training afforded by the Institute does not narrow the fields in which its graduates may apply their abilities; it adds a whole new field—that of international commerce. Clearly, the creation of the ideal practitioner of private enterprise here and abroad requires a long process of experience and seasoning, as well as education. Such experience gained in practical operations is, however, more easily gained, and produces results in a shorter time, when there is a foundation of prior training of a high order, such as that provided by the American Institute for Foreign Trade.

AWARDS

The Barton K. Yount Memorial Award

Established in 1949 by colleagues and friends of General Yount, with the object of preserving the ideals for which he stood, the Barton Kyle Yount Memorial Award is given to a member of each graduating class of the Institute who is considered especially deserving from the standpoint of scholarship, character and accomplishment. The award is honorary, and does not carry a stipend.

The Wall Street Journal Award

A silver medal and a year's subscription to the Wall Street Journal is awarded at the end of the spring semester to a graduating senior who has been a member of an Accounting 300 class. The award is made on the basis of general excellence in analysis of financial statements and ability to interpret the statistical reporting as given in the Wall Street Journal.

The American Business Enlightenment Award

The imagination and generosity of Dr. Jonas H. Mayer, Vice President of the American Linen Supply Company, are responsible for the establishment of an annual award to that ALITF alumnus who through his own progress has reflected the most credit on the cause of American business abroad. The award, established in 1951, carries no stipend.
CAREER OBJECTIVES

Training at the American Institute for Foreign Trade is geared to the executive level. Employers seeking Thunderbird graduates look for men and women who expect to accept responsibility. Banks want prospective bank officers; import-export houses want prospective department heads; sales organizations want men and women who can later assume administrative roles.

The occupational fields of interest listed below are intended as a guide to the initial assignment a graduate of AIFT can expect. In planning your career, and your curriculum at the Institute, think always in terms of your executive potential.

In addition to the occupational fields, there are also the world areas to be considered. If, for example, your greatest interest is in Latin America, the language you should select is Spanish or Portuguese; if you want to live and work in Europe, the language for study is French. If, however, your interest centers in the Far East, you may substitute accounting for language work, taking the language course entitled: Approach to Language Learning. Of the languages taught at AIFT, French would prove most valuable to you in Asian areas.

The course plans suggested below should serve to help you pinpoint your field of occupational interest.Judicious selection of the world area in which you are most interested, coupled with consideration of the occupational field to which you seem best adapted by experience and temperament, should provide you with a satisfying career.

International Commerce. The broadest of fields, it contemplates a career as export manager, exporter or importer, freight forwarder, factor, or general official of a concern engaged in international business. Those interested in this field should have a foreign trade sequence, a marketing sequence, a working proficiency in at least one foreign language, and a knowledge of at least one world area. Suggested electives include accounting, salesmanship or advertising, or international relations.

International Banking. This specialization contemplates employment by a bank engaged in international business, either as an officer in a foreign branch, as an overseas travelling auditor, or in the bank's foreign department. Candidates should have a foreign trade sequence, accounting (to include analysis of financial statements), a working proficiency in one foreign language, and a knowledge of at least one world area. Suggested electives include foreign marketing, area research work, or international relations.

International Marketing and Sales. This specialization contemplates employment in overseas marketing operations, sales or advertising, by an exporting or importing manufacturer, manufacturer’s agent, distributor, advertising agency, publisher, franchise holder, or
supply house. Candidates should have a marketing sequence, a course in foreign trade, salesmanship or advertising, a working proficiency in at least one language and knowledge of at least one world area. Electives include international relations or additional area work.

**Government Service.** This specialization contemplates employment by the U. S. Government, United Nations, or other governmental or quasi-governmental organizations working in the international field. Specific functions include the consular and diplomatic fields, attache service in various specialties, intelligence work, service in public affairs, library and cultural institute programs, the Foreign Service Staff, and translating and interpreting. Candidates should have international relations, as much area study or area research work as they can take, a foreign trade course, and a working proficiency in at least one foreign language. Marketing or research work in international relations are suggested as electives.

**Foreign Trade—Domestic.** This specialization is designed for those who plan on a career in foreign trade which will not involve assignment to a foreign country. Occupations include employment in an export manager's office, a freight forwarding agency, the freight or passenger offices of an overseas shipping company or airline, the foreign trade department of a chamber of commerce, and the foreign department or foreign exchange department of a financial house. Although in all of these employments familiarity with a foreign language is highly desirable, there are many positions in these fields in which it is not essential to success. Candidates should have accounting, area studies and international relations, and marketing and foreign trade sequences. Salesmanship, advertising, and additional area work are suggested as electives.

**Technician—Foreign Assignment.** The technically trained specialist who plans to practice his profession in a foreign country can usually adapt himself to foreign assignment by completing the basic curriculum requirements. Personnel included in this category are those who have already qualified in engineering, professional accountancy, industrial relations, agriculture, the sciences, law, public health, and similar occupations. In the cases of such students, heaviest emphasis should be placed on languages and area studies and on other subjects which are particularly valuable to technical personnel abroad.

**Special Students**

In addition to providing training for the fields designated above, comprehensive and intensive work is offered in any of the three departments of the school. A student may enroll, for example, to specialize only in languages, area studies and international relations, or foreign trade. In such cases, he will be enrolled as a Special Student, not subject to the basic curriculum requirements. Students electing to take work in only two of the three departments will likewise be classified as Special Students.
THE THUNDERBIRD PLAN

Placement of Graduates

The American Institute for Foreign Trade maintains an active Placement Office which is in contact with the leading American business firms in international commerce and with the various U. S. government agencies hiring personnel for service abroad. Every effort is made by the Placement Office to put students in contact with the firms in which they are interested and to provide the type of employment for which they are best suited by experience or training. Placement services are available to students at the completion of the one-year course.

Each academic year, approximately 40 leading business firms and U. S. government agencies send representatives to Thunderbird to interview prospective graduates. In addition, the Placement Office is in correspondence with about 75 other firms interested in employing AIFT graduates. Interviews are arranged for graduates at the headquarters offices of the various companies and in some cases applicants may be flown east for interviews at the expense of the companies.

There is a particular demand for students with technical, semi-technical, and accounting backgrounds. Those holding engineering or other professional degrees command a high priority in placement. Students with pre-medical backgrounds are in demand by pharmaceutical houses and those with accounting backgrounds have a wide range of employment opportunities.

Opportunities for women graduates have increased in the past few years. Employment with U. S. government agencies is a wide field open to women graduates. In addition, several business firms have expressed interest in women employees. Registered nurses, dietitians and school teachers are in demand.

Although employers express greatest interest in graduates in the 25 to 35-year-old age bracket, opportunities for older and experienced men continue to develop.

Each student is handled individually and the Placement Office provides as much assistance as possible in securing him employment in the foreign field. The Institute cannot, however, guarantee satisfactory assignments for all of its students. Its previous record is indicative of the success of its program.

Instruction for Wives

One of the distinctive features of the course of training at the Institute is the opportunity given wives of regularly enrolled students to take the courses offered in languages and area studies with no tuition charge. The rules governing attendance and scholastic standing
apply to these women students. No auditing of classes is permitted in the language courses.

Firms sending married men abroad have come to evaluate highly the training given wives at Thunderbird. By their participation in the academic work, wives indicate their interest in their husbands' careers and have proven themselves to be much more adaptable to situations encountered in foreign countries. Many business firms, which formerly limited their employment to single men, have now come to realize the important contribution which can be made by the AIFT-trained married couple.

**Campus and Buildings**

The American Institute for Foreign Trade occupies the buildings and grounds of one of the best-known of the Army Air Force's wartime primary pilot schools, Thunderbird Field I. It is situated approximately 16 miles northwest of Phoenix, Arizona. The Salt River Valley, of which Phoenix is the principal city, is recognized as one of the great winter resort areas of the country, famed for its beautiful climate and extensive recreational facilities. Paved highways connect the Institute with the city of Glendale, six miles away, and with Phoenix.

Paved roads also lead north into the forested mountain regions of Arizona and south to Nogales, Hermosillo and Guaymas in the Mexican State of Sonora.

The entire property consists of 180 acres, of which the buildings occupy approximately forty acres of beautifully landscaped grounds, arranged to form the legendary Thunderbird design, which in American Indian lore signifies good fortune. The buildings are of the long, low ranch type characteristic of western architecture, with vine-covered galleries supported by rough-hewn cedar posts.

There are eight dormitory buildings, arranged so as to form three spacious quadrangles of lawn and shrubbery. The Administration Building, facing the main gate, contains the administrative offices and the infirmary, with two wards and pharmacy. The largest of the buildings is the Dining and Recreation Building, containing the dining hall, kitchens, canteen, the main assembly hall and an attractive lounge and reading room for students and faculty members. The Faculty Building fronts on a vast open area of cultivated ranch land with a panoramic view of the distant mountains.

There are 14 classrooms, a language laboratory, and 12 language listening rooms. The front wing of one of the two hangars houses the Library. The interior of the other hangar is used as a parking area.

**Student Life**

One of the unique characteristics of the Institute's educational approach is the friendly informality of life and work at Thunderbird. It is doubtful whether there is any collegiate institution in the United
States where relationships between students and faculty members are closer.

The custom of using Spanish, Portuguese, or French as the languages of daily existence, although entirely voluntarily and by no means uniformly followed, tends to strengthen the bonds of friendship, as well as to help develop fluency.

Student life is enlivened by frequent dances, and occasionally a fiesta or other organized entertainment, not to mention the hotly-fought inter-dormitory athletic contests. The real enjoyment of life at Thunderbird, however, seems to spring spontaneously from the students themselves.

The intensely vital atmosphere of Thunderbird campus is becoming a tradition. It has been said that education at Thunderbird is not only a sound professional preparation, but also an unforgettable experience in living. It is no accident that hundreds of friendships first formed at Thunderbird are flourishing today in scores of distant places in the world.

Conduct

Students at the Institute are preparing themselves for careers in which they are more than likely to be given responsibility far from supervision. Their employers and their country will be judged by the way they conduct themselves. They are therefore expected so to demonstrate self-control while here that the Institute may wholeheartedly recommend them as reliable, well-behaved people.

Considerable individual liberty is allowed, but the student must remember that he is one of a small, closely-integrated community, whose other members have the right to be free from unwarranted disturbance.

When a student exceeds the bounds of behavior acceptable in a community, he will be warned. Repeated excess will result in his being asked to move off campus or to discontinue his course.

Recreation and Sports

Because of the excellent weather of this part of the country, most athletic activities take place out-of-doors. The facilities of the Institute include two softball diamonds, two volleyball courts, badminton courts, soccer and touch football field, tennis courts, and a basketball court. In addition, there are two swimming pools, situated in the central quadrangle, that are usable for the greater part of the school year. One of the hangars is equipped with locker and shower rooms. Supplementing the facilities at Thunderbird campus, the surrounding countryside offers excellent opportunity for horseback riding, golf and hunting. Students patronize also the winter sports areas in northern Arizona.
Extracurricular Activities

The following are among the extracurricular activities on the campus:

Lectures and Forums. Each semester a number of authorities on the various phases of United States foreign trade, and on the principal trade areas, visit the campus to give lectures or conduct forums. These meetings serve to keep the student body in close touch with the ever-changing developments in our relations with other nations.

Motion Pictures. Films are shown regularly to supplement the language, area, and foreign trade courses. Recreational features in Spanish are shown weekly by motion picture theatres in Glendale and Phoenix. Recreational features in English are shown on campus.

Programs. Dramatic entertainments in Spanish and Portuguese are written and produced frequently by the students. These activities as well as programs for special days have proved very popular. For the Pan American Day celebration and other fiestas students are encouraged to bring costumes and musical instruments if they have them.

Dancing. Facilities are available for instruction in the folk dances of the American republics. In addition, dances and parties are arranged by the Student Affairs Committee, which comprises representatives elected by the dormitory residents and off-campus students.

Clubs. There are several clubs, usually composed of both students and faculty, which hold frequent meetings. Among these are the Marketing Club, affiliated with the American Marketing Association, and a club for the weekly discussion of problems of wide student interest. There is also a chapter of Delta Phi Epsilon, the national foreign trade fraternity.

The Propeller Club of the United States, Port of Phoenix, was founded at the Institute in January, 1947. This is the 102nd port of the national organization whose purpose is to foster the development of the United States Merchant Marine and foreign trade. The club holds monthly meetings with prominent guest speakers.

Language Choruses. Organized Spanish, Portuguese, and French choruses meet weekly for practice sessions. Those participating learn the folk songs in the languages which they are studying. These choruses are called on from time to time for public performances and appearance on radio and television programs. The Christmas pageant, Las Posadas, is the annual presentation of the combined language choruses.

Publications. The Institute's student annual, The Thunderbird, is published every May. It is edited completely by a student staff.
Medical Services

The Institute looks upon the physical well-being of its students as an important responsibility.

The Institute has a well-equipped infirmary under the direction of the physician, and with a registered nurse in regular attendance. Consultation hours with the nurse are held daily and the physician is available on call at all times to prescribe for patients. Treatment in case of emergency is available 24 hours per day.

Charges for the services of the physician and the nurse, at the infirmary, and for visits to the physician's office in Glendale, when directed by the nurse, are included in the tuition charge, which also covers limited hospitalization in the infirmary. The infirmary is not equipped to care for major illnesses or operations, nor can it provide prolonged hospitalization. Visits to the office of the physician in Glendale, unless specifically directed by the nurse, are at the expense of the individual.

Use of the regular infirmary service, as outlined above, is available without charge also to the wives of married students, in cases of minor illness or injury, but charges are made for infirmary services to children.

Alumni Organization

The Institute maintains an Alumni Office for the convenience of its alumni and students. The Alumni Office assembles accurate, up-to-date information on the activities of the widely scattered alumni. This information is made available through the Alumni Bulletin.

Active alumni chapters have been organized and are functioning in San Francisco, Chicago, New York and Phoenix. Plans are under way for the formation of chapters in Mexico City, D. F.; Havana, Cuba; San Juan, Puerto Rico; Caracas, Barcelona and Maracaibo, Venezuela; Lima, Peru; Rio de Janeiro and Sao Paulo, Brazil; Buenos Aires, Argentina, and other foreign cities where substantial numbers of AIFT alumni are located.

All policies and activities of the organized alumni are under the jurisdiction of the Board of Directors of the AIFT alumni association, elected at stated intervals by the alumni at large.

Pets

Students are not permitted to have dogs on the campus. Other pets are subject to the approval of the Institute.
LIVING ACCOMMODATIONS

The Unmarried Students' Dormitories

Unmarried students are housed in large, pleasant rooms, open on both sides for light and air. The occupancy of each room is limited to a maximum of six students. The rooms are approximately 29 by 24 feet in size. Each room has its private bath and its own heating and air-conditioning units.

The Institute provides beds, mattress, pillows, straight chairs, study tables, reading lamps, and two blankets per occupant. Students should supply their own sheets, pillowcases, towels, and other linens. Rugs, curtains, and any extra chairs or lamps they may desire should be brought. Each student should also bring at least one blanket or comforter.

The lodging charge for single students is $75 per semester. Board for single students is $325 per semester.

The diagram on this page shows a typical arrangement of unmarried students' quarters.

Linen Service

Linen service is available through the American Linen Supply Company. Cost of a bundle of two sheets, one pillow case, and two towels is 60 cents. This price is subject to change.

Women Students

Women students are housed either in the large dormitory rooms, described above, or in double rooms in the married quarters areas (see page 26 for description of these rooms).
The Married Students' Dormitories

Married students and their wives are housed in Dormitory Buildings A and B, flanking the center quadrangle. These two buildings provide 64 rooms, each of which is 13 by 13 feet, plus a small alcove containing closets. Each married couple occupies one room and shares a bath with the occupants of the adjacent room.

Each of the rooms is equipped with two single beds, one desk, two straight chairs, a lamp, two mattresses, two pillows, and blankets. Each couple should bring their own linen (see p. 25 for linen service). Rugs, curtains, and any additional furnishings desired must be furnished by the student. Despite the small dimensions, these rooms are usually made into very attractive living quarters.

The diagram on this page shows an arrangement of married students' quarters.

The lodging charge for married students resident on Thunderbird campus with their wives is $150 per couple, per semester. Board for married couples is at the rate of $325 per person.

Married Students with Children

There are a limited number of apartments available on the Thunderbird campus for married students with children. Since there is a great demand for these apartments, prospective students are urged to make firm reservations at the time their applications are accepted. Rental for the apartments is $50 per month. Housing priority is determined by date on deposit receipt after academic acceptance.

The apartments, 29 by 24 feet in size, are partitioned into the various living areas by means of storage cabinets. Three-burner gas plates and ice boxes are provided. Students desiring electric refrigeration or regulation-type stoves should provide their own equipment.

The Institute provides beds, mattresses, pillows, straight chairs, tables, and reading lamps. Blankets and additional furnishings desired should be provided by the student.
FEES AND STUDENT AID*

Tuition. The charge for tuition is $400 per semester, plus the comprehensive fee.

For this amount the student is permitted up to 20 semester hours of instruction, though the normal minimum load to meet graduation requirements is 16 hours per semester. Students who, by successful petition to the Faculty Executive Committee, are permitted to carry more than 20 hours will be charged at the rate of $25 per semester hour for the excess.

A student completing his graduation requirements in two semesters will be charged at the semester rate regardless of any imbalance or work carried (e.g., 21 hours during the first semester and 11 during the second). Students who do not have a baccalaureate degree and who need four semesters to complete requirements for the Bachelor of Foreign Trade degree (see p. 36) will likewise be charged at the semester rate.

Students who carry 12 or more semester hours are regarded as full time students and are subject to the customary $400 tuition charge plus the comprehensive fee per semester. Students who carry less than 12 semester hours per semester are regarded as part time students, whose tuition is chargeable at the rate of $25 per semester hour plus the comprehensive fee. This does not apply to those mentioned in the third paragraph above.

Fees. Students will be charged a comprehensive fee of $25 per semester, regardless of the number of semester hours of academic work carried. The fee includes registration, activities, medical service, library, and athletics, but does not include infirmary or nursery fees for children.

A thesis fee of $25.00 will be assessed each graduate student during his fourth semester in residence.

Board. Board at the Thunderbird dining hall is at the rate of $275 per person, per semester. Single students and childless couples living on campus are expected to eat in the dining hall.

Lodging. Lodging is at the rate of $75 per person, per semester: i.e., married couples, $150 per semester. Rental of apartments for married students with children is at the rate of $50 per month.

The average annual cost of attending the Institute, if the course is completed in two semesters, is as follows:

<table>
<thead>
<tr>
<th>Single Students</th>
<th>Married Couples</th>
<th>Family Housing</th>
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<tbody>
<tr>
<td>Tuition</td>
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<tr>
<td>$800</td>
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<td>550</td>
<td>1100</td>
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<tr>
<td>Lodging</td>
<td>Lodging</td>
<td>Lodging</td>
</tr>
<tr>
<td>150</td>
<td>300</td>
<td>450</td>
</tr>
</tbody>
</table>

$1550 $2250 $1300

*Veterans, see page 30.
Books and instructional supplies are not included in the regular tuitional charge and in most cases will not exceed $75 yearly.

Payment of Fees. Tuition and all fees are payable at registration for each semester. Students who plan to earn a part of their requirements should have available at the time of registration funds that will substantially cover one half of the total semester's expenses, the amount of which will, of course, depend upon the student's personal arrangements as to board and lodging.

Veterans under Public Law 550 (Korea) should be in position to pay at registration substantially half of the semester's expenses, while veterans under Public Law 16 and 346 should have available sufficient funds to carry them until veterans' benefit payments begin. Veterans of all categories should have their Certificates of Eligibility properly on file at the time of registration. Nonpayment of fees may be cause for dismissal. In the event of a student's withdrawal or dismissal from the Institute during the course of a semester, the tuition and fee charges are subject to rebate in accordance with the following schedule:

<table>
<thead>
<tr>
<th>Period of Student's Actual Attendance in Institute from Date of Enrollment for Semester</th>
<th>Per Cent of Semester Tuition and Fees to be Retained by the Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td>One week or less</td>
<td>20% ($ 85.00)</td>
</tr>
<tr>
<td>Between One and Two Weeks</td>
<td>20% ($ 85.00)</td>
</tr>
<tr>
<td>Between Two and Three Weeks</td>
<td>40% ($170.00)</td>
</tr>
<tr>
<td>Between Three and Four Weeks</td>
<td>60% ($255.00)</td>
</tr>
<tr>
<td>Between Four and Five Weeks</td>
<td>80% ($340.00)</td>
</tr>
<tr>
<td>Over Five Weeks</td>
<td>100% ($425.00)</td>
</tr>
</tbody>
</table>

Board is refundable to the nearest following 1st or 15th of the month. Lodging is not refundable.

Scholarships

One group of tuition scholarships has been established by the students of the Institute themselves: the Barton Kyle Yount Memorial Scholarships, honoring the Institute's first President. They are limited to second semester students and provide a maximum of $425 each. The main criteria applied are: scholastic performance during the first semester, established financial need, and character, with emphasis on integrity, personality, and demonstrated suitability to foreign trade.

The Board of Directors of the Institute has made available four scholarships to a bona fide resident of Glendale, Arizona, and to one graduate from each of the three Arizona State institutions of higher learning: the University of Arizona and the Arizona State Colleges at Tempe and Flagstaff. Applications for these scholarships should be made to the president of the institution from which the student was graduated or, in the case of the Glendale award, to the president of the Glendale Chamber of Commerce.

The Jonas H. Mayer Scholarship, in the amount of two semesters' tuition, sponsored by Jonas H. Mayer, vice-president of the American Linen Supply Co., will be awarded to the applicant with a career ob-
jective in the field of sales who, in the judgment of the examining committee, is best qualified by education, character and previous attainment. All students receiving scholarship assistance are expected to live on campus.

Prospective students interested in qualifying for scholarship assistance should write to the Registrar for further information.

**Student Loan Funds**

**William Lytle Schurz Fund.** A student loan fund was set up in February 1952, in the name of Dr. William Lytle Schurz, Director of the Area Studies and International Relations Department and former President of AIFT. Initial contribution was made by the Institute's Student Affairs Council and continuing support is being made by alumni and interested friends of the school. The fund honors Dr. Schurz because of his belief that "the basic idea of a loan fund is very American in that it gives a worthy individual a chance to do something for himself."

**The Pan American Society of San Francisco.** The Pan American Society of San Francisco established in 1951 a loan fund to aid students from the Bay Area and northern California who wish to prepare themselves for careers in foreign trade. Non-interest-bearing loans up to $500 will be considered by the Society. Application should be made through the Registrar, American Institute for Foreign Trade.

**Soroptimist Club of Glendale.** The Soroptimist Club of Glendale, Arizona, has established an emergency loan fund for short-term, non-interest-bearing loans to help students already enrolled in the school defray unexpected or emergency expenses.

**Tucson Altrusa Club.** The Altrusa Club of Tucson, Arizona, has established a revolving loan fund to help women students interested in careers in foreign trade or government service abroad.

With the exception of the Pan American Society of San Francisco fund, all loan funds are administered through the AIFT Business Office.

**Student Employment**

A limited number of students, or wives of married students, may find part-time employment as assistants in the administrative or faculty offices, in various capacities in the dining hall, in the library, or on the maintenance staff. Inasmuch as the concentrated course of study requires the best efforts of the individual student, very few hours per day are available for gainful employment, and the amounts which may be earned are, therefore, necessarily small. Application for part-time employment should be made to the Business Manager in advance of the opening of school.

A considerable number of students and students' wives are able to find part-time employment in Glendale or Phoenix during the school year or during the vacation periods. In this respect, the Institute enjoys a particularly happy relationship with the principal business organizations in the area. The Institute is glad to assist any student who desires to obtain off-campus employment.
Veterans

The Institute's program is approved for veterans under Public Laws 346, 16, and 550.

Public Law 346. In order to provide for the payment of his tuition and fees at the Institute's rate of $850.00 for the school year, plus a maximum of $75 for required textbooks and supplies, a veteran enrolling under Public Law 346 may sign a waiver of sufficient future eligibility to cover the excess over $250 per school semester. This will use approximately six and one-half months of additional entitlement for each two semesters. In other words, two semesters' attendance (eight and one-half months, approximately) will require fourteen months and approximately 15 days of entitlement at the accelerated rate.

For more detailed information and for clarification of his individual case, a veteran candidate under Public Law 346 is urged to consult local Veterans Administration officials.

When requesting his Certificates of Eligibility and Entitlement, a veteran should:

1. Make certain that Space 8 of that certificate contains the following wording: "Valid for a course in Foreign Business Administration and Relations at the American Institute for Foreign Trade, Phoenix, Arizona, commencing with the Fall, 195— (or Spring, 195—) term."

2. After securing the Certificate of Eligibility and Entitlement, the veteran should request transfer of his records to the Veterans Administration Regional Office, Phoenix, Arizona.

Public Law 16. A veteran candidate under Public Law 16 should likewise consult local Veterans Administration officials for information as to how he may qualify for educational benefits applicable at the Institute. The veteran must be approved for training before he enters training at the Institute.

Public Law 550 (Korean). Veterans entitled to education or training allowances provided for under P.L. 550 must file with the Veterans Administration an application for a program of education or training (VA Form 7-1990).

The veteran is required by VA regulations to specify on his application (VA Form 7-1990) the program of education for which he applies, and the name and address of the institution wherein he expects to commence his training.

In applying for training at the American Institute for Foreign Trade, Space 15 on VA Form 7-1990 must read: Foreign Business Administration and Relations Course I, II or III (See page 36 of catalogue to determine appropriate course number.)

Draft Deferral

Students eligible for the draft are referred to a paragraph contained in a letter received by the Registrar in November, 1951, from Deputy State Director of Selective Service for Arizona, who said:

"We are happy to advise that in the opinion of our National Headquarters your institution fulfills the requirements of a 'similar institution of learning' for consideration under Section 1622.25 of Selective Service Regulations."
INTENSIVE COURSES

AIFT Key-Man Course

The highly successful AIFT Key-Man Course which was inaugurated in 1951 provides a six weeks intensive training course for personnel destined for overseas assignment.

Men slated for key positions in Latin American operations are given the equivalent of two years of normal college work in a foreign language during their six weeks residence at Thunderbird. Each student receives a minimum of 27 and one-half hours of classroom work per week in languages in groups of six or less, and several hours in conference-type seminars in which the background, customs, traditions, and points of views of the countries to which they will be assigned are discussed.

It is the policy of the Institute to offer these courses at least twice during the academic year. Four members of the regular language faculty of the Institute are assigned to the special intensive instruction of those enrolled in a Key-Man course.

At the end of the course, students have gained the ability to converse readily in every-day Spanish and have a working vocabulary of 2,000 words. In addition, they have achieved a reading proficiency at the level of daily newspapers and normal business correspondence. The student is then ready to increase his vocabulary and his fluency at a very rapid rate after his arrival at his foreign assignment.

The course is especially applicable to young men who have completed their basic training with a company and need the language and area study background provided in order to be immediately effective in an overseas post. It also offers a practical solution to the training problem which arises when a business firm wishes to assign a veteran domestically-trained executive, sales or merchandising man, accountant, engineer, or other employee to a responsible post in a foreign country.

Housing is provided at Thunderbird in attractive ranch-type buildings and meals are served in the Institute's dining hall.

Wives of men undertaking the Key-Man course are enrolled in the classes tuition-free, following the AIFT policy for the normal school year. Wives are charged only for room and board. Experience has proven that couples trained as teams for overseas services are the most effective representatives abroad.

Charge for the Key-Man course is $1,000, including room and board.
RESEARCH FACILITIES

The Library

The Library of the Institute is a series of bright, air-conditioned connecting rooms, including a periodical room with exhibit cases and lounge chairs. An extensive map collection is housed in a special room.

The Library, seating 120 people, has been planned with the specific needs of the students and faculty in mind. The book collection of 7,930 volumes is concentrated principally on the various phases of business, commerce, international relations, transportation, and the history and background of life in Latin America, the Far East, and Europe. There is also a large collection of Spanish, Portuguese, and French books. Emphasis is placed on current information. Over 87 periodicals and 9 newspapers, including important foreign publications, are received. In addition, the Library subscribes to several special business research services, and to government publications concerned with subject matter related to the curriculum.

An extensive vertical file is maintained, containing up-to-date material covering countries, industries, commodities, business firms and all other subjects pertaining to the curriculum. Books may also be secured through an inter-library loan agreement.

The Library is in contact with the information distribution services of the various nations of the world, as well as the U. S. Government, and with the various business houses in international commerce.

The librarian assists students in gathering additional material for the presentation of oral and written reports required in the various courses.

Material thus secured is eventually incorporated in the Library's permanent files and provides an ever-increasing wealth of resources at the students' disposal.
ACADEMIC STANDARDS

Accreditation

The Institute has been formally granted full accredited standing by the University of Arizona. All courses satisfactorily completed at the Institute are accepted for full credit by the University of Arizona and all other educational institutions of the State of Arizona. Most courses given by the Institute are likewise normally accepted for full credit by colleges and universities throughout the United States.

The Institute is an associate member of the Western College Association.

Scholarship Standards

All students are expected to approach their studies from the standpoint of mature individuals, motivated by a sincere desire to obtain as much benefit as possible from the Institute’s curriculum.

Grades are given and recorded as follows:

1 — 93% - 100% (Carries 1 grade point)
2 — 85% - 92% (Carries 2 grade points)
3 — 77% - 84% (Carries 3 grade points)
4 — 70% - 76% (Carries 4 grade points)
5 — Failure (Carries 5 grade points)

Inc.—Incomplete. Must be removed within one semester by completing work, otherwise reverts to “5”.

W—Withdrawal. With Registrar’s approval, subject to conditions announced in catalogue.

Grades are given out by the Department concerned or by the Registrar’s Office.

For each semester-hour of credit in a subject, grade-points are assigned equal to the grade earned. Thus a grade of “1” in a 3-hour subject gives the student 3 grade points, a grade of “2” in a 3-hour subject gives 6 grade points, and so on.

A student’s scholastic standing is computed by averaging his grade-points, that is, dividing the total number of grade-points received by the number of credits earned.

A student cannot allow his grade-point average to go above 3.2 and still remain in good standing. An average above that requires the student to be placed on probation; unless the grade-point average is lowered during the subsequent semester, the student may be asked to discontinue his course. The Certificates of Graduation require a grade-point average of not more than 3.2.

In case a student is asked to discontinue his course for reasons of unsatisfactory progress or conduct, he may petition in writing for re-instatement after a lapse of at least one full semester. If re-instituted, he is considered to be on probation for the first semester thereafter.
A student who fails, during his last semester, to pass a sufficient number of hours of work to entitle him to receive a certificate of graduation may arrange to take subsequently as much as six semester hours of work in one or more of the fields of study offered at the Institute in an approved college or university or at the Institute. The courses to be taken at the other institution must first receive the approval of the Registrar of the Institute. A certificate will be awarded to the student when the registrar of the Institute has been officially notified by the other institution that the student has completed a sufficient number of hours of work, with a grade of "3" or better, to make up for his deficiency at the Institute.

**Attendance**

In view of the intensive nature of the course of studies, the faculty and administration must expect regular prompt attendance at classes.

When a student, in the opinion of the instructor, jeopardizes his credit in a class because of excessive absences, regardless of the cause, he may be placed on probation.

As a matter of policy, unexcused absences can be granted only to the number of hours credit granted for successful completion of a course. For example, in a 3-hour course a student is allowed only 3 unexcused absences.

Absences due to causes beyond the student's control are excusable by the Registrar (in case of illness, on the written recommendation of the Nurse).

Work missed for any cause will be made up by the student by arrangement with the instructor.

Attention is called to the fact that the compression of the full school year between September 9 and May 28 makes Thanksgiving and Easter vacations too short to permit extended trips or visits to distant homes.

At the request of employers, a student's record of attendance is affixed to the data sheet given to an interviewer before he talks to a student. Record of a student's current academic record is also attached to his data sheet.

Abuse of the attendance regulations will result in the student being placed on probation or being asked to interrupt his course.

**Transcripts**

A transcript of credits is awarded to each student upon graduation. Any student requiring additional transcripts may obtain them through the office of the Registrar at a cost of $1.00 each.
ADMISSION REQUIREMENTS

The Admissions Committee is influenced by a number of factors, including not only the scholastic achievement of each individual, but also information received as to his character, intellectual maturity, cultural background, and business and professional experience. Travel, and especially protracted residence in foreign countries, is to the applicant's advantage, as is evidence of general linguistic ability.

1. Candidates for the Basic Certificate of Graduation. The Institute admits as candidates for its Certificate of Graduation, whose value is recognized particularly by American business concerns, those who have completed at least two years of study above the high school level in a recognized institution of higher learning, or have the equivalent in business or professional experience, and who meet the requirements as to character. The Certificate is awarded after successful completion of at least two semesters of required study.

2. Candidates for the Degree of Bachelor of Foreign Trade. The Institute admits as candidates for the advanced, specialized, five-year degree of Bachelor of Foreign Trade those who, upon matriculation, possess the prerequisite, namely, a Bachelor of Arts, Bachelor of Science or other recognized baccalaureate degree* and who meet the requirements as to character. The degree is awarded to such candidates upon successful completion of the required two-semester course. It can also be achieved by those who enter with senior standing acquired elsewhere, upon completion of four semesters’ study at the Institute.

3. Candidates for the Degree of Master of Foreign Trade. The Institute admits as candidates for the graduate degree of Master of Foreign Trade those who, upon matriculation, possess a recognized baccalaureate degree in the arts or sciences and who meet the requirements as to character. The degree is awarded upon successful completion of the required four-semester course.

Candidates whose baccalaureate work is deficient in basic preparation in economics, marketing, and accounting will be required to complete adequate preparation before undertaking their third semester of work.

Students who enter the Institute without a recognized baccalaureate degree are not eligible for candidacy for the Master's degree.

4. Candidates for Specialized Training. The Institute's courses of study are also available to business concerns and government agencies for the training of men and women whom they have selected for foreign assignment, as well as to special students who desire to cultivate

* Approximately 70 percent of the most recent classes entered the Institute after having received their baccalaureate degrees; a small number entered with a Master's degree.
their proficiency in any of the subjects offered in the curriculum. Unless the above requirements (1. or 2.) are met, no degrees or certificates are awarded in such cases, but credit earned is transferable.

**Method of Application**

The prospective student should write to the Registrar, requesting an application blank which will be forwarded together with necessary instructions.

The deposit after acceptance is $20.00. Applicants should forward their check or money order in this amount to the Registrar upon receipt of notification that they have been accepted. This deposit will be applied to the first bill for board and lodging when the student registers. In the event the applicant does not register, the deposit will not be refunded.

**THE COURSES OF STUDY**

The Institute offers, altogether, four semesters (two academic years) of work, comprising three major courses of study:

1. **Course I (Basic)** leading to the Basic Certificate of Graduation or the Bachelor of Foreign Trade degree after two full semesters of study. (See “Admission Requirements,” p. 35.)

2. **Course II (Special)** leading to the Special Certificate of Graduation after three or more semesters of work. This Certificate, like the Basic Certificate of Graduation, is limited to those students not eligible for degrees because of deficiency in academic prerequisites.

3. **Course III (Graduate)** successful completion of which, coupled with successful completion of the Basic Course, entitles the student to the degree of Master of Foreign Trade, provided he meets the baccalaureate requirements at the time of his matriculation. (See “Admission Requirements,” p. 35.)

The Basic Course is complete in itself, irrespective of any field of specialization, and is designed to develop knowledge and skill in the major functions of international commerce. It is prerequisite to the required and elective program of the Graduate Course.

The Basic Course covers three fields: Foreign Trade, Languages, and Area Study. Instruction in all three is closely integrated and thus gives the student a comprehensive understanding of the whole range of international operations. The Graduate Course has a threefold function: to reinforce and broaden the work of the Basic Course; to direct a student into original research with a view to developing his powers of selection, evaluation, and presentation; and to develop the responsibility and judgment that will be required of him in an executive assignment, foreign or domestic.
These functions of the Graduate Course result in a curriculum that provides for concentration, distribution, and integration in the student's program of study.

Students are accepted for either course at the start of the first semester in the fall, or at the start of the second semester at mid-winter.

Course Numbering

All courses numbered in the 100 series are lower division. Courses numbered in the 200 series are in the upper division category, and all courses numbered in the 300 series are for graduate credit.

Curriculum Requirements

The Curriculum of the Institute is intensive. Insofar as practicable, non-essentials are eliminated, so that all of the student's time and effort may be devoted to matters of real value to him. In this manner, rapid progress can be made without sacrificing thoroughness.

Course I (Basic). Though the requirements are kept as flexible as possible in order to meet the needs of individual students, a minimum course of study is required for the Bachelor of Foreign Trade degree or the Basic Certificate of Graduation. It consists of 32 or more semester hours of study successfully completed over a period of at least two semesters, including a proper choice of course sequences in each of the three departments. The following outline is considered to be fundamental, but is sufficiently flexible to be varied in consonance with career objectives, as described on pages 18 and 19.

1. Languages. Course 100ab
   (In certain cases, with faculty approval, alternative requirements may be substituted for language requirements.)

2. Area Studies and International Relations (choice of one).
   Latin America 200ab   Western Europe 200ab
   Far East 200ab        International Relations 200ab

3. Foreign Trade. Foreign Trade 200, and either Marketing 200 or Accounting 200ab. (Marketing 200 is required of all who lack previous training in marketing or business administration.)

   Students whose previous education includes the equivalent of any of the above courses must select substitutes from among the other courses listed in the catalogue in sufficient amounts to reach the certificate minimum of 32 semester hours. The normal class load consists of 16 to 19 semester hours.

   In certain circumstances, especially in the case of a younger candidate without a baccalaureate degree, the Executive Committee of
the faculty may decide that the applicant should take more than two semesters of work. Ordinarily the duration of the course in any individual case can be determined through correspondence or consultation prior to registration.

Course II (Special). This is designed for the student who desires additional work to qualify him for a particular type of career in foreign trade or international relations, or to broaden his qualifications. The additional work taken in Course II will ordinarily be selected from the more advanced courses offered in the Institute's program, but exceptions will be granted where a student who has reached an advanced proficiency in one foreign language wishes to enroll as a beginning student in another foreign language as part of Course II, or where he wishes to take courses in area or business subjects which he has not studied in his previous program. Course II may be commenced concurrently with Course I during the second semester in residence, depending upon the individual student's qualifications and educational background.

The student successfully completing Course II will be awarded a Special Certificate indicating the subject matter in which he has achieved advanced qualification. Thirty-two semester-hours, in addition to the Basic Course, are required for the Special Certificate.

Credit toward Course II requirements will be given for comparable work previously done at another institution.

Course III (Graduate). Candidates for the degree of Master of Foreign Trade, during their two years of residence, will complete a minimum of 64 semester hours of study, which shall include the following:

1. An approved thesis, equivalent to four semester hours of work, to be defended orally before a Thesis Committee.

2. A minimum of 16 semester-hours at the 300 level.

3. A minimum of 26 semester-hours at the 200 level.

4. A maximum of 18 semester-hours at the 100 level: to include Language 100ab, if a matriculating student cannot qualify for advanced language work, and Foreign Trade 100, required of students who have no previous college or university credit in economics.

Note: All courses submitted for graduate credit must be completed with a grade average of 80 percent (see p. 34).

Credit toward Course III requirements will be given for comparable work previously done at another institution. Transcripts will be evaluated upon application for enrollment as candidate for the degree.
COURSES

Unless otherwise indicated, all courses listed are of one semester duration and are offered each semester.

*Offered fall semester only
- Offered spring semester only

Department of Area Studies

The Department of Area Studies conducts a group of courses designed to acquaint students with the characteristics—geographical, ethnological, economic and social—of the world areas where, as future graduates engaged in foreign trade or foreign service, they are most likely to be active.

Emphasis is placed upon the economic history and potentials of the areas, and the conditions of business found therein, as well as on the political situations. Concurrently, the student is “briefed” on the modes of life in the various countries of the areas, the health conditions, social customs, religious beliefs, and other aspects of their cultures.

The method of instruction is through lectures, readings, research papers, use of visual education devices, and development by students under faculty guidance of special research projects on particular portions of major areas, or on particular problems.

In summary, the successful student in the area courses is indoctrinated, not only with the externals, but with the thought-patterns and motivations of the peoples he has studied. He will be able to formulate his business and other decisions upon a sound knowledge of the area and its civilization.

*LA-200a LATIN AMERICA (3 hours)
This course is designed to acquaint the student with the various background factors which would influence his work and life in Latin America. It consists of an intensive study of the economic geography, resources, history, politics, population, social institutions and conditions, and psychology of the Latin American countries.

Dr. Schurz, Mr. Bohan and others

LA-200b LATIN AMERICA (3 hours)
A continuation of LA-200a.

Dr. Schurz, Mr. Bohan and others

FE-200a THE FAR EAST (2-3 hours)
A course on the geography, history, economy, politics and culture of middle and eastern Asia. Countries studied the first semester are India, Pakistan, Ceylon and China. Lectures, discussions and readings. This course meets twice weekly for two hours credit.

NOTE: Students specializing for the Far East are required to take an additional one-hour Area 350 course each semester which will consist of a seminar on problems of the Far East in respect to the present world economic and political situation. Miss Brown
**FE-200b**  THE FAR EAST  (2-3 hours)
A continuation of FE-200a. Japan, Australasia, and the countries of Southeast Asia will be studied this semester.
Miss Brown

*WE-200a  THE ECONOMICS OF WESTERN EUROPE  (2 hours)
This course deals with the basic economic geography of Europe, the state of industrial developments in the various countries, intra-European trade relations, and problems of post-War economic adjustment. Related problems of the Near East and North Africa are also considered. Lectures, discussions and readings.
Prerequisite: A course in the modern history of Europe.
Dr. Schurz

**WE-200b**  THE ECONOMICS OF WESTERN EUROPE  (2 hours)
A continuation of WE-200a.

*IR-200a  BASIC ELEMENTS OF INTERNATIONAL RELATIONS  (3 hours)
An introductory study of intercourse between states, with special emphasis on current aspects and problems, political and economic. A survey of the relations of the United States with the Latin American Republics is included.
Dr. Schurz

**IR-200b**  BASIC ELEMENTS OF INTERNATIONAL RELATIONS  (3 hours)
A continuation of IR-200a.
Dr. Schurz

AR-350  RESEARCH PROBLEMS IN SPECIAL AREAS  (1 or 2 hours)
Directed research, within the limitations of materials available locally, on problems associated with special areas of the world. This course is designed to provide facilities for additional study in fields of particular interest to the individual student, and, as such, is supplementary to the basic Area courses.
Prerequisite: A university degree or completion of one semester of any basic Area course or one year of residence in the region under consideration.
Dr. Schurz, Miss Brown

IR-350  RESEARCH PROBLEMS IN INTERNATIONAL RELATIONS  (1 or 2 hours)
Directed research, within the limitations of materials available locally, on problems associated with international relations. This course, like the Area 350 course, is designed to provide facilities for additional study in fields of particular interest to the individual student and, as such, is supplementary to the basic International Relations Course.
Prerequisite: A university degree or completion of one semester of IR-100.
Dr. Schurz, Miss Brown
Department of Foreign Trade

In the Department of Foreign Trade, the student is equipped with the necessary business tools for a position with a company engaged in foreign commerce. All of the courses are defined in terms of training for ultimate managerial positions in foreign trade.

A concrete and practical rather than an abstract and theoretical approach is made in presenting subject matter. Actual commercial situations are approximated and realistic data, instruments, and forms are incorporated in so far as possible.

The Institute believes that those entering foreign trade must not only have an intelligent understanding of the instruments, practices and procedures of the business but also a good knowledge of the allied fields. The courses of study in the Foreign Trade Department will give the student this broad background and enable him to meet quickly and intelligently the many novel problems constantly arising, due to the unprecedented economic and political conditions now prevailing in every country.

The courses of instruction in this department are supplemented by special lectures given from time to time by men who are leaders in their respective fields of foreign trade.

FT-100 INTRODUCTION TO WORLD TRADE (2 hours)
This course is intended to introduce the student to world trade as a whole, its development and its current status. Detailed consideration is given to past and present economic and political developments which affect the volume and direction of international trade. Economic analysis is made of both private and public policy, and current issues are examined. It serves as a basis for the more specialized courses offered in foreign trade and in foreign marketing, and gives the student a better understanding of current problems and of factors affecting the general level of economic activity in the United States and in the world.

Mr. Richter and Mr. Frikart

FT-200 THE DOCUMENTS AND FINANCIAL OPERATIONS OF FOREIGN TRADE (3 hours)
The student gains in this course a comprehensive knowledge of all the documents and terms used in foreign trade and the procedures used in financing exports and imports. It attempts to clarify the financial and credit aspects of the relationships between the seller and the buyer and between the seller and the bank which is to finance the sale.
The course is particularly valuable to the student who may wish to become proficient in the financial side as distinguished from the marketing side of foreign trade, in the extension of credit, and in working in the foreign department or foreign branch of an American bank.

Mr. Shaterian and Mr. Richter

FT-300 PROBLEMS OF FOREIGN TRADE PROCEDURE (2 hours)
This course involves a review and more detailed study of all the steps considered and taken from the moment the
seller receives an inquiry from the buyer up to the point where the seller receives payment for the sold merchandise. Hypothetical export and import sales and shipments are followed through and the student is required to gather the necessary data, to make his own decisions, to prepare the relevant reports, letters, and cables, to give proper instructions to his freight forwarder and bank, etc. The class is held in small sections so that the work of each member of the class can be analyzed and discussed for the benefit of the entire class. It attempts to put into practice the knowledge acquired in Foreign Trade 200 and in certain phases of Foreign Marketing.

Prerequisite: Foreign Trade 200.

Mr. Shaterian and Mr. Richter

AC-200a  ACCOUNTING FOR MANAGEMENT    (3 hours)
This course covers the fundamental techniques of bookkeeping and accounting, presented from the viewpoint of what is essential to management. This course is designed for those students who have had no accounting before entering the Institute, and is a prerequisite to the more advanced accounting courses. This course should not be undertaken without plans to follow it with AC-200b.

Mr. Wilson

AC-200b  ACCOUNTING FOR MANAGEMENT    (3 hours)
Prerequisite: AC-200a or its equivalent.
A continuation of the work offered in AC-200a.

Mr. Wilson

AC-250a  INTERMEDIATE ACCOUNTING FOR MANAGEMENT
Prerequisite: AC-200ab or its equivalent.  (3 hours)
An expansion of the theory and principles covered in AC-200ab. Primarily for those interested in practicing in the field of accounting after graduation.

Mr. Wilson

AC-250b  INTERMEDIATE ACCOUNTING FOR MANAGEMENT
Prerequisite: AC-250a.  (3 hours)
A continuation of the work offered in AC-250a.

Mr. Wilson

AC-300  ANALYSIS OF FINANCIAL STATEMENTS  (3 hours)
This course lends interpretation to the various accounts appearing on financial statements, and introduces the techniques for their comparison and analysis. Many allied topics are brought into the course of study. Use is made of financial statements of many of the leading business houses of the United States. Can only be taken concurrent with or subsequent to AC-200b.

Mr. Wilson

AC-350  RESEARCH PROBLEMS IN ACCOUNTING    (2 hours)
This course consists of intensive study under the direction of the Accounting Division. It is designed for those students who are thoroughly grounded in the general principles and practices of accounting and who wish to become particularly proficient in a certain branch, such as cost analysis, auditing, income determination, etc.
Prerequisite: AC-200b or its equivalent.

Mr. Wilson
MK-200  MARKETING, FOREIGN AND DOMESTIC  (3 hours)
This course covers the fundamental principles of marketing and their application to foreign trade. It includes a study of the marketing functions, the consumer, trade channels, the marketing of agricultural and manufactured products, marketing research and policies, export advertising and sales promotion and technical procedures in foreign marketing.  Mr. Murphy

MK-210  FOREIGN MARKETING  (2 hours)
This course covers the specific problems of marketing in the foreign field and provides the student with a practical knowledge of the techniques used. It covers market research, marketing functions, trade channels, export advertising, merchandising, sales promotion, and the procedure followed in making export and import shipments. Prerequisite: A course in the principles of marketing.  Mr. Murphy

MK-250  GUIDED RESEARCH IN MARKETING  (2 hours)
This is a guided research project. The student is required to select a commodity or a manufactured product and also to determine on a country in which he proposes to market it. The student will make a market analysis of the country with respect to the potential for his product based on the natural and developed resources of the country, and will arrive at conclusions and make specific recommendations as to the most effective way to distribute his product. The class will meet with the instructor each week to discuss progress and problems. Prerequisite: MK-200 or its equivalent.  Mr. Murphy

AD-200  ADVERTISING THEORY AND PRACTICE  (2 hours)
The objective of this course is to survey the entire field of advertising in much the same fashion that a course in economics covers its field. The course includes economics of advertising, consumer research, produce and market analysis, copy appeals, advertising layouts and techniques, advertising media, testing methods, the advertising agency, advertising department and advertising budget. The course will prepare the student for a career in foreign advertising or equip the student who does not elect this career with a basic knowledge of advertising and its application to business problems.  Mr. Murphy

SL-200  BASIC PRINCIPLES OF SALESMAINSHP  (3 hours)
This course covers the principles of salesmanship—including pre-approach, approach, planned presentation, demonstration, closing, and other phases of the subject. The application of these principles to foreign selling is given special consideration. One hour per week consists of a lecture on specific principles, one is devoted to talks by sales experts from leading business firms, and one hour to practice in selling problems and actual sales demonstrations by students. The course covers the basic essentials of salesmanship and it is designed to prepare the student for executive work requiring the supervision of salesmen as well as for actual sales work. Prerequisite: A course in the principles of marketing.  Mr. Murphy
CL-200a COMMERCIAL LAW (2 hours)
A course in the prevailing laws of contracts, corporations, partnerships, real and personal property, designed to familiarize the student with the legal aspects of business and commercial activities and to alert him to the importance of seeking proper legal assistance in making business decisions.
Mr. Jones

CL-200b COMMERCIAL LAW (2 hours)
A continuation of CL-200a, with emphasis on international usage.
Mr. Jones

MG-300a SEMINAR IN MANAGEMENT (2 hours)
Problems in management with emphasis on organization, division of responsibilities, and functions, presented in a short intensive course. Research paper.
Prerequisite: Sixteen semester hours of upper division work in Business Administration or its equivalent in business experience.
Mr. Hacker

MG-300b SEMINAR IN MANAGEMENT (2 hours)
A continuation of MG-300a, with emphasis on human relations.
Mr. Hacker

**Department of Languages**

The chief aim of the language instruction at the Institute is to develop in the student a facility for speaking and understanding the language which he studies. At the same time, it is expected that he will master the basic structural forms and acquire a well-rounded ability in reading, and later in writing. This is done not through any magic process, but through many hours of intensive application on the part of the student. It has been demonstrated that a good knowledge of the language can be acquired in the time allotted if the student makes the proper use of that time.

The elementary and intermediate courses in language are divided into three parts: Conversation, Fundamentals (grammatical analysis), and Laboratory. In the conversation classes, which are small, the use of English is prohibited, and students begin at once under the guidance of instructors whose mother tongue is Spanish, Portuguese, or French to express themselves in the foreign language. In the laboratory, ear training and good speech are fostered through practice with phonograph records, sound-track films, and voice recording machines, as well as through singing, oral composition, and lectures.

All courses in language are supplemented by optional extra-curricular activities such as movies, fiestas, and various types of public programs. Progress in speaking is furthered through the use of foreign languages at mealtimes and in the dormitories and recreational activities. Reading ability is increased through wide use of periodicals and books published in foreign languages.

Students who have previous knowledge of Spanish, Portuguese or French are assigned to classes after their oral-aural proficiency has been determined by placement tests.
FR-100a  ELEMENTARY FRENCH  (8 hours)
Conversational: Directed practice in oral expression. Small
groups under the guidance of a French-speaking in-
structor, conducted in French.
Fundamentals: Explanation of structural forms and intensive
drill.
Laboratory: Ear training and speech exercises; imitation
of phonograph records; practice with voice recording
machines; dictation; French sound-track films; pro-
nunciation and intonation drills; group practice of
songs.

FR-100b  INTERMEDIATE FRENCH  (8 hours)
Prerequisite: Fr-100a or the equivalent.
Conversational: Guided discussion of everyday life topics;
oral reports on assigned readings.
Fundamentals: Continuation of essential grammar expla-
nations and intensive drill.
Laboratory: Practice with phonograph records and voice
recording machines; lectures; French sound-track
films; dictation; pronunciation and intonation drills;
group practice of songs.

FR-200  ADVANCED FRENCH  (5 hours)
Prerequisite: FR-100b or the equivalent.
Content dealing with French points of view and current
problems. Oral reports on assigned readings of French
publications. Development of writing skill. Perfection of
pronunciation and intonation.

PO-100a  ELEMENTARY PORTUGUESE  (8 hours)
Conversational: Directed practice in oral expression. Small
groups under the guidance of Portuguese-speaking in-
structors, conducted in Portuguese.
Fundamentals: Explanation of structural forms and intensive
drill.
Laboratory: Ear training and speech exercises; imitation
of phonograph records; practice with voice recording
machines; dictation; Portuguese sound-track films;
nunciation and intonation drills; group practice of
songs.

PO-100b  INTERMEDIATE PORTUGUESE  (8 hours)
Prerequisite: PO-100a or the equivalent.
Conversational: Guided discussion of everyday life topics,
oral reports on assigned readings.
Fundamentals: Continuation of essential grammar expla-
nations and intensive drill.
Laboratory: Practice with phonograph records and voice
recording machines; lectures; Portuguese sound-track
films; dictation; pronunciation and intonation drills;
group practice of songs.

PO-200  ADVANCED PORTUGUESE  (5 hours)
Prerequisite: PO-100b or the equivalent.
Content dealing with Brazilian points of view and current
problems. Oral reports on assigned readings of Brazilian publications. Development of writing
skill. Perfection of pronunciation and intonation.
SP-100a  ELEMENTARY SPANISH  (3 hours)
Conversation: Directed practice in oral expression. Small
groups under the guidance of Spanish-speaking in-
structors, conducted in Spanish.
Fundamentals: Explanation of structural forms and inten-
sive drill.
Laboratory: Ear training and speech exercises. Use of
Spanish sound-track films; imitation of phonograph
records; practice with voice recording machines; dic-
tation; pronunciation and intonation drills; group
practice of songs.

SP-100b  INTERMEDIATE SPANISH  (3 hours)
Prerequisite: SP-100a or the equivalent.
Conversation: Guided discussion of everyday life topics,
oral reports on assigned readings.
Fundamentals: Continuation of essential grammar expla-
nations and intensive drill.
Laboratory: Spanish sound-track films; practice with
phonograph records and voice recording machines;
lectures; dictation; pronunciation and intonation
drills; group practice of songs.

SP-200  SPANISH CONVERSATION  (5 hours)
Prerequisite: SP-100b or the equivalent.
Content dealing with Latin American points of view and
current problems. Written composition. Oral reports on
assigned readings of Latin American publications. Devel-
opment of writing skill. Perfection of pronunciation and
intonation. Practice with voice recording machines.

SP-300  ADVANCED SPANISH CONVERSATION  (3 hours)
Prerequisite: SP-200 or the equivalent.
Practice in speaking for business and social occasions,
news commentary and other public activities. Advanced
written composition. Reports and discussions on outside
reading. Expansion of vocabulary of a practical nature.
Attention to individual problems of pronunciation and in-
tonation.

SP-310a  COMMERCIAL CORRESPONDENCE AND
BUSINESS SPANISH  
(3 hours)
May be taken concurrent with or subsequent to SP-200 or
its equivalent.
Composition of business letters, office memoranda and re-
ports; exercises on form, usage, commercial terminology;
study of documents most needed in business transactions;
readings from Latin American commercial periodicals and
other publications; current systems of measurements in
Latin America.

SP-310b  ADVANCED COMMERCIAL CORRESPONDENCE
AND BUSINESS SPANISH  (a continuation of SP-310a)
Prerequisite: SP-310a or the equivalent.  (2 hours)
Composition of business letters, office memoranda and re-
ports; exercises on form, usage, commercial terminology;
study of documents most needed in business transactions;
readings from Latin American commercial periodicals and
other publications; principles of accounting in Spanish.
SP-320  TECHNICAL AND RESEARCH SPANISH  (2 hours)
May be taken concurrently with or subsequently to
SP-200 or its equivalent.
General terminology for mathematics, physics, chemistry
and metallurgy, with particular reference to nomenclature
needed in mechanical, hydraulic, electrical, and chemical
engineering. Development of specialized vocabularies to
suit individual requirements.

LL-100  APPROACH TO LANGUAGE LEARNING  (3 hours)
Designed to acquaint the prospective student of a for-
eign language with the procedures of learning to speak
and understand the language through the application of
linguistic principles and to train his powers of aural per-
ception and oral production. The end result sought is to
train him to be prepared to direct his own efforts in the
learning of a new language with help of a native informant
and, if possible, recordings.

Dr. Tessen

EN-100  FUNDAMENTALS OF ENGLISH. Required of all stu-
dents who fail to pass an entrance examination in the
fundamentals of English.  (2 hours)
Explanation and considerable practice of the fundamentals
of English. Current, practical language usage stressed in
all elements of sentence structure. Attention given to vo-
cabulary study, spelling, punctuation. Emphasis on prin-
ciples of report writing: research, compilation, form.

Mr. Jackle

EN-200  BUSINESS COMMUNICATIONS  (2 hours)
Designed for the student who realizes the importance of
correct structure, exact vocabulary, readable style, and
sales appeal in all types of letter writing—sales letters,
reports, advertising, and employment letters. Attention is
given to effective speech for various occasions—inter-
views, impromptu speeches, sales talks, planned dis-
courses. All subject matter is presented with a view to
its use by the student in practical business situations.

Mr. Jackle and Others
### STUDENT BODY 1952-53

**Class of June, 1953**

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree</th>
<th>University/Academy</th>
<th>City</th>
<th>State</th>
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<tr>
<td>Adams, Thomas J.</td>
<td>B.A.</td>
<td>Kent State University</td>
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<td>Andrew, Theodore Luellen</td>
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<td>Bailey, Norman C., Jr.</td>
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<td>Stanford University</td>
<td>River Forest</td>
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B.S., L.L.B., University of Oregon

Fouchek, Stephen
Frater, Fayne C.
Frazier, Carroll D.
French, Phillip
Garcia, Roland
B.A., Mexico City College
Gearhart, John E.
B.S., Mansfield State Teachers College
Goldsherry, John W.
B.B.A., University of Toledo
M.A., Mexico City College
Goodwill, Ray E., Jr.
B.Sc., University of Southern California
Grunert, Rodney
B.A., Carleton College
Habgood, Charles R.
Philadelphia
Hand, John
Sarasota
Harter, Henry H.
B.S., Arizona State College, Tempe
Hattem, Benson
Mexico
Heckert, Forrest
Millersburg
A.B., Susquehanna University
Hennon, James R.
B.S., Rider College
Hitchcock, Tommy B.
B.S., University of California at Los Angeles
Houghtaling, George L.
F.S., Rider College
Hubbard Langdon F., Jr.
B.A., University of Washington
Hunter, Mirian
B.A., University of California at Santa Barbara
Ingram, James
Hermosa Beach
Kelly, Edward
B.S., Boston University
Knister, Russell B.
B.S., Arizona State College, Tempe
Koppel, Donald W.
Cambridge
Kraml, Frank V.
Lausanne
M.B.A., University of Chicago
Kullman, Ortwin
B.A., Evansville College
LaMandin, Virginia
M.A., University of Illinois
Lambert, John B.
B.E.E., University of Minnesota
Lloyd, James B.
B.S., Oklahoma City University
Madden, John
B.S., U.S. Naval Academy
Mallette, Hector L.
Little Rock
Malloy, De Forrest
D.S., E.E., Wayne University
Manning, James F.
B.A., M.A., University of California

Palo Alto
California
Salem
Sacramento
California
Camarillo
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Fresno
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Tower City
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Pasadena
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B.E.E., University of Minnesota

Oklahoma City
Oklahoma

Sacramento
California

Little Rock
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Detroit
Michigan

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Stimson, Robert C.  
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Sweany, Phillip W.  
Taddei, Armando  
Teague, George  
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Tiber, Harry A.  
Udell, Robert M.  
von der Haar, Richard  
Waldemer, Alfred C.  
Walsh, Thomas P.  
White, Charles  
Wilner, Robert W.  
Withers, William  
Wood, Frank C.  
Woodward, Henry L.  
Wrinch, Mary C.  

Toledo  
Nesbyen  
Rochester  
Lugano  
Arcadia  
Beloit  
Chicago  
Boise  
Quincy  
St. Louis  
Eugene  
Ione  
St. Louis  
Elizabethtown  
Phoenix  
Kingman  
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Missouri  
Oregon  
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Missouri  
Pennsylvania  
Arizona  
Arizona  
Arizona

Class of January, 1954

Almquist, Frank  
Biggs, Donald  
Bon Durant, Herbert  
Brajkovich, Joseph  
Brice, Roland  
Brown, Garvin De Forrest, Jr.  
Bry, Clive  
Bry, Leon  
Burger, David H.  
Cerqueira, Joseph, Jr.  
Clark, Robert E.  
Cosgrove, Harold  
Crane, John Howard  

Seattle  
University City  
Charlotte  
San Francisco  
Pasadena  
Tampa  
Silver City  
La Salle  
Saginaw  
Newark  
Los Angeles  
Albany  
Phoenix  
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<td>Guerrero, Joseph</td>
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Stamper, Russ R.  
A.B., University of Missouri  
Tulsa  
Oklahoma

Sutherland, John A.  
B.S., U. S. Naval Academy  
Waukegan  
Illinois

Tedesco, Phillip  
A.B., Kenyon College  
New York  
New York

Tegebo, Arne K.  
B.A., Atlantic Union College  
Umea  
Sweden

Till, Jack  
Glendale  
Arizona

Tyldeley, Robert  
B.A., University of California at Los Angeles  
Los Angeles  
California

Vath, R. F., Jr.  
Salinas  
California

Wallace, Alfred  
A.B., Cornell University  
Syracuse  
New York

Walter, Carroll H.  
Tacoma  
Washington

Whitcomb, Charles A.  
B.A., DePauw University  
Hayden  
Indiana

Course II

Curtis, George  
Springville  
Utah

Duncanson, Robert  
San Rafael  
California

McConnell, Brice  
A.B., Brown University  
Upper Montclair  
New Jersey

Urias, Brigido  
Phoenix  
Arizona

Wedgwood, Orrin  
Cuyuna  
Minnesota

Willing, James  
B.Sc., University of North Dakota  
Minneapolis  
Minnesota

Wilson, Raymond  
Oxnard  
California
SPECIAL INSTRUCTIONS

The Post Office address for students is:

c/o The American Institute for Foreign Trade
P. O. Box 191
Phoenix, Arizona

Shipping Instructions

Packages shipped by express or freight, however, should be addressed c/o The American Institute for Foreign Trade, Glendale, Arizona (no post office box number), rather than Phoenix.

Clothing

The winter climate in the Valley of the Sun is mild, but a student is advised to bring warm clothing since the temperature drops during the night and early morning hours. For the fall and spring months, students should have light summer clothing.

Road Directions

For the benefit of those arriving by automobile, the best means of reaching Thunderbird Field is to proceed to Glendale, Arizona, approximately eight miles west of Phoenix on Route 70, then turn north on Lateral 18 (now named 59th Ave.), which is marked with a sign pointing to the Institute. Proceed north on Lateral 18 for approximately six miles. One mile after crossing the canal, AIFT is on your right.

Transportation

When you have determined the date, time, and method of arrival in Phoenix, please notify the Registrar and you will be advised of transportation arrangements from Phoenix to Thunderbird Campus.
GIFTS AND BEQUESTS

The American Institute for Foreign Trade is a privately governed, nonsectarian, nonprofit institution. It is not tax-supported. It derives its income from student fees, augmented during the past two years by contributions from such world-minded business concerns as: American Foreign Insurance Association; Anderson, Clayton & Co., Inc.; Arizona Brewing Company, Inc.; Arizona Public Service Company; First National Bank of Boston; Firestone Tire & Rubber Company; Goodyear Tire & Rubber Company; Harnischfeger Corporation; S. C. Johnson & Son, Inc.; Lone Star Cement Corporation; National City Bank of New York; National Paper & Type Company; Otis Elevator Company; Phoenix Newspapers, Inc.; Procter & Gamble Company; Radio Corporation of America; Remington Rand, Inc.; Sears, Roebuck and Co.; Sknode Foundation, Inc.; Standard Brands International; Standard Oil Company of California; Standard-Vacuum Oil Company; Stratton Grain Company; Sterling Products International; TIME Incorporated; Union Carbide International Company; United Fruit Company; United States Rubber Company; Wilbur-Ellis Company.

Significant opportunities await those who would like to associate themselves with this national institution which is already pre-eminent in taking practical steps to improve the quality of American representation abroad and to bring about better understanding among the nations. The Institute particularly needs adequate endowment from which it may derive a regular income.

SUGGESTED FORM OF BEQUEST

I give, devise, and bequeath to the American Institute for Foreign Trade, an Arizona nonprofit corporation, the sum of ...........................................
Dollars, to be applied to the uses and purposes of said Institute under the direction of the governing authority of the same.

(Contributions to the American Institute for Foreign Trade are deductible for income tax purposes.)
This map shows the location of Institute graduates who were abroad five years after the graduation of AIIFY's first class in January 1953. It is a record of accomplishments in training Americans from all over the world for international business careers.

More than 95 percent of those shown on the map are in the private business sector, which means that they have found positions in government service or trade careers, although they have not returned to the United States.

The realistic curriculum of the American Institute for Foreign Affairs has resulted in the Latin American, Western Europe, and Asia-Pacific areas being the most heavily represented on this map. The high number of graduates coming from these regions is reflective of the Institute's commitment to the development of leadership in these areas.
tern areas, and the business administration of foreign trade, is de-
ovo prepare students to be successful representatives, not only of
employers, but of democracy itself.

There is no set pattern to AIFT's students. Their backgrounds include
ing, accounting, journalism, marketing, industrial relations, law,
agriculture, advertising, liberal arts, pharmacy, traffic manage-
ment are fresh from college lecture rooms; others have had years of
experience.

Though it is a small school, its favorable impact on world affairs
powerful and widespread — how widespread, this map suggests.

THE AMERICAN INSTITUTE FOR FOREIGN TRADE

Thunderbird Field Phoenix, Arizona