



*The  
American Institute  
for  
Foreign Trade*

**A** new kind of school — using the proven modern high-speed educational methods to prepare men specifically to live, work and do business with the peoples of the Latin American countries.

*Thunderbird Field*

*P.O. Box 191*

*Phoenix, Arizona*

**OPENING DATE, OCTOBER 1, 1946**

## OFFICERS OF ADMINISTRATION

BARTON K. YOUNT, *President*. B.S. (West Point 1907). Lieut. General, U. S. A. (Ret.). Asst. Chief, U. S. Army Air Corps, '38 to '40. Commanding General, Third Air Force, '41. Commanding General Army Air Forces Training Command, '42 to '46.

FRED J. KELLY, *Educational Consultant*. A.B. (Nebraska 1902); Ph.D. (Columbia 1914); Dean of Administration, University of Kansas, '20 to '23; Dean of Administration, University of Minnesota, '23 to '28; President, University of Idaho, '28 to '30; Director, Division of Higher Education, U. S. Office of Education, '31 to '46.

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FINLEY P. DUNNE, JR., *Director of Student Personnel*. A.B. (Harvard 1925). Journalist and writer. Army Air Forces (AUS) '42 to '46, (Lt. Col.) as Chief, Student Personnel, Training Command.

J. FRANK HEFLIN, *Business Manager*. A.B., A.M. (West Virginia University, 1924, 1929); Headmaster, Greenbrier Military School, '29 to '41; Army Air Forces (Reserve) '41 to '45 (Lt. Col.) as Commandant AAF Statistical School, Harvard University; Admissions Officer, Graduate School of Business Administration, Harvard University, '45 to '46.

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ROBERT W. BRADBURY, *Dean*. A.B. (Albion College 1926), A.M., Ph.D. (Michigan 1927, 1937). Instructor of Business Administration, Michigan, '27 to '31; Assistant Professor of Foreign Trade and Head of Department of Commercial Aviation, Louisiana State University, '31 to '37; Director, Bureau of Research and Statistics, Louisiana Dept. of Labor, '37 to '39; Professor of Foreign Trade and Director of Latin American Relations, L.S.U., '39 to '42; Senior Economic Analyst, U. S. Embassy, Panama, '42 to '44; Political Economist, Division of Caribbean and Central American Affairs, Department of State '44 to '45; Senior Economic Analyst, U. S. Embassy, Mexico City, '45 to '46.

**WILLIAM L. SCHURZ**, *Director, Division of Latin American Studies*. B.Litt., M.Litt., Ph.D. (California 1911, 1912, 1915); Assistant Professor of Latin American History and Affairs, University of Michigan, '16 to '18; Advisor on Latin America, Col. House Commission, '18; Trade Commissioner, Department of Commerce, Paraguay and Bolivia, '18 to '20; Commercial Attache, U. S. Embassy, Rio de Janeiro, '20 to '26; Economic Advisor, Government of Cuba, '26 to '28; business executive specializing in Latin American affairs, '28 to '32; Deputy Administrator NRA '33 to '35; Economist, U. S. Govt., '36 to '40; Asst. Chief, Division of Cultural Relations, Department of State, '41 to '44; Acting Chief, American Republics Area Division, Department of State, '45 to '46.

**JOHN C. PATTERSON**, *Advisor on Language and Area Studies*. A.B., A.M. (Texas 1921, 1928); Ph.D. (Duke 1930); Professor of History, Westminster College, '30 to '38; Director of Latin American Studies, American University, '38 to '40; Chief, Division of Latin American Education Relations, U. S. Office of Education, '40 to '46.

**MARJORIE C. JOHNSTON**, *Professor of Spanish Language*, A.B., A.M., Ph.D. (Texas, 1927, 1931, 1939); teacher of Spanish, Austin High School, University High School, Austin, Texas, '28 to '37; University of Texas, '33 to '40; Stephens College, '40 to '42; Consultant in Spanish language, U. S. Office of Education, Division of International Educational Relations, '42 to '46.

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### CALENDAR: 1946-1947

**September 27, Friday:** Dormitories open.

**October 1, Tuesday:** Registration Day.  
Tuition for first half-year (for students not under G.I. Bill of Rights) payable on this date.

**October 2, Wednesday:** Classes begin.

**November 11:** Armistice Day.

**November 21-24:** Thanksgiving Recess.

**December 21 thru January 5:** Christmas Recess.

**April 3 thru 7:** Spring Recess.

**June 16:** Commencement Exercises.

## STATEMENT OF POLICY

The world today stands on the threshold of a new era: an era in which, if mankind is to survive, an ever-expanding global trade must help foster mutual understanding and good will among nations.

That the United States will play a major role in the coming expansion of international trade, both as a provider of needed goods and services, and as a volume purchaser of the goods and services of other countries, is undeniable. Nowhere is this more certain than in our relations with our hemispheric neighbors, the republics of Latin America.

There are excellent opportunities for young men and women to take active part in this forthcoming expansion of our commerce with Latin America. However, for such participation, a practical knowledge of the history, customs and usages of the Latin American countries, and a fluent command of Spanish or Portuguese, together with a solid background in foreign trade and its administration, are well-nigh essential.

The American Institute for Foreign Trade is a non-profit institution, established for the purpose of providing a selected group of young men and women with the specific training they will need to assure their chances of success in the Latin American field, as representatives of business and commercial firms and of the Government.

In so doing, the Institute seeks to accomplish three missions:

*To serve its students* by preparing them to engage usefully in trade relations with our neighbor countries.

*To serve business and the Government* by providing a corps of specially equipped men and women for executive and other positions in inter-American trade.

*To serve world peace* by helping to foster a better and more sympathetic understanding between the United States and other nations.



# THE AMERICAN INSTITUTE FOR FOREIGN TRADE

*A non-profit educational institution*

**T**HE American Institute for Foreign Trade is a specialized school of business at the level of the senior year of college or the first year of graduate work. It differs from other schools of business in that it offers a shorter course, and one more sharply specialized. Its program is devised to meet in a single school year, through a streamlined, thoroughly practical curriculum, the specific educational needs of prospective representatives of United States business and government abroad. During its initial year, the Institute will prepare men for service in the Latin American countries only.

*Who may Enter.* Admission will be limited to students at least twenty years of age who through study in college or the armed forces, have completed at least two years above high school, or the equivalent thereof. The curriculum is planned on the assumption that applicants will already have a general background of cultural education. Accommodations have been set aside for approximately fifty married men and their wives. There are, as yet, no accommodations for children. The enrollment, during the initial year, is limited to 260 resident students. An additional number of non-resident students, who are able to provide their own quarters in Phoenix or its environs, may be accepted.

*Foreign Students.* Arrangements have been made to accommodate a limited number of Latin American nationals, for training in the English language and in United States customs and points of view, as well as in the theory and practice of Foreign Trade.

*The Length of the Curriculum.* The curriculum extends through a period of nine months. The first academic season will open on October 1, 1946, and terminate in June, 1947.

*The Nature of the Curriculum.* During the nine-months period, students will divide their time about equally between two aspects of preparation for foreign service in the Latin American countries:

(1) The Spanish and/or Portuguese languages, in conjunction with the essential social,

economic and political facts about the various Latin American countries.

(2) The essentials of commerce and business which are common to the needs of the large number's of business firms which carry on trade in Latin America.

*Close Relation with Business Firms.* Both the Area and Language studies and the work in Commerce and Business will be checked constantly by reference to business firms which are employing foreign representatives, and will be adapted accordingly. In addition, the work of each individual student will be directed so as to fit him best for the type of employment he has chosen.

*Faculty.* The Faculty consists of mature teachers of college and university calibre, the great majority of whom have had widespread professional, business and government experience in Latin America. The Faculty is being assembled under the guidance of Dr. Fred J. Kelly, who has just retired from the Directorship of the Division of Higher Education in the United States Office of Education. Dr. Kelly will continue as Consultant to the President of the Institute.



## BUILDINGS AND GROUNDS

**T**HE American Institute for Foreign Trade occupies the attractive ranch-type buildings of the Army Air Forces' finest and best-known wartime primary pilot school, Thunderbird Field No. 1, situated approximately 14 miles northwest of Phoenix, Arizona. Its 180 acres lie in the heart of a great winter resort area, famed for its healthful climate and extensive recreational facilities. An excellent paved highway connects the school with the city of Glendale, and with downtown Phoenix.

*Buildings.* The building area comprises forty beautifully-landscaped acres of lawn and shrubbery. There are eight one-story dormitory buildings grouped around three quadrangles. These provide 42 suites, each comprising a large sleeping room for five single students, with adjoining study and private bath; and 64 smaller rooms for married couples, with a bath for each two rooms. All of these accommodations afford a maximum of comfort, and

each apartment is individually heated and air-conditioned. There is a large mess and recreation building, containing the dining hall, kitchens, canteen, barber shop, lounge and assembly hall. The administration building includes an infirmary with two wards and a complete pharmacy. Spacious classrooms, seminar rooms and library and study facilities are available in other buildings.

*Physical Recreation.* The facilities for sports and recreation are superior. There are two fine swimming pools, and several playing fields adapted to outdoor sports of all kinds, as well as a complete gymnasium. The surrounding countryside offers excellent opportunities for all-winter horseback riding, fishing, hunting, golf and tennis. The Institute's athletic facilities are under the direction of a qualified Recreation Supervisor.



## ADMINISTRATION

**T**HE administration of the Institute is under the personal direction of its President, Lt. General Barton K. Yount, U.S.A. (Retired) who, throughout the war, was in command of the Army Air Forces Training Command. The Institute and its program are approved for veterans under the G. I. Bill of Rights.

*Meals.* It is the policy of the Institute to serve abundant, scientifically balanced and attractively prepared meals. There is a charge of \$450 per person for all meals for the entire academic year of nine months.

*Dormitory Rentals.* The charge for living quarters is \$150 per year (\$16.67 per month) for each single student, and \$300 per year (\$33.33 per month) for each student married couple resident in the school dormitories.

*Tuition.* Tuition for the regular course of study, including all instruction, use of all instructional facilities, and customary medical service for students, is \$850. This entire charge will be paid, insofar as veterans of the armed services are concerned, by the Veterans Administration, upon application by the veteran student, and statement by him that he is willing to forego \$350 of his future educational eligibility under the G.I. Bill of Rights.

*Analysis of Charges. (1) Single Men.* Total charge for single students is \$1450 for the school year, covering all school charges. In the case of veterans, the Veterans Administration, in addition to paying the tuition, provides a subsistence allowance of \$65 per month during the school year, plus accrued leave at 2½ days per month. Single veterans with two or more years of educational eligibility will therefore have sufficient funds to meet all school charges.

*(2) Married Couples.* Total charge for married students resident on the campus with their wives is \$2050, including meals and private residence quarters for both husband and wife. In the case of married veterans, the Veterans Administration, in addition to paying the husband's tuition, provides a subsistence allowance of \$90 per month, plus accrued leave. Married veterans, residing at the school with their wives, will therefore require an additional sum of approximately \$325 to meet all school charges.

*Student Employment.* In a limited number of cases, where students are in need of financial assistance, arrangements can be made for students, or their wives, to be employed on a part-time basis in administrative duties of the school. Work-hours in such cases will be arranged so as not to interfere with the program of study, and pay will be at the going hourly rate paid to non-student employees engaged in work of a similar nature.

*Instruction for Wives.* The wives of married students will be encouraged to attend Language and Area class sessions wherever practicable, and there will be a special program of instruction for them in languages and customs of the Latin American countries. The tuition for wives undergoing this special training will be free. In the event, however, that any students' wives desire independently to take the complete course, they will be charged the full tuition rate applicable to regular students.

*Placement Bureau.* Through its established connections with leading United States firms doing business in Latin America, the Institute will maintain an aggressive employment service which will seek to locate graduates in appropriate employment in foreign trade. Such employment will be based upon the educational and personal qualifications of the graduate, and his scholastic record while in the school.



Arrangements have already been made for representatives of outstanding business and commercial firms to visit the Institute during the school year, for the purpose of interviewing and evaluating prospective employees among the students.

*Method of Application.* Students desiring to apply for admission should communicate directly by letter, and at the earliest practicable date, with the Director of Admissions, American Institute for Foreign Trade, Thunderbird Field, Phoenix, Arizona. It is requested that each applicant include in his letter a brief summary of his scholastic record, and, in the case of a veteran, a review of his career in the armed services, with appropriate dates. Married applicants, whose wives will accompany them to the school, should so state. The Director of Admissions will then forward to each applicant a formal application blank, to be filled out and returned to the Institute. Those found qualified will be notified without delay, and veterans will be furnished with instructions for making necessary application to their local Veterans Administration offices.



## COURSES OF INSTRUCTION

**I**NASMUCH as the first objective of the Institute is to prepare men for jobs, the instruction will be along practical, rather than theoretical, lines. Successful graduates will be able, after a relatively brief period with the firm employing them, to assume the responsibility of a foreign assignment.

*Division of Foreign Trade.* All students will undergo a preliminary orientation course, pointing up opportunities in Latin America for exporters, importers, bankers, accountants, cost accountants, advertising men, port and utilities managers, shipping specialists, salesmen, travelling managerial representatives, office and personnel managers, insurance representatives, technicians, production managers, etc. Through the Institute's Vocational Guidance Committee, each student will be counseled, on the basis of his desires and qualifications, as to the particular field, or group of fields, in which he should concentrate his work.

Diversification, however, will also be provided. The representative of United States business abroad must be more versatile and adaptable than those who stay at home. The salesman abroad needs to know accounting, shipping men must be familiar with banking, the banker must know insurance and basic economic trends, the importer and exporter must know banking, shipping, insurance, advertising, accounting, etc.

*The Division of Latin American Language and Area Studies.* The program of this Division will provide each student with an opportunity to become fluent in the Spanish or Portuguese language, and generally conversant with the ethnology, geography, history, politics, economy and social and business characteristics of the various Latin American countries and regions. Further, each student will be encouraged to pursue a program of detailed study with regard to the special problems of one or two countries. This will be accomplished through seminars with instructors thoroughly familiar with Latin America, through independent study and research by students under faculty tutorship, and by frequent general programs on an Institute-wide basis, devoted to individual countries or selected areas in Latin America.

*Language Training.* The most modern techniques of language teaching will be used, including those developed during the war in the Army and Navy Specialized Training Programs, and elsewhere. Work will be done with large groups of students on problems of language analysis and theory, while instructors whose mother tongue is Spanish or Portuguese will guide language practice with smaller groups of students. All students will participate in both types of sessions. As an aid to rapid acquisition of fluency, Spanish and Portuguese will, insofar as practicable, be the accepted languages of social and recreational life at the Institute, as well as the languages usually spoken in dormitories, dining rooms and library. Full use will be made of scientific learning devices of all kinds, including phonograph records, transcriptions, motion pictures, etc., and there will be extensive use of Latin American daily newspapers and other current publications as source material.

*Special Lectures.* As a supplement to the regular instructional programs of this Division, a series of visits by distinguished Latin Ameri-

cans and by American specialists in Latin American problems is being arranged. These visitors will deliver lectures and hold conferences in their special fields, and will be available to students for consultation.

*Certificates of Graduation.* Regular degrees will not be awarded. It is the desire of the Institute to develop its program without the restraining influence of traditional degree requirements. A certificate of graduation will be awarded to each student who completes the curriculum. This certificate will indicate the scope of the subject matter covered and the degree of success attained.

*General Remarks.* The streamlined course of study outlined above calls for sustained concentration on the part of relatively mature students. While there will be abundant opportunity for recreation, it is expected that students will devote themselves unreservedly to specific preparation for the type of service they have selected for their life's work. The method of instruction, therefore, will be essentially a process of guiding the study carried on as independently as possible by students. A minimum of set lectures and a maximum of opportunity for conference with faculty members and fellow students will characterize the school. The entire spirit will be much more that of a graduate school than of an undergraduate school. Students will be learning to pursue independently the study of problems which arise in their work. In learning how to master them, they will acquire the knack of solving new problems which they will have to meet throughout their service in foreign trade. It is expected that at the close of the school year each student who successfully completes his work will be ready to adjust quickly to life in any Latin American country, to make friends there readily, and to carry on business or other professional duties there in a successful and personally satisfying manner.



**THE AMERICAN INSTITUTE FOR  
FOREIGN TRADE**

*President:* BARTON K. YOUNT

*Vice President:* ALFRED KNIGHT

*Secretary-Treasurer:* FINLEY PETER DUNNE, JR.

*Directors*

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Valley National Bank, Phoenix, Arizona

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