

A Message to Bookkeepers

Wishing to Earn \$100 a Week

By Victor Schwab

(Note:—The statements made here are not suppositions. They are facts—all procured after thorough research. Any well-informed business man will verify their accuracy.)

Few Bookkeepers Realize Their Opportunities

Either from lack of interest or from insufficient foresight, most bookkeepers do not realize the opportunities that lie before them. A knowledge of bookkeeping is the very groundwork of accountancy—and yet the call for 125,000 high salaried accountants goes unheeded. Building properly upon their present knowledge should transform these bookkeepers into trained accountants with incomes of \$3,500 to \$15,000 a year. A few bookkeepers have, it is true, at last realized that opportunity is actually HAMMERING at their doors—and these bookkeepers who entered the accountancy field are earning four and even five times their former salary. Many bookkeepers, however, still do not seem to have heard the clear call for them to open the door and grasp the opportunities that are waiting.

Every bookkeeper will realize that accountancy holds excellent opportunities. He should also realize—and realize now—that, as a bookkeeper, he is in a good position to build upon his present knowledge and prepare to grasp one of these big positions for himself.

Why Accountants Are Needed

Any business authority knows that the accountant is one of the axles upon which the whole vehicle of business turns. He devises systems for the efficient regulation of business, prevents waste, loss and mismanagement and prepares the way for expansion. He is a positive asset. No matter how large his fees or income may be, it is only a very small fraction of the revenue he produces for the firm who retains him. There is a very great shortage of proficient accountants. The causes are well known. Even in normal times the supply has always been much below the demand; and now—but let me give you the concrete reasons.

The New Spirit of America

The new spirit of America—progressiveness, enterprise, expansion—means a great deal to the accounting profession. American business is branching out in all directions—foreign and domestic. And what firm would think of asking banks or stockholders to finance expansion unless its affairs had been investigated by an accountant? Commercial competition is now more intense than ever—and business men know that accountants help prevent waste and misdirected energies and win trade.

The business of our enlarged merchant marine will create a great need for accountants—trade cannot be conducted haphazardly and without system or foresight. The tremendous expansion of banking, both in foreign and home fields, means another "hue and cry" for accountants. The National City Bank of New York already has more than 45 branches in South America, Central America and Europe, and, like other American banks, continues to grow rapidly. Accountants are indispensable to the business of banking.

These are only a few of the many reasons for the great BUSINESS shortage of accountants. And that is not all. The accountant is also very necessary to the administration of public affairs. Those who may have escaped the sharp eye of business are snapped up by our Government, States, cities, our educational, charitable and even our ecclesiastical institutions. A new spirit in Government, State, city and institutional affairs has asserted itself. Businesslike regulation of public interests is the cry to-day. Recently over 1,000 accountants were called to perform the well-paid duties of analyzing the business system of various cities. The Government recently issued a call for hundreds of accountants.

Considering that these are but a few of the many reasons for the great need of accountants, and that any other business man can quote from his own experience many other equally pertinent reasons, it can be said with positive certainty that those possessing the foresight to prepare and qualify for this field will be amply repaid with a future of great opportunity and of excellent financial recognition.

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Do you consider yourself justified, after reading the above statement of facts by a well-informed writer, in continuing throughout your life as a bookkeeper? If you do, there is no more to say. But if you are interested in knowing how you can build up your bookkeeping knowledge into C. P. A. pro-

portions, how you can earn \$3,500 to \$15,000 and even more a year in a pleasant, dignified profession, or even if you wish to advance yourself without trying specifically for the C. P. A. degree—then there is an important message which you really ought to hear.

New Opportunities for Bookkeepers

Do not think that a position of accountant is beyond you. Do not lapse into the rut of indifference as so many other bookkeepers have done. Do not be discouraged because you are not in a position to attend an accountancy school. The necessity for this has all been removed. Since its inauguration, over 14 years ago, the Universal Business Institute of New York has been aiding those desirous of rising to high positions in the field of accountancy. Thousands of bookkeepers from all over the world have taken advantage of the opportunity and, through the correspondence instruction given by the Institute, have become accountants of outstanding merit. But RESULTS TALK—and here, in their own words, are some of the results gained by other bookkeepers:

"I have every reason to be thankful for having taken your course of study, as when I commenced it I was receiving a salary of \$110 per month, while the last position I held paid me a salary of \$300 per month as Chief Accountant in charge of 110 men."—G. H. SCHOFIELD, Richmond, Va.

"One of your men started here at \$750 a year. After an elapse of only eight months he has been nominated Accountant at \$3,500 a year."—H. V. O'NEILL, Santa Fe. "After completing your prescribed C. P. A. Course I passed the North Carolina examination last year as a Certified Public Accountant."—J. M. CULBRETH, C.P.A., Richmond, Va.

"Since I began your course my salary advanced more than 60%."—L. A. THEISEN, Jersey City, N. J.

"As a benefit derived from my studies with your Institution I am holding the position of Chief Accountant, Bureau of Public Works."—R. REINOSO, Manila, P. I.

You can study the Accountancy course right in your own home in your spare time. The instruction is given by corresponded and you are under the supervision of our staff of experienced Certified Public Accountants, Cost Accountants, or Attorney-at-Law, each of whom is of recognized ability and of many years' practical training.

Under our system each student is a class of one. By our method of instruction the instructor examines your lesson papers and gives you the personal and sympathetic attention and understanding which removes that common fault of machine-like correction, stereotyped question and answer papers, and the turning out of instruction as if it were so many nails or bolts. Free from the entanglements of red-tape theory; thorough, resultful, and practical in every way, it is small wonder that the students of the Universal Business Institute have reached such high positions and big salaries in the field of accountancy.

Mail Coupon for Free Booklet

We have prepared a complimentary booklet which we will be glad to send you, explaining in detail how the Universal Business Institute will, within a short length of time, enable you to occupy one of the excellent positions open in the high-salaried field of accountancy. You will find some very interesting information in this booklet. Mail the coupon at once. Tear it out now and be sure to get your copy of this valuable booklet, "The New Profession and Its Opportunities." You will incur absolutely no obligation in sending for the booklet—and we employ no solicitors. Mail the coupon now.

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