THE
AMERICAN INSTITUTE
FOR FOREIGN TRADE

CATALOGUE

1957 - 58
1958 - 59

PHOENIX, ARIZONA
Accom.

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

More than 85 percent of those shown on the map are in the employ of private business — the balance being in government service. Not shown are the more than 600 other AIFT graduates who are embarked on foreign trade careers, altho
osed in the United States.

The realistic curriculum of the American Institute for Foreign Trade, stru

LOCATION OF AIFT ALUMNI IN THE FOREIGN FIELD

<table>
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<tr>
<th>Country</th>
<th>Alumni</th>
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As of January 15, 1957
The American Institute for Foreign Trade
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

January, 1957
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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**1958**

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CALENDAR

Fall Semester 1957

September 9, Monday
Semester Starts

October 2, Wednesday
Last day for changes in schedule

November 1, Friday
Mid-semester progress reports

November 21, Thursday
Thanksgiving recess starts

November 25, Monday, 8 a.m.
Thanksgiving recess ends

December 19, Thursday
Christmas recess starts

1958

January 6, Monday, 8 a.m.
Christmas recess ends

January 17, Friday
Last day of classes

January 20, 21, 22, 23
Examinations

January 24, Friday
Commencement

Spring Semester 1958

January 29, Wednesday
Semester Starts

February 21, Friday
Last day for changes in schedule

March 21, Friday
Mid-semester progress reports

April 3, Thursday
Easter recess starts

April 8, Tuesday, 8 a.m.
Easter recess ends

May 23, Friday
Last day of classes

May 26, 27, 28, 29
Examinations

May 30, Friday
Commencement

Fall Semester 1958

September 8, Monday
Semester Starts

October 1, Wednesday
Last day for changes in schedule

October 31, Friday
Mid-semester progress reports

November 20, Thursday
Thanksgiving recess starts

November 24, Monday, 8 a.m.
Thanksgiving recess ends

December 18, Thursday
Christmas recess starts

1959

January 5, Monday, 8 a.m.
Christmas recess ends

January 16, Friday
Last day of classes

January 19, 20, 21, 22
Examinations

January 23, Friday
Commencement

Spring Semester 1959

January 28, Wednesday
Semester Starts

February 20, Friday
Last day for changes in schedule

March 20, Friday
Mid-semester progress reports

March 26, Thursday
Easter recess starts

March 31, Tuesday, 8 a.m.
Easter recess ends

May 22, Friday
Last day of classes

May 25, 26, 27, 28
Examinations

May 29, Friday
Commencement
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 five years by contributions from such world-minded business concerns as:

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Author and Commentator
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Phoenix, Arizona

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Tempe, Arizona

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Member, United States Senate  
Phoenix, Arizona

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Milwaukee, Wisconsin

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Scottsdale, Arizona

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San Francisco, California

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Phoenix, Arizona

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Phoenix, Arizona

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Chicago, Illinois
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President, First National Bank of Arizona  
Phoenix, Arizona

JOHN B. MILLS  
Investments  
Phoenix, Arizona

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A. L. Moore and Sons  
Phoenix, Arizona

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Phoenix, Arizona

JAN OOSTERMeyer  
Retired President, Shell Chemical Co.  
Phoenix, Arizona

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Phoenix, Arizona, and Indianapolis, Ind.  
President, Phoenix Newspapers, Inc.

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Scottsdale, Arizona and New York, N. Y.  
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President, American & Foreign Power Co.  
New York

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President of the Institute  
Phoenix, Arizona

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

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

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

President and Dean

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., 1936-42; Director, Centro Colombo-Americano, Bogotá, Colombia, 1942-43; 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, 1936-39; Adjutant, 1938-40; Director of Public Relations, 1939-40; Treasurer, 1940-42; Army of the United States, 1942-45; Treasurer, Pennsylvania Military College, 1945-47; Vice President and Bursar, 1947-53; Member of Board of Trustees, 1947—; Member of Executive Committee of Board of Trustees, 1949-53; Vice President, American Institute for Foreign Trade, 1953—.

BERGER ERICKSON, Texas Christian University.

Treasurer and Business Manager

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

RUTH JANET RICHARDSON, Russell Sage College; Katharine Gibbs School.

Registrar

Private Secretary, Boston, Mass., 1935-39; Secretary, Office of Business Manager, Connecticut College, New London, Conn., 1939-45; Staff Assistant, American National Red Cross, Wash., D.C. and Philippine Islands, 1945-46; Secretary, Education Dept., Univ. of Calif., Los Angeles, 1947-48; Stenographer, Dept. of the Navy, Wash., D.C. and Turkey, 1948-52; Secretary, President's Office, American Institute for Foreign Trade, 1952-55; Administrative Assistant, 1955-56; Registrar, 1956—.

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

Assistant to the President

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; American Institute for Foreign Trade, 1947—.
Public Relations


Director of Public Relations

Placement and Alumni

MABEL ERICKSON, Texas Christian University.

Director of Placement and Alumni Activities

Secretary to Chief of War Organization and Movements Division, USAAF, 1941-42; Secretary to Commanding General, USAAF Training Command, 1942-46; Secretary to President, American Institute for Foreign Trade, 1946-51; Registrar, 1951-56; Director of Placement and Alumni Affairs, 1956—.

MARTHA L. SNYDER, International College of Business.

Assistant to the Alumni Director

Legal Secretary, 1938-43; Land Title Secretary, Second National Bank of Warren, Ohio 1943; Secretary to Comptroller, Warren City Manufacturing Company 1943-1945; Public Stenographer 1945-1946; Secretary to Williams County, Ohio Prosecuting Attorney 1947-1952; Secretary to Registrar, American Institute for Foreign Trade 1953-1956. Assistant to the Alumni Director, 1956—.

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
Instructional Staff


Instructor in Spanish.

Teacher, San José Schools, 1941-44, 1948-50; Secretary, Department of Social Security, San José, Costa Rica, 1944-47; Teacher of Sciences, Colegio de Limón, San José, 1951-52; Teacher of English and Vocational Education, LiccO Anastasio Alfaro, San José, 1952-55; American Institute for Foreign Trade, 1956—.

RICHARD BARRUTIA, William Jewell College, University of Kansas, University of Chicago, 1943-44 (Naval Aviation Cadet Program — Navy V-5); University of Utah, 1946-47; American Institute for Foreign Trade, 1956; Universidad Nacional de México, summer 1958.

Assistant in Instruction in Spanish

United States Navy, 1943-46; Owner and Operator of Private Business, Salt Lake City, Utah, 1946-53; Private and Group Music Instructor, Salt Lake City, Utah, 1950-55; Manager & Performer of Latin American Theatrical Troupe, Intermountain West, 1947-55; American Institute for Foreign Trade, 1956—.


Instructor in Spanish


Assistant Professor of Area Studies

Member of editorial staff, The Panama-American, Panama, R. de P., 1934-36; Member of editorial staff, The Arizona Daily Star, Tucson, 1937-42; Army of the United States, 1942-45; Staff Correspondent, United Press, Southeast Asia, 1946-49; American Institute for Foreign Trade, 1950—.

JOHN DAVID CAMPBELL, B.A., Williams College, 1913.

Associate Professor of Marketing

Swift and Co., Sales Force, 1912-1917; U.S. Army, 1917-1919; Swift and Co., Overseas Division, 1919-1937; Paris, Liverpool, London; as Managing Director, Genoa, Rome, Antwerp; Assistant to the Vice President and Instructor in the Swift and Co. Trainee Program, 1938-1942; Manager, Swift and Co. Plants in Texas, 1942-1947; Managing Director, Export Division, 1947-1956; Director and Officer, Swift and Co. Foreign Corporations; American Institute for Foreign Trade, 1956—.

Assistant Professor of Spanish

Teacher in Antigua and Chimaltenango, 1943-45; Instructor in Colegio Guatemala, 1945-46; Treasurer, Facultad de Humanidades, Escuela de Verano, Universidad de San Carlos, 1947; Chairman, Intermediate Spanish, Universidad de San Carlos, Summer, 1950, 1951; American Institute for Foreign Trade, 1948—.


Assistant Professor of Portuguese.


Opheilia de Castro e Silva, Bacharel em Ciencias e Letras, College Notre Dame de Sion, Rio de Janeiro, Brasil, 1940.

Assistant in Instruction in Portuguese.

Tutoring in French, Rio de Janeiro, 1945-47; library staff, American Institute for Foreign Trade, 1949—; in charge of library, Summer Sessions, 1951 and 1952, and February-May 1953; tutoring in Portuguese, American Institute for Foreign Trade, fall semester, 1953-54; Assistant in Instruction, 1954—.

Suzanne E. Diamond, Baccalauréat, Faculté de Bordeaux, 1925; B.A., James Millikin University, 1927; M.A., University of Illinois, 1929. Additional graduate study at the University of Illinois, 1930-31, Oklahoma A. and M. College, 1939-42, the University of Texas, 1942-43, Stanford University, 1949-51.

Assistant Professor of French.

Student assistant, Millikin University, 1925-27; Graduate Assistant, University of Illinois, 1927-31; Instructor and Hostess, French Workshop, Summers 1939, 1941; Instructor, Spanish Workshop, Summer 1942; Assistant in French, 1940-41, in Spanish, 1941-42, Oklahoma A. and M. College; Tutor in Spanish, University of Texas, 1942-43; Instructor and Head of Language Department, Delmar College, Corpus Christi, Texas, 1943-47; Instructor and French House Hostess, Stanford University, 1949-51; Instructor in French, Army Language School, Monterey, California, 1951-1956; American Institute for Foreign Trade, 1956—.
HERLINDA DIEZ V., Bachiller en Humanidades, Colegio Alemán Alexander von Humboldt, México, 1950; Pasante en Letras Modernas Inglesas, Universidad Nacional de México, 1953; Scholarship at Southwest Missouri State College, Springfield, Missouri, 1953-1954; graduate studies, Universidad Nacional de México, 1955.

Instructor in Spanish


Assistant Professor of Spanish
Army of United States, 1942-1946; Tutor for Physical Education Department, University of Kansas, 1950-51; Assistant in Instruction, Department of Romance Languages, University of Kansas, 1950; American Institute for Foreign Trade, 1952—.

CONSUELO E. de FLEEK, Instituto Alice Block, Bogotá, Colombia; Bachillerato Inferior de Ciencias y Letras, 1944; Bachillerato Superior de Enseñanza, 1946; Universidad Nacional de Colombia, Bogotá, 1946-49; University of Michigan, English Language Institute, summer, 1950.

Assistant in Instruction in Spanish
English Instructor, Instituto New York, Bogotá, 1955; American Institute for Foreign Trade, 1956—.

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, Secretaría de Educación Pública, México, 1937-1947; Head Counsellor for Girls, Camp Wildwood, N.Y., summer 1949; American Institute for Foreign Trade, 1950—.


Associate Professor of Spanish
ARTHUR W. GOODEARL, A.B., Clark University, 1917.

Associate Professor of Foreign Trade


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, 1934-36; Export Manager, American Lead Pencil Co., 1938-47; Sales Manager, Venus Pencil Co., Ltd., Toronto, Canada, 1940-42; Contract & Procurement Officer, New York Ordnance District, Army of the United States, 1942-45; Sales Manager, American Lead Pencil Co., 1946-50; Vice President, Venus Pencil Co. de México, S.A., 1947-50; President, International Sewing Machine Co., Inc., 1950-51; Sales Management Consulting practice, Los Angeles, 1951—; American Institute for Foreign Trade, 1952—.

FRANK ROBERT JACKLE, B.S., Missouri State College, Springfield, 1931; M.A., University of Missouri, 1935; additional graduate study, Universidad Nacional de México, 1936, 1955; University of Missouri, 1937, 1938, 1939.

Professor of Spanish and Communications

Teacher of Spanish, Mathematics and English, Lamar and Joplin, Mo., high schools, 1931-38; Central High School, Tulsa, Okla., 1936-39; Director, Cultural Institute, San José, Costa Rica, 1945-46; Teacher of Spanish and Director of Languages, Will Rogers High School, Tulsa, Okla., 1939-45, 1946-49; American Institute for Foreign Trade, 1949—. Acting Director, Department of Languages, 1955-1956.

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; 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,
1953-55; American Institute for Foreign Trade, 1952—.
Member, Missouri, Kansas City, Arizona, Maricopa County
and American Bar Associations; Major, United States Air
Forces, Retired.

NELLIE M. KIRKPATRICK, Lycée, Lausanne, Switzerland, and

Assistant in Instruction in French
French Embassy, 1949; American Institute for Foreign Trade,
1951—.

MARIA L. de NORONHA, Convent of the Sacred Heart, London,
England, 1917; Manhattanville College of the Sacred Heart,
New York, 1920; Certificate in Spanish, Brooklyn Trade and
Technical School, 1920; graduate study, Universidad Nacional
de México, 1953, 1955; Universidad de Valencia, 1956; Diplomada
pela Faculdade de Letras, Universidade de Lisboa, 1954.

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, National
City Bank of New York, 1941-46, Colonial Trust Com-
pany, New York, 1946-47; Teacher of Portuguese, Berlitz
School of Languages, 1947-48, and Downtown School of Span-
ish, New York, 1948-49; American Institute for Foreign Trade,
1949—.

GERARD R. RICHTER, University of Berlin, (Economics, Finance,
Foreign Trade), 1925-1926.

Professor of Foreign Trade
American Export Dept., Wm. Hartmann & Co., Inc., Berlin,
1925-1926; Assistant Import Manager, Sociedad Imprenta
y Litografia Universo, Valaparaiso, Chile, 1927-29; Assistant Ex-
port Manager, W. A. Sheaffer Pen Co., 1930-1942; Army of the
United States, 1943; Assistant Export Manager, Export Promo-
tion Manager, Miles Laboratories, Inc., 1944-45, 1949-51; Export
Manager, Kirsten Pipe Co., 1946-48; American Institute for For-
eign Trade, 1951—.

WILLIAM LYTEL SCHURZ, B. Litt., M. Litt., Ph.D., University of
California, 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; Com-
mercial Attaché, American Embassy, Rio de Janeiro, 1920-26;
Chief, Crude Rubber Survey of the Amazon Valley, 1923-24;
Economic Adviser, Government of Cuba, 1926-32; Deputy Ad-
ministrator, N.R.A., 1933-35; Chief of Training, Social Security
Board, 1936-41; Assistant Chief, Division of Cultural Relations,
and Acting Chief, American Republics Area Division, U.S. De-
partment of State, 1941-46; summer school faculty, Universities
of Wyoming, Kansas, Texas, California, and Southern Califor-
nia, and Claremont Graduate School; Member, Financial and
Economic Mission, Government of Peru, 1952; President, Amer-
ican Institute for Foreign Trade, 1949-51; State Department
Lecturer in Spain, 1956; American Institute for Foreign Trade, 1946—. Author: Latin America: A Descriptive Survey; The Manila Galleon; This New World; The Civilization of Latin America; and other works.


Associate Professor of Spanish

Teacher of Spanish, Miami, Arizona, High School, 1935-38; Coordinator of Inter-American Training, under U.S. Department of State, Purdue University, 1943-46; American Institute for Foreign Trade, 1946—.

HOWARD W. TESSEN, A.B., A.M., Oberlin College, 1927, 1929; M.A., Ph.D., Yale University, 1942, 1947; additional graduate study, Linguistic Institute, University of Michigan, 1950, 1953.

Director, Department of Languages, and Professor of Languages and Linguistics

Instructor in Spanish, Oberlin College, 1927-29, and Yale University, 1942-43, 1947-48; Instructor, English Language Institute, University of Michigan, 1943, 1950; Director of English Program, Escuela Nacional de Antropología, Mexico City, 1943-44; Director of Courses, English Language Institute in Mexico, 1944-46; Director of Latin American Programs, Overseas Training Service, Inc., Goshen, N.Y., 1948-1949; Language Consultant, Socony-Vacuum Oil Co. of Venezuela, 1949-52; Fulbright Professor of English and Linguistics, University of the Philippines, 1955-56; American Institute for Foreign Trade, 1949—.


Associate Professor Marketing


PAUL M. WILSON, B.S., Indiana State Teachers College, 1937; M.A., Ohio State University, 1948.

Associate Professor of Accounting and Secretary to the Faculty

Teacher of accounting, Ohio Public Schools, 1939-47; auditor, Defense Plant Corporation, Ashtabula, Ohio; Instructor in Business Law, Phoenix College Extension, 1950-51; American Institute for Foreign Trade, 1947—.
Business Department

BERGER ERICKSON, Texas Christian University
    Business Manager, Treasurer

PAUL O. DEUELL, Behnke-Walker Business College
    Bookkeeper

CAROL G. DEAN
    Cashier

PAUL WIECHERT
    Manager of Dining Hall

FRED G. GYGER
    Superintendent of Buildings and Grounds

AMANDA HENDERSON
    Housekeeper

CHARLES BRALEY
    Postmaster and Storekeeper

Secretarial Staff

MARTHA L. BROOKS, Phoenix College
    Secretary to the Director of Placement

NELLIE M. KIRKPATRICK, George Washington University
    Secretary to the Department of Languages

PAT MOHAMMED, Arizona School of Commerce.
    Renick's Commercial School.
    Secretary to the Business Manager

CAROL S. MULLINS, B.A., University of California, AIFT.
    Secretary to the Registrar

BETTY WILLIS, Kansas State College
    Secretary to the President
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 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 worldwide 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.

**Foreign Trade as a Career**

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 government services.

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 should 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.
Career Objectives

Training at the American Institute for Foreign Trade is directed towards ultimate assignment abroad in an administrative position. A company hiring an Institute graduate expects him to participate in a domestic training program and to demonstrate his willingness to accept and discharge responsibility before he receives his foreign assignment.

A student entering the Institute is not always aware of the variety of opportunities awaiting him in the field of foreign trade or government service abroad. To get the most out of his year’s training, he is encouraged to reach his ultimate career objective decision early in the school year. To this end, he is given the best possible individual counselling and is urged to take full advantage of the research material available on world areas, on companies engaged in international trade, and on government agencies.

The career objective decision embraces a series of choices for which the following course outlines are presented. In addition to deciding whether he prefers business or government employment, the student should also decide which general geographic area most attracts him. Four broad categories of career objectives have been worked out and are described below.

Latin America — Business. At present, the greatest number of opportunities for the young American seeking a foreign trade career are with American companies operating in Latin America. Approximately 70 percent of the graduates of AIFT now in foreign countries are in that area. Among business careers in foreign trade the following are the principal fields: sales, banking, accounting, and production. In order to give the student a professional background in these fields, the student headed towards a business career in Latin America is advised to take the following subjects:

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language (Spanish or Portuguese)</td>
<td>16</td>
</tr>
<tr>
<td>Latin America Area Studies</td>
<td>6</td>
</tr>
<tr>
<td>Foreign Trade 200; 300</td>
<td>5</td>
</tr>
<tr>
<td>Marketing or Accounting</td>
<td>4 or 5</td>
</tr>
<tr>
<td>Salesmanship</td>
<td>2</td>
</tr>
<tr>
<td>Analysis of Financial Statements</td>
<td>3</td>
</tr>
<tr>
<td>Management</td>
<td>2 or 4</td>
</tr>
<tr>
<td>Advertising</td>
<td>2</td>
</tr>
<tr>
<td>Commercial Law</td>
<td>2 or 4</td>
</tr>
<tr>
<td>Business Communications</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Course</td>
<td></td>
</tr>
<tr>
<td>Suggested Electives</td>
<td></td>
</tr>
</tbody>
</table>

Far East or Western Europe — Business. The general categories of business careers mentioned above obtain for the Far East or
Western Europe also. Opportunities, however, are more limited, notably in Western Europe. A student interested in the Far East will find opportunities available with the banks, oil and rubber companies, and, to a limited degree, with import-export houses and manufacturers of consumer goods.

A student preparing himself for Western Europe or the Middle East will take French. It is strongly recommended that a student preparing himself for the Far East also take French.

A suggested program for the Far East or Western Europe — Business, incorporating study of a language, follows:

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
</tr>
<tr>
<td>Far East or Western Europe Area</td>
</tr>
<tr>
<td>Foreign Trade 200, 300</td>
</tr>
<tr>
<td>Marketing or Accounting</td>
</tr>
<tr>
<td>Salesmanship</td>
</tr>
<tr>
<td>Analysis of Financial Statements</td>
</tr>
<tr>
<td>Management</td>
</tr>
<tr>
<td>Advertising</td>
</tr>
<tr>
<td>Commercial Law</td>
</tr>
<tr>
<td>Business Communications</td>
</tr>
</tbody>
</table>

Government Service Abroad. This field of specialization contemplates employment by those civilian agencies of the Federal Government which are concerned with foreign problems, or with international organizations of an official or semi-public character, such as the United Nations or its various affiliates. The former category includes the Department of State, the U.S. Information Agency, and other government agencies.

The course of studies should emphasize area and language studies and presupposes some previous acquaintance with those disciplines.

Any work taken in the Foreign Trade Department should have a bearing on possible utilization in the field of economic reporting.

For the average student, the following arrangement of courses is suggested:

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language (Spanish, Portuguese, or French)</td>
</tr>
<tr>
<td>Area Studies (Latin America, Far East, Western Europe)</td>
</tr>
<tr>
<td>International Relations</td>
</tr>
</tbody>
</table>
Alternative or additional work may be taken in the form of directed research in Area Studies or in pertinent Foreign Trade courses.

**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 the home office of an export department, 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 of a financial house. Although in all of these employments familiarity with a foreign language is highly desirable, it is not essential to success in many positions. The suggested course outline follows:

<table>
<thead>
<tr>
<th>Hours</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Study (depending on major area interest)</td>
<td>6</td>
</tr>
<tr>
<td>Foreign Trade 200, 300</td>
<td>5</td>
</tr>
<tr>
<td>Marketing</td>
<td>4 or 5</td>
</tr>
<tr>
<td>Accounting</td>
<td>9</td>
</tr>
<tr>
<td>Salesmanship</td>
<td>2</td>
</tr>
<tr>
<td>Management</td>
<td>2 or 4</td>
</tr>
<tr>
<td>Advertising</td>
<td>2</td>
</tr>
<tr>
<td>Commercial Law</td>
<td>2 or 4</td>
</tr>
<tr>
<td>Business Communications</td>
<td>2</td>
</tr>
<tr>
<td>Additional Area Studies</td>
<td>2-6</td>
</tr>
</tbody>
</table>

**Basic Course**

<table>
<thead>
<tr>
<th>Suggested Electives</th>
</tr>
</thead>
</table>

**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, 50 or more 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 many other firms interested in employing AIFT graduates. Interviews are arranged for graduates at the headquarters offices of the various companies. In some cases applicants may be flown east for interviews at the expense of the companies.

Students, however, are expected to cooperate with the Placement Office by compiling lists of firms in which they are interested, writing individual letters of application, preparing résumés and providing photographs for application forms.
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.

Opportunities for women graduates are limited in comparison to
those available for men graduates. Employment with U. S. Govern-
ment agencies is one field open to women graduates. In addition,
registered nurses, dieticians, and school teachers are in demand.

Employers express greatest interest in graduates in the 25- to
31-year-old age bracket, although opportunities for older and exper-
enced men may develop.

Each student is handled individually, and the Placement Office
provides as much assistance as possible in helping him secure em-
ployment in the foreign field. The Institute cannot, however, guaran-
tee satisfactory assignments for any of its students.

Students on probation or under suspension from the Institute are
not eligible to make use of the Institute's Placement services.

Results

The effectiveness of the AIFT training program has been demon-
strated by the ever-increasing interest of American business in grad-
uates of the school.

Of the little more than 2000 graduates of the American Institute
for Foreign Trade, more than 500 are now overseas in key posi-
tions 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 for-
eign trade, and in this way helps promote international understand-
ing. 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.
AWARDS

The Barton Kyle 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 Alfred Knight Scholarship Award. This award is presented in the name of Dr. Alfred Knight, one of the founders and officers of the American Institute for Foreign Trade, who so well symbolizes the dignity and worth of sound scholarship.

It is conferred upon that member of each graduating class who best meets the ideals of the donor and the Institute for excellence in scholastic accomplishment. This award, established in 1954, carries no stipend.

The American Business Enlightenment Award. The imagination and generosity of the late Dr. Jonas H. Mayer, former Vice President of the American Linen Supply Company, were responsible for the establishment of an annual award to an AIFT alumnus who, through his own progress, has reflected great credit on the cause of American business abroad. The award, established in 1951, carries no stipend.

The Wall Street Journal Award. A silver medal and a year's subscription to the Wall Street Journal are 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.

ALUMNI CHAPTERS

The Institute maintains an Alumni Office for the convenience of its alumni and students. Up-to-date information on the activities of the widely scattered alumni is made available through the Alumni Bulletin, the Alumni Directory, and the Overseas List.

Active alumni chapters in the United States have been organized and are functioning in Phoenix, San Francisco, Los Angeles, Chicago, New York, and Akron. Chapters abroad are located in Mexico City; Sao Paulo, Brazil; San Juan, Puerto Rico; Caracas, Venezuela; Lima, Peru; Rio de Janeiro, Brazil; Buenos Aires, Argentina, and other foreign cities where substantial numbers of AIFT alumni are located.
GENERAL INFORMATION

Campus and Buildings

The American Institute for Foreign Trade is situated approximately 16 miles northwest of Phoenix, and six miles north of Glendale, 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 agreeable climate and extensive recreational facilities.

The forested mountain regions of northern Arizona, and Nogales, Hermosillo, and Guaymas in the Mexican State of Sonora, to the south, are easily accessible.

The entire property consists of 180 acres, of which the buildings occupy approximately forty acres of 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 quadrangles of lawn and shrubbery, one of which contains two regulation-size swimming pools. The Administration Building, facing the main gate, contains the administrative offices and the infirmary. The largest of the buildings is the Dining and Recreation Building, containing the dining hall, kitchens, canteen, the main assembly hall, and a lounge for students.

The Library

The Library of the Institute is a series of 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 10,000 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. The collection includes Spanish, Portuguese, and French books. Emphasis is placed on current information. Ninety periodicals and nine 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.

Medical Services

The Institute looks upon the physical well-being of its students as of major importance.

The Institute has a well-equipped infirmary under the direction of a physician, and with a registered nurse in regular attendance. Consultation hours with the nurse are held week days, 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. Visits to the office of the physician by wives, however, are at their own expense. Charges are made for infirmary services to children.

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 language and area studies. No tuition charge is made to those who complete the work. A special fee of $25 must be placed on deposit at registration. This fee is refunded upon completion of the course but must be forfeited if the wife drops out after the last day for changes of schedule. Work in addition to language and one area study sequence is charged for at the normal unit rate.

The rules governing attendance and scholastic standing apply to the wives enrolled in area or language courses for credit. No auditing of classes is permitted in the language courses. Successful completion of the area study and language sequences entitles the wife to a certificate of recognition.
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 husband's careers and have proven themselves to be much more adaptable to situations encountered in foreign countries. Some 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.

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.

Students are urged to use Spanish, Portuguese, or French as the language of daily existence. Although entirely voluntary and by no means uniformly followed, this tends to strengthen the bonds of friendship, as well as to help develop fluency.

Student life is enlivened by frequent dances and other all-campus social activities. The pleasant Arizona winter climate makes possible participation in all outdoor sports during the school year. During the milder months, the two swimming pools are the center of most recreational activity.

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 acceptable behavior, he is warned. Repeated excess results in his being asked to move off campus. This latter action is automatically considered as placing a student
on probation. In some instances, he may be asked 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 a softball diamond, shuffleboard court, volleyball court, 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. Supplemening the facilities at Thunderbird campus, the surrounding countryside offers excellent opportunity for horseback riding, golf, and hunting. Students make use also of the winter sports areas in northern Arizona.

Extracurricular Activities

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 and Dances. A series of entertainments and dances is sponsored annually by the various clubs and social organizations. It is suggested that students bring costumes and musical instruments, if they have them, to participate in these events.

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

Clubs. Campus clubs include the Marketing Club, affiliated with the American Marketing Association; Delta Phi Epsilon, the national foreign trade fraternity; the Speakeasy Club, organized to help students develop poise and fluency in public speaking; the Colorgraphic Club, formed by students interested in color photography, who provide colored slide programs of the various areas of the world; the Newman Club, Catholic students' organization; the French Club, which is concerned with the various aspects of living in Europe or the Far East and social fluency in French; and the Thunderbird Women's Club, composed of women students and wives, who sponsor programs to inform themselves on the practical aspects of foreign living. The Women's Club also sponsors the campus cooperative nursery and allied programs.
Language Choruses. Organized Spanish, Portuguese, and French choruses meet weekly for practice sessions. They 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.

Special Instructions

The Post Office address for students is:

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

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 (also named North Central Avenue in Glendale; North 59th Avenue north of the Glendale city limits). Proceed north on Lateral 18 for approximately six miles. One mile after crossing the Arizona Canal, AIFT is on your right.

Transportation. When date and time of arrival and means of transportation are determined, please notify the Registrar so that transportation from Phoenix to Thunderbird may be arranged, if necessary.

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, mattresses, pillows, straight chairs, study tables, study lamps, and drapes. Students should supply their own blankets, sheets, pillowcases, and other linens. Students should also bring any rugs, extra lamps, or chairs they may desire.

Cooking is not permitted in these quarters.

The following diagram shows a typical arrangement of unmarried students' quarters.

The lodging charge for single students is $75 per semester. Board for single students is $275 per semester.

Linen Service

Linen service is available through the American Linen Supply Company. Cost of a bundle of two sheets, one pillowcase, 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 on a space-available basis (see page 35 for description of these rooms).
The Married Students' Dormitories

Married students and their wives are housed in dormitory buildings 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 study lamp, two mattresses, two pillows and drapes. Each couple should bring their own blankets and linen (see page 34 for linen service). Rugs 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.

Cooking is not permitted in these quarters.

The following diagram 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 $275 per person per semester.

Family Housing

There are limited accommodations available on the Thunderbird campus for married students with children. Since there is a great demand for these quarters, priority is determined in all cases by the date of the $20 deposit requested in the official acceptance letter.

These quarters, 29 by 24 feet in size, are partitioned into the various living areas by means of storage cabinets (see page 34 for floor plan). Three-burner gas plates and ice boxes are provided. Students desiring electric refrigeration or regulation-type stoves should provide their own equipment.

Rental for these quarters is $50 per month.

The Institute provides beds, mattresses, straight chairs, tables, a study lamp, and drapes. Blankets and additional furnishings 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 minimum load to meet graduation requirements is 16 hours per semester. Students who, by successful petition to the Academic 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 of 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. 43) 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.

Charge for the Key Man Course (see p. 47) is $1,000 per man, including room and board. Wives are enrolled with their husbands for an additional $500.

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 late registration fee of $5.00 is applied after the day on which the semester starts.

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

A fee of $25.00 each semester will be charged student wives enrolling for the area study and language courses. This fee is refundable upon completion of the course (see page 30).

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.

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*Veterans, see pages 39 and 40.
Lodging. Lodging is at the rate of $75 per person, per semester: i.e., married couples, $150 per semester. Rental of quarters for married students with children is at the rate of $50 per month.

The minimum 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>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>Tuition</td>
<td>Tuition</td>
</tr>
<tr>
<td>$800</td>
<td>$800</td>
<td>$800</td>
</tr>
<tr>
<td>Fees</td>
<td>Fees</td>
<td>Fees</td>
</tr>
<tr>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Board</td>
<td>Board</td>
<td>Board</td>
</tr>
<tr>
<td>550</td>
<td>1100</td>
<td>—</td>
</tr>
<tr>
<td>Lodging</td>
<td>Lodging</td>
<td>Lodging</td>
</tr>
<tr>
<td>150</td>
<td>300</td>
<td>450</td>
</tr>
<tr>
<td><strong>$1550</strong></td>
<td><strong>$2250</strong></td>
<td><strong>$1300</strong></td>
</tr>
</tbody>
</table>

Books and instructional supplies are not included in the regular tuition charge. In most cases their cost will not exceed $75 yearly.

Payment of Fees. Tuition and all fees are payable at registration. Students who plan to earn a part of their requirements and Veterans under Public Law 550 (Korea) may, however, make arrangements for deferred payments, but they should have available at the time of registration funds that will cover substantially 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. Nonpayment of fees may be cause for dismissal.

All veterans should have available sufficient funds to carry them until veterans benefits payments begin. Certificates of Eligibility must be properly on file at the time of registration.

If arrangements are made for deferred payments, a two percent fee will be charged on the balance owed by the student after he registers.

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>Percent 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

Arizona Scholarships. The Board of Directors of the Institute has made available four tuition scholarships: one to a bona fide male resident of Glendale, Arizona; and one each to a male graduate of the University of Arizona, Arizona State College at Tempe and Arizona State College at Flagstaff. Applications for these scholarships should be made to the Scholarship Committee of the institution from which the student was graduated. In the case of the Glendale award, applications should be made to the Glendale Chamber of Commerce.

The above scholarships are granted on a one-semester basis, renewable. Each recipient's achievement will be reviewed before renewal of the scholarship for the second semester. All scholarship applications should be in the hands of the Registrar of the Institute by May 1 for the ensuing academic year.

Barton Kyle Yount Memorial Scholarships. This group of tuition scholarships has been established by students of the Institute in honor of its first President. They are limited to second semester students and provide an average of $150 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 for foreign trade. Second semester students interested in qualifying for the Barton Kyle Yount Memorial Scholarships should contact the Registrar for further information after midterm of their first semester. All applications must be in the hands of the Registrar by May 1, for the Fall Semester and by December 15, for the Spring Semester.

All scholarship students are expected to live on campus, with the exception of those permanently domiciled in Glendale or Phoenix, or those requiring family housing. (Because of the limited number of campus family units, it is not always possible to assure accommodations. See p. 35 for priority policy applicable to all students.)

There are no room and board scholarships.

All applicants for scholarship aid must be U.S. citizens.

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 AIIF. Initial contribution was made by the Institute's Student Affairs Committee and continuing support is given by alumni, industry, and interested friends of the school.

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

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 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 students who need to obtain off-campus employment.

Veterans

The Institute’s program is approved for veterans under Public Laws 346, 16, 894 and 550. All veterans are urged to consult local Veterans Administration officials for counseling. 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 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, the veteran enrolling under Public Law 346 may sign a waiver of sufficient future eligibility to cover the excess over $250 per school semester. Two semesters attendance (eight and one-half months approximately) will require fourteen months and approximately 15 days of entitlement at the accelerated rate. When requesting his Certificate of Eligibility and Entitlement, a veteran should 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.” (Candidates for the Bachelor and Master of Foreign Trade should apply for Course III: Candidates for the Certificate of Graduation should apply for Course II.)

**Public Law 16.** A veteran candidate under Public Law 16 should consult local Veterans Administration officials for counseling. The
veteran must be approved for training before he enters training at the Institute.

Public Law 550 (Korea). A veteran entitled to education or training allowances provided for under Public Law 550 must file an application with the Veterans Administration (VA Form 7-1990). In applying for training at the Institute, Space 15 on VA Form 7-1990 should indicate contemplated goal (Foreign Sales Representative, Export Manager, Manager-Advertising and Sales Promotion, Foreign Service Staff, International Advertising Director, Traveling Auditor, Economic Consultant or Analyst, Foreign Technical Representative, Economic and Industrial Research Director, etc.) Space 16 on VA Form 7-1990 must read: Foreign Business Administration and Relations Course III (Graduate) for candidates for the Degree of Bachelor of Foreign Trade and Master of Foreign Trade, and Foreign Business Administration and Relations Course II for candidates for the Certificate of Graduation.

Veterans under Public Law 550 may not sign a waiver of future eligibility as is allowable under Public Law 348.

Public Law 894. A veteran candidate under Public Law 894 should consult local Veterans Administration officials for counseling. The veteran must be approved for training before he enters training at the Institute.

Draft Deferment

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.”
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—Excellent 93% - 100%  (Carries 1 grade point)
2—Very good 85% - 92%  (Carries 2 grade points)
3—Good 77% - 84%  (Carries 3 grade points)
4—Acceptable 70% - 76%  (Carries 4 grade points)
5—Failure 69% and less  (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.

Certificates of graduation or degrees require a grade-point average of not more than 3.2.

If a student's grade-point average is more than 3.2 at mid-semester, he will be placed on probation. If this probation has not been removed by the end of the semester, his case will be reviewed by the Academic Committee to determine whether he will be allowed to enroll for another semester or to be asked to discontinue his course.
In case a student is asked to discontinue his course for reasons of unsatisfactory progress or conduct, he may petition in writing for reinstatement after a lapse of at least one full semester. If reinstated, 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 at 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.

As a matter of policy, unexcused absences can be granted only to the number of credit hours 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 makes Thanksgiving and Easter recesses too short to permit extended trips or visits to distant homes. A Christmas recess of approximately three weeks is granted.

At the request of prospective 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**

One transcript of credits may be obtained by each student after he leaves the Institute. 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 beyond scholastic achievement, such as information received as to the candidate's character, physical condition, maturity, personality, and cultural background. Business or professional experience, travel, and residence abroad are to the applicant's advantage.

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 and who meet the requirements of the Admissions Committee. 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, fifth-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*. 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. 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 Special Training. In addition to providing training as indicated 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 inter-

*More than 90 percent of recent classes entered the Institute after having received their baccalaureate degrees; a small number entered with Master's degrees.
national 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.

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 when the student registers. In the event the applicant does not register, the deposit will not be refunded.

Students are accepted for any course at the start of the first semester in the fall or at the start of the second semester at mid-winter.
THE COURSES OF STUDY

The Institute offers, altogether, four semesters (two academic years) of work comprising three major courses of study and one special course.

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. 43).

The Basic Course is complete in itself, irrespective of any previous 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.

2. Course II (Special) leading to the Special Certificate of Graduation after four 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. 43).

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.

4. Key Man Course designed to provide language and area training in a six weeks intensive course for executives assigned to a foreign post who need to acquire, rapidly, a basic conversational ability in the language spoken and some understanding of the area and its people.
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 at the graduate level.

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) The minimum course of study required for the Bachelor of Foreign Trade degree or the Basic Certificate of Graduation 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 24, 25, 26.

1. Languages. Course 100ab

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 300
   - plus (choice of one):
     - Marketing 200, 350
     - Marketing 210, 350
     - Accounting 200ab

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.

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 27 semester hours at the 200 level.

4. A maximum of 17 hours at the 100 level: limited to 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 or business administration. If English 100 is required, it will be taken for no credit towards the Master of Foreign Trade degree.

Note: All courses submitted for graduate credit must be completed with a grade point average of 2.00 (see p. 41).

At the time a student applies for enrollment in Course III (Graduate), the Academic Committee may accept a limited amount of graduate work completed with distinction at a well recognized graduate school as a part of the program for the Master’s degree, but the amount so accepted will not exceed the equivalent of six semester hours of work.

Key Man Course. This is a six weeks intensive training course in language and area studies, offered four times each academic year in either Spanish, Portuguese, or French for the purpose of providing an executive, already assigned to a foreign post by his company, with a basic conversational ability in the language spoken and some understanding of the area and its people.

In the six weeks period, the trainee receives the equivalent of two years of college conversational language instruction. He will have accumulated a vocabulary of a minimum of 1600 to 2200 words and will be able to speak and comprehend the language at the normal conversational level. The development of the reading and writing skills will come readily because of the background gained. Once he is in a foreign situation, his progress is rapid and sure.

Language instruction throughout the course is entirely by ear. (Books containing the material required are presented along with the Certificate of Completion.) The trainee is at first required to memorize set conversations, introduced by instructors who are native
speakers of the language, and later repeated in "study" periods on recorded discs and tapes. Great stress is placed from the beginning on the acquisition of good pronunciation and intonation patterns, to the end that the languages spoken have as little "American accent" as possible. Original conversations, involving fixed situations and known, accumulated vocabulary, are introduced as early as the second week. Flexibility in conversation increases with the acquisition of additional vocabulary and structural items (minimum necessary grammar), the latter taught by specially trained American linguists who are thoroughly familiar with the pitfalls encountered by Americans trying to master the language in question. Conversations are invariably prepared with partners, who change daily.

Three to six language instructors are assigned to each Key Man group. The training is unusually intensive. Class-contact hours with instructors are 27½ per week: four 75-minute periods Mondays through Fridays and two on Saturday mornings.

The optimum number of persons in one group is six; more than eight are not accepted because of the dilution of individual attention; fewer than four are not economically feasible.

Language ear training and memorization require an unflagging minimum of five hours outside preparation daily. Since human beings vary in powers of receptivity, retention, mimicry, and the following of structural patterns, more than this minimum may be required for the person with less than average language aptitude. In rare cases it may become necessary to ask that an individual withdraw because of a lack of language proficiency or because of some auditory disability. Unfortunately, lack of aptitude cannot be satisfactorily established ahead of time in all cases.

All language instruction is under the direction of Dr. Howard W. Tessen.

Area discussions are conducted by Dr. William L. Schurz. They follow a minimum introductory pattern, but diverge rapidly under question-and-answer approaches. Chief emphasis is placed on understanding the people.

In groups which contain men destined to work overseas in the general field of distribution, marketing, and sales, the Institute is prepared to augment the area presentation with a brief introduction to the essential differences in approach in marketing, sales, and advertising as applicable in Latin America.

Wives of men enrolled in the Key Man courses are enrolled with them. Experience has proven that couples trained as teams for overseas service are the most effective representatives abroad.

Housing is provided at Thunderbird, and meals are served in the Institute's dining hall.
Charge for the Key Man course is $1000 per man, including room and board. Wives are enrolled with their husbands for an additional $500.

Key Man courses are normally offered twice during the fall semester (starting around September 15 and November 1) and twice during the spring semester (starting around February 8 and April 1).
COURSES

Courses marked by an asterisk (*) may be taken in either a-b or b-a sequence.

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

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

Dr. Schurz

*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.

Miss Brown

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.
*FE-200b THE FAR EAST (2-3 hours)
A continuation of FE-200a. Japan, Australasia, and the countries of Southeast Asia are studied this semester.

Miss Brown

*WE-200a THE ECONOMICS OF WESTERN EUROPE (2-3 hours)
This course deals with the basic economic geography of Europe, the state of industrial development 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, readings, and oral presentations.
Prerequisite: A course in the modern history of Europe.
Dr. Schurz

NOTE: Students taking only WE-200ab are required to take an additional one-hour Area 350 course each semester to fulfill the six-hour area study requirement.

*WE-200b THE ECONOMICS OF WESTERN EUROPE (2-3 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 (1-2 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 (1-2 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 200.
Dr. Schurz, Miss Brown

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Department of Foreign Trade

The courses offered by the Department of Foreign Trade are sufficiently varied to give the student a practical and thorough knowledge of the subjects which he must understand for employment and advancement in the several fields of international trade. Because of the element of time the courses have been selected for subject matter considered to be most useful to foreign traders.

The basic essentials of foreign trade could perhaps be covered by integrated studies of its financial and merchandising aspects. Here, the financial and merchandising aspects are separated into distinct courses to insure expertness of presentation, thoroughness of coverage, and adjustment to the individual students.

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

The courses 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  (1 hour)
This course is designed to provide a general understanding of international trade, its development and its current status. As an introductory course, it touches on many practical aspects of foreign trade in relation to both historical trade patterns and contemporary political realignments. It familiarizes the student with terms used in the field so that these will not be strange to him when he enters the more detailed or specialized courses offered in foreign trade or marketing. From a personal standpoint, it is designed to give the student a knowledge of the factors which lead to individual success in the foreign field.

Mr. Campbell

FT-200  THE DOCUMENTS AND FINANCIAL OPERATIONS OF FOREIGN TRADE  (3 hours)
This fundamental course provides a comprehensive knowledge of all the documents and terms used in foreign trade and the procedures used in financing exports and imports. It clarifies 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. Though basic in the field of international commerce, 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. Richter, Mr. Goodearl

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. The student is required to gather 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 course is set up in small sections so that the work of each member of the section can be analyzed and discussed for the benefit of all. It puts into practice the knowledge acquired in Foreign Trade 200 and in certain phases of the study of foreign marketing.

Prerequisite: Foreign Trade 200.

Mr. Richter, Mr. Campbell and Mr. Goodearl

AC-200a ACCOUNTING FOR MANAGEMENT (2 hours)
This course covers the fundamental techniques of bookkeeping and accounting, presented from the viewpoint of what is essential to management. It 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 (3 hours)
Prerequisite: AC-200ab or its equivalent.
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 (3 hours)
Prerequisite: AC-250a.
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 individual faculty direction. It is designed for those students who are thoroughly grounded in the general principles and practice 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 introduces the student to the fundamental principles of marketing and applies those principles 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 procedures in foreign marketing.
Mr. Campbell, Mr. Turner

MK-210  FOREIGN MARKETING  (2 hours)
This course assumes a knowledge on the part of the student of the principles of domestic marketing, applies those principles to problems of marketing in international commerce, and provides the student with a practical knowledge of the techniques used. It covers 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. Campbell, Mr. Turner

MK-350  RESEARCH IN FOREIGN MARKETING  (2 hours)
This course is designed to familiarize the student with the best accepted methods of analyzing foreign markets for U.S. products. The student may choose the product and any foreign country in which he proposes to market it. He will make a written market analysis with respect to the potential for the product. In this survey the student will arrive at definite conclusions and make specific recommendations as to the most effective method of marketing the commodity in the country he has chosen.
Prerequisite: MK-200, MK-210 or equivalent.
Mr. Campbell, Mr. Goodearl and Mr. Turner

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 help 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. Turner

SL-200  BASIC PRINCIPLES OF SALESMAINSHP  (2 hours)
This course is designed to prepare the student for administrative work requiring the supervision of salesmen as well as for actual sales work. It covers the basic essentials of personal selling — including pre-approach, approach, presentation, demonstration and close — and their application to foreign selling. Lectures and discussions are supplemented by talks by leading sales executives. Time is devoted to actual sales demonstrations by students.
Mr. Richter
*CL-200a COMMERCIAL LAW
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 de-
cisions.

Mr. Jones

*CL-200b COMMERCIAL LAW
A continuation of CL-200a, with emphasis on international
usage.

Mr. Jones

*MG-300a SEMINAR IN MANAGEMENT
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 busi-
ness experience.

Mr. Hacker

*MG-300b SEMINAR IN MANAGEMENT
A continuation of MG-300a, with emphasis on human re-
lations.

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; the students begin at once under the guid-
ance of instructors whose mother tongue is Spanish, Portuguese, or
French to express themselves in the foreign language. In the labora-
tory, ear training and good speech are fostered through practice with
recorded materials.

In addition to the laboratory, the Language Department is
equipped with sixteen language listening booths, where students may
prepare their work.

Emphasis in the beginning classes is on conversational and com-
prehension ability. In the advanced work, reading and writing ability
is increased. Periodicals and books published in foreign languages
serve as texts. Advanced courses are also given in Spanish business communications.

Students who have previous conversational experience in 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)

**Conversation:** Directed practice in oral expression. Small groups under the guidance of a French-speaking instructor, conducted in French.

**Fundamentals:** Explanation of structural forms and intensive drill.

**Laboratory:** Ear training and speech exercises.

FR-100b INTERMEDIATE FRENCH (3 hours)

Prerequisite: FR-100a or the equivalent.

**Conversation:** Guided discussion of everyday life topics; oral reports on assigned readings.

**Fundamentals:** Continuation of essential grammar explanations and intensive drill.

**Laboratory:** Ear training and speech exercises.

FR-200 ADVANCED FRENCH (5 hours)

Prerequisite: FR-100b or the equivalent.


PO-100a ELEMENTARY PORTUGUESE (8 hours)

**Conversation:** Directed practice in oral expression. Small groups under the guidance of Portuguese-speaking instructors, conducted in Portuguese.

**Fundamentals:** Explanation of structural forms and intensive drill.

**Laboratory:** Ear training and speech exercises.

PO-100b INTERMEDIATE PORTUGUESE (8 hours)

Prerequisite: PO-100a or the equivalent.

**Conversation:** Guided discussion of everyday life topics, oral reports on assigned readings.

**Fundamentals:** Continuation of essential grammar explanations and intensive drill.

**Laboratory:** Continuation of ear training and speech exercises.

PO-200 ADVANCED PORTUGUESE (5 hours)

Prerequisite: PO-100b or the equivalent.

SP-100a  ELEMENTARY SPANISH  (8 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.

SP-100b  INTERMEDIATE SPANISH  (8 hours)

   Prerequisite: SP-100a or the equivalent.

   Conversation: Guided discussion of everyday life topics,
oral reports on assigned readings.

   Fundamentals: Continuation of essential grammar explana-
tions and intensive drill.

   Laboratory: Continuation of ear training and speech exer-
cises.

SP-200  ADVANCED SPANISH  (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. Develop-
ment of writing skill. Perfection of pronunciation and in-
tonation.

SP-300  ADVANCED SPANISH (PERFECCIONAMIENTO)  (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 intonation.

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, commerical 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

   Mr. Carrera

SP-310b  ADVANCED COMMERCIAL CORRESPONDENCE  AND BUSINESS SPANISH  (2 hours)

   Prerequisite: SP-310a or the 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; principles of accounting in Spanish.

   Mr. Carrera
SP-320 TECHNICAL AND RESEARCH SPANISH (2 hours)
May be taken concurrent with or subsequent to SP-200 or its equivalent.
Assignment of a research project which includes the development of specialized vocabularies to suit the requirements of the project.

Mr. Carrera and Dr. Tessen

EN-100 FUNDAMENTALS OF ENGLISH. Required of all students who fail to pass an entrance examination in the fundamentals of English. (2 hours)
Explanation and practice of the fundamentals of English. Current, practical language usage stressed. Attention given to spelling, punctuation, and good writing.

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 business writing—sales letters, reports, advertising, and employment application letters. Attention is given to effective speech for various occasions—interviews, impromptu speeches, sales talks, planned discourses. All subject matter is presented with a view to its use by the student in practical business situations.

Mr. Jackle
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<tr>
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<td>Arvidson, Carl Gene</td>
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Munns, Thomas Adams, Jr. A.B., Harvard University Sepulveda California
Nelson, Harold William A.B., Lynchburg College Muskegon Michigan
Neverovich, Walter John B.A., University of Connecticut Wallingford Connecticut
Noyes, Daniel Louis B.A., Ohio State University Toledo Ohio
Nunez, Oscar B. B.A., University of Massachusetts Tucson Arizona
O'Connell, Francis James, Jr. B.A., University of Massachusetts Northampton Massachusetts
Perkins, Gary Alan B.S.C., Texas Christian University Fort Worth Texas
Ranger, Lloyd Marvin Reed, Timothy Snook B.A., Dartmouth College Holland Birmingham Michigan
Ross, John William B.A., Hanover College B.S.F.S., Georgetown University Madison Indiana
Ruhlman, James Lynn B.S., Indiana University Rushville Indiana
Ruiz, Marcos Enrique B.A., University of California Santa Barbara California
Rush, William James B.S., University of California at Los Angeles Inglewood California
Sokol, Gerald James Stothers, James Moore B.A., University of California at Los Angeles Alhambra Burbank California
Stothers, Norma Jeanne B.S., University of California at Los Angeles Burbank California
Stratton, Robert Allen B.A., Michigan State University Lansing Michigan
Temple-Raston, John Clark B.A., M.A., Cambridge University Los Angeles California
Toland, Carl Antone B.S., Bradley University Havana Illinois
Troy, B. Theodore B.A., University of California Arcadia California
Wallace, Robert James B.S., University of Arizona Crete Illinois
Waugh, Barnard C. B.S., Oklahoma A & M Wellington Kansas
Welborn, Paul Thomas B.M.E., Evansville College Mt. Vernon Indiana
Whitcraft, Mark L. Woodhouse, Donald Rochester Sioux City New York Iowa

Class of June, 1957

Anderson, Henry B. B.S., Miami University San Juan Puerto Rico
Anderson, James Richard B.A., Upsala College Oil City Pennsylvania
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Huff, Robert Lawrence
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Kester, Charles H.
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Kraatz, Donald Carl
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Lampshire, John Richard
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Fort Lupton Colorado

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Pocahontas Illinois

Lansing, Dean
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Litchfield, Carter
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Love, John Edwin
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M.A., University of Southern California
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Lucquer, Lea Shippen, Jr.
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Ryder, Jack Durwood        Houma          Louisiana
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                      M.B.A., University of Mississippi
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Schulz, Barclay David      Dillon          Montana
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Serventi, George B.        Ajo          Arizona
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Sexauer, Charles Russell   St. Petersburg       Florida
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Sheckler, Walley G.        Traverse City       Michigan
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Simoncini, Forrest Michael San Francisco    California
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Sloat, John Francis        Chicago          Illinois
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Smith, Leonard Otto        Dubuque          Iowa
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Accom.

This map shows the location of Institute graduates who were stationed abroad nine years after the graduation of AIFT's first class. It is a real 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 employ of private business — the balance being in government service. Not shown are the more than 600 other AIFT graduates who are embarked on foreign trade careers, all of whom are based in the United States.

The realistic curriculum of the American Institute for Foreign Trade, st...
ment!

Courses, studies in the Latin American, Western European and Far Eastern areas, the business administration of foreign trade, is designed to prepare students to successful representatives, not only of their employers, but of democracy itself.

There is no set pattern to AIFT's students. Their backgrounds include engineering, accounting, journalism, marketing, industrial relations, law, banking, agriculture, criticism, liberal arts, pharmacy, traffic management. Some are fresh from college; others have had years of valuable experience.

Although it is a small school, its favorable impact on world affairs can be useful and widespread — how widespread, this map suggests.