

THE  
AMERICAN INSTITUTE  
FOR FOREIGN TRADE

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**CATALOGUE**

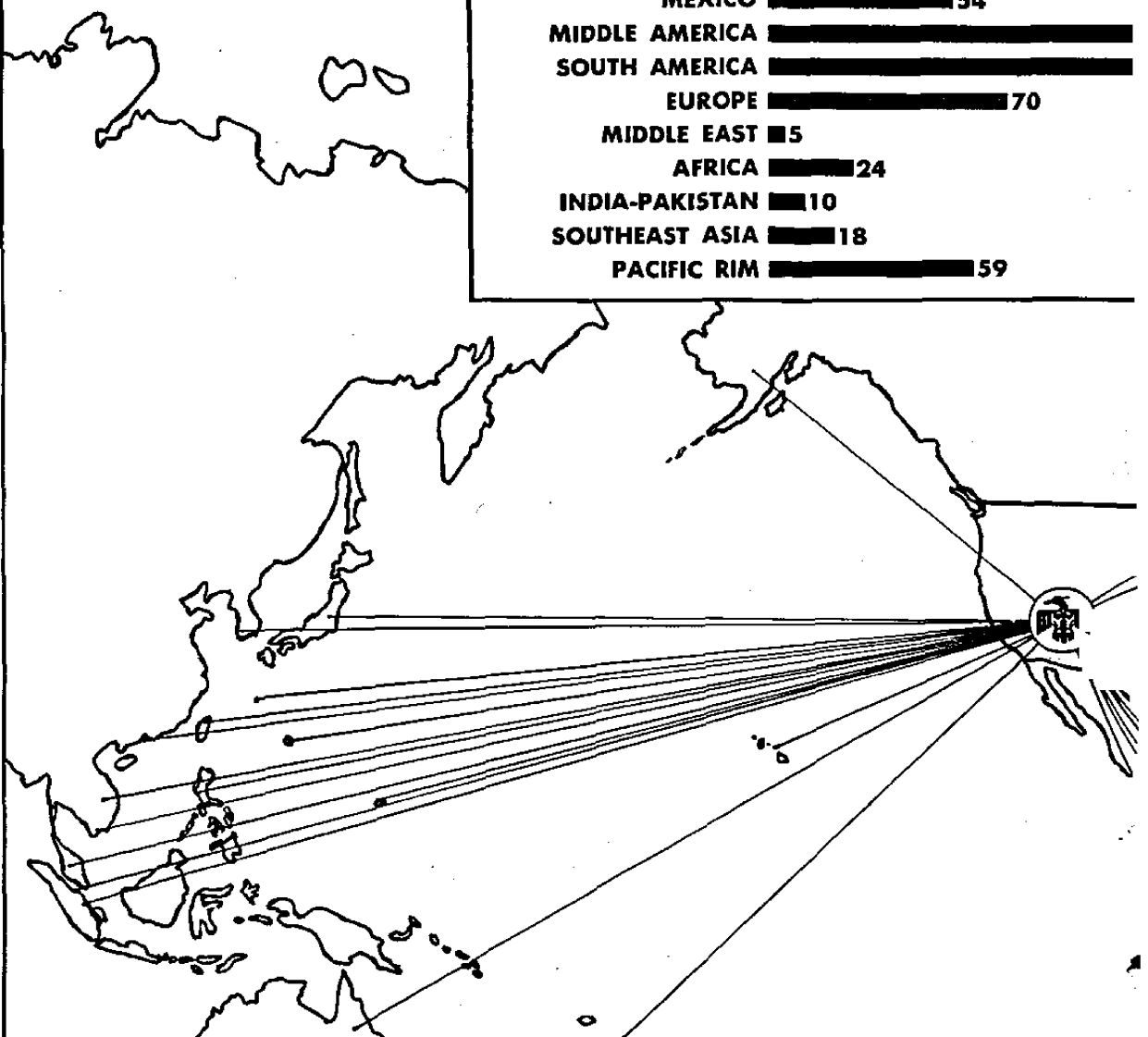
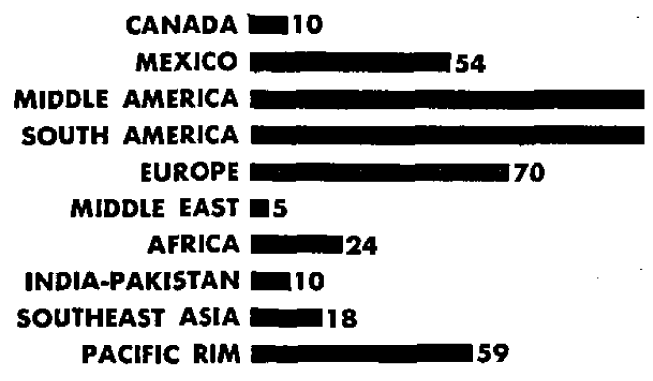


1960-1961

1961-1962

PHOENIX, ARIZONA

# Thunderbirds



## LOCATION OF AIFT ALUMNI IN THE FOREIGN FIELD

Alaska	2	Equador	5	Japan	15	Peru	30
Angola	4	Egypt	1	Korea	2	Philippine Islands	2
Argentina	16	El Salvador	2	Lebanon	2	Portugal	
Australia	2	England	5	Liberia	3	Puerto Rico	4
Bahamas	2	Ethiopia	2	Libya	2	Singapore	
Barbados	1	Formosa	1	Malaya	1	South Africa	
Belgian Congo	2	France	16	Marianas Island	2	South Vietnam	
Belgium	5	Germany	15	Marshall Islands	1	Spain	
Bolivia	2	Greenland	1	Mexico	51	Sweden	
Brazil	63	Guatamala	2	Morocco	3	Switzerland	
Canada	7	Haiti	1	Netherlands	4	Thailand	
Canal Zone	3	Hawaii	4	Netherlands W. Indies	2	Trinidad	
Ceylon	1	Hong Kong	1	New Zealand	1	Turkey	1
Chile	10	India	5	Nicaragua	3	Uruguay	
Colombia	36	Indonesia	4	Nigeria	2	Venezuela	12
Costa Rica	6	Iran	1	Okinawa	2	Traveling Representatives	41
Cuba	23	Iraq	1	Pakistan	4	TOTAL	691
Denmark	1	Italy	4	Panama	22	Foreign Countries or Possessions	70
Dominican Republic	2	Jamaica	1	Paraguay	1		

*and the World*

312



**AMERICAN INSTITUTE FOR FOREIGN TRADE**



## 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.

THE  
AMERICAN INSTITUTE  
FOR FOREIGN TRADE



Thunderbird Campus  
59th Avenue at Greenway Road  
P.O. Box 191  
Phoenix, Arizona

February, 1961

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## 1960

SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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4	5	6	7	8	9	10	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
11	12	13	14	15	16	17	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
18	19	20	21	22	23	24	23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31
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## 1961

JANUARY							FEBRUARY							MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18	9	10	11	12	13	14	15
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25	16	17	18	19	20	21	22
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MAY							JUNE							JULY							AUGUST							
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7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	
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21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30	31			
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SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30			24	25	26	27	28	29	30
																					31						

## 1962

JANUARY							FEBRUARY							MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4				1	2	3	4	1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	4	5	6	7	8	9	10	8	9	10	11	12	13	14
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21	22	23	24	25	26	27	18	19	20	21	22	23	24	18	19	20	21	22	23	24	22	23	24	25	26	27	28
28	29	30	31				25	26	27	28				25	26	27	28	29	30	31	29	30					

MAY							JUNE							JULY							AUGUST							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4	5				1	2	3	4	1	2	3	4	5	6	7				1	2	3	4
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31					26	27	28	29	30	31		

# CALENDAR

## Fall Semester 1960

September 7, Wednesday  
Semester starts

September 27, Tuesday  
Last day for changes in schedule

November 4, Friday  
Mid-semester progress reports

November 23, Wednesday, close of instruction  
Thanksgiving recess starts

November 28, Monday, 8 a. m.  
Thanksgiving recess ends

December 13, Tuesday, close of instruction  
Christmas recess starts

## Fall Semester 1961

September 6, Wednesday  
Semester starts

September 26, Tuesday  
Last day for changes in schedule

November 3, Friday  
Mid-semester progress reports

November 22, Wednesday, close of instruction  
Thanksgiving recess starts

November 27, Monday, 8 a. m.  
Thanksgiving recess ends

December 15, Friday, close of instruction  
Christmas recess starts

## 1961

January 4, Wednesday, 8 a. m.  
Christmas recess ends

January 20, Friday  
Last day of classes

January 21, 23, 24  
Examinations

January 22, Sunday  
Commencement Ceremonies

## 1962

January 3, Wednesday, 8 a. m.  
Christmas recess ends

January 16, Tuesday  
Last day of classes

January 17, 18, 19  
Examinations

January 19, Friday  
Commencement Ceremonies

## Spring Semester 1961

February 1, Wednesday  
Semester starts

February 21, Tuesday  
Last day for change in schedule

March 24, Friday  
Mid-semester progress reports

March 29, Wednesday, close of instruction  
Easter recess starts

April 3, Monday, 8 a. m.  
Easter recess ends

May 19, Friday  
Last day of classes

May 22, 23, 24  
Examinations

May 21, Sunday  
Commencement Ceremonies

## Spring Semester 1962

January 25, Thursday  
Semester starts

February 14, Wednesday  
Last day for change in schedule

March 23, Friday  
Mid-semester progress reports

April 18, Wednesday, close of instruction  
Easter recess starts

April 23, Monday, 8 a. m.  
Easter recess ends

May 18, Friday  
Last day of classes

May 21, 22, 23  
Examinations

May 20, Sunday  
Commencement Ceremonies



## 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 by contributions from such world-minded business concerns as:

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Chairman of the Board, Valley National Bank

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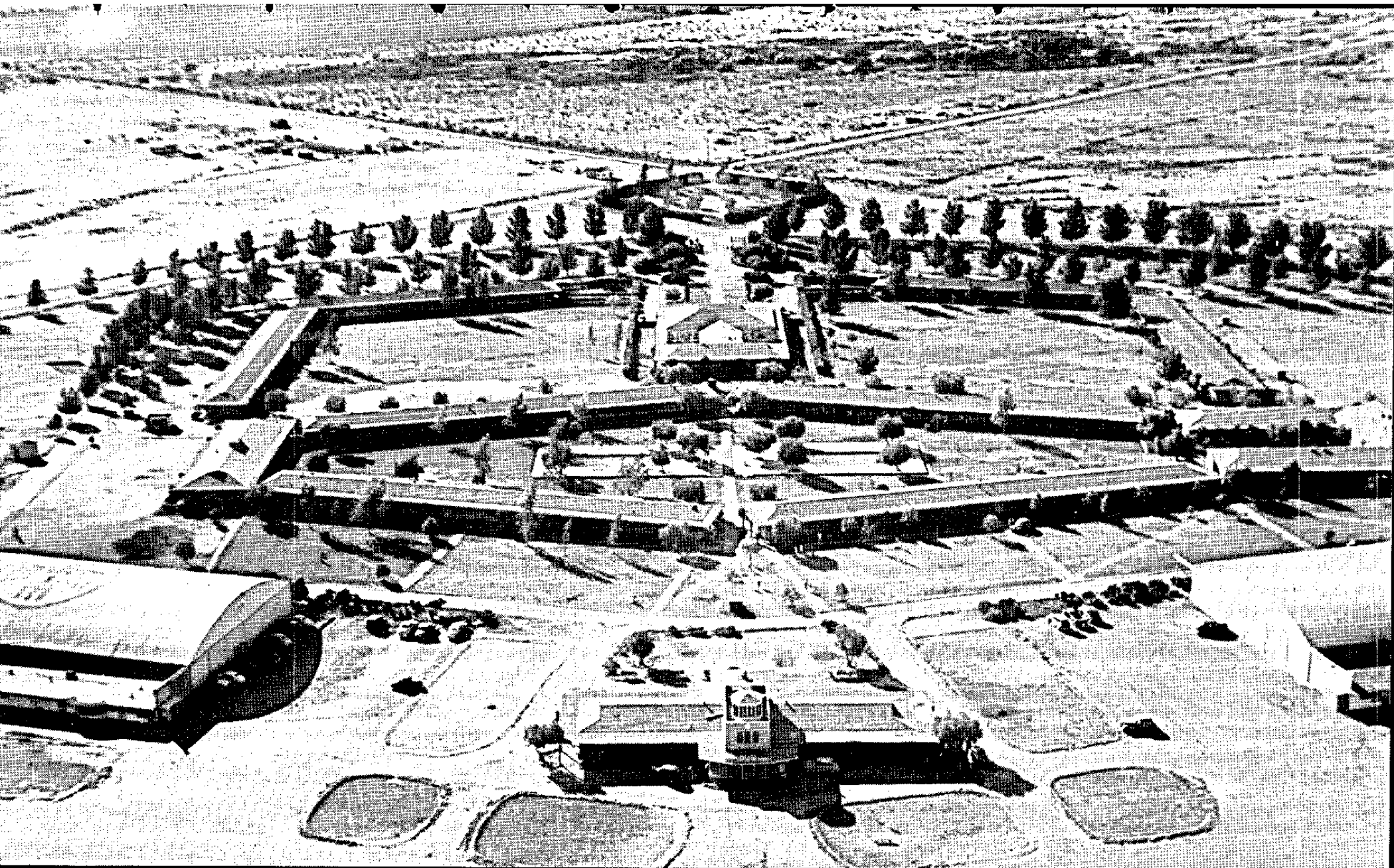
**CLINTON R. KRIMMINGER** Phoenix, Arizona  
AIFT Alumni Representative  
Attorney

**BENTON M. LEE** Phoenix, Arizona  
Francis I. DuPont & Co.

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<b>FRANK L. SNELL</b> Partner, Snell & Wilmer	Phoenix, Arizona
<b>VERNON E. SOLT</b> Manager, J. C. Penney Co. of Glendale, Arizona	Glendale, Arizona
<b>E. J. THOMAS</b> Chairman of the Board, Goodyear Tire & Rubber Co.	Akron, Ohio



AMERICAN INSTITUTE  
OF  
FOREIGN TRADE



## Administration

CARL A. SAUER, B.A., University of Minnesota, 1923; M.A., University of Southern California, 1935; LL.D., Arizona State University, 1958.

### 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—.

STANTON S. VON GRABILL, B.S., B.MIL.Sc., ScD., Pennsylvania Military College, 1935, 1946, 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.

### Vice President 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—; Vice President, 1957—.

WILLIAM S. SHATERIAN, Columbia University (College and Law School); M.F.T., American Institute for Foreign Trade, 1955.

### Assistant to the President

Member, New York Bar; The First National City Bank of New York, Overseas Division, 1917-45; Instructor, N.Y. Chapter, American Institute of Banking, 1925-47, 1953—; author: Export-Import Banking; American Institute for Foreign Trade, 1947—.

JOHN R. McMILLAN, B.S., Grove City College, 1950; additional graduate study, Wayne State University, 1958-59.

### Registrar

United States Army, 1946-47; Market Researcher, The Detroit Times, Detroit, 1952; Treasurer, Fisher Abrasive Company, Brighton, Michigan, 1952-59; Ballistician, Talco Engineering Company, Mesa, Arizona, 1959; American Institute for Foreign Trade, 1959—.



**MABEL ERICKSON**, Texas Christian University; Grand Canyon College, summers, 1958, 1959.

**Director of Placement**

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—.

**RAY COLE OLDING**, B.A., University of South Dakota, 1939; M.A., University of California at Los Angeles, 1940; graduate study, University of Chicago, 1944, Middlebury College, 1947.

**Director of Public Information**

Instructor, Department of Modern Foreign Languages, University of South Dakota, 1940-42, 1946-53; Army of the United States, 1942-46; Executive Director, South Dakota Heart Association, 1954-55; Public Relations Consultant, South Dakota Department of Highways, 1956-57; Director of Development, Samuel Gompers Memorial Rehabilitation Center, Phoenix, 1957-59; American Institute for Foreign Trade, 1960—.

**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—.

**LAURENCE M. FINNEY**, B.A., M.A., University of Kansas, 1948, 1952; B.F.T., American Institute for Foreign Trade, 1952.  
**Acting Director of Alumni Affairs**

**MARTHA L. SNYDER**, International College of Business.

**Assistant to the Alumni Director**

Legal Secretary, 1938-1943, 1946-1952; Staff, Second National Bank, Warren, Ohio, 1943; Secretary to Comptroller, Warren City Mfg. Co., 1943-45; Secretary to Registrar, American Institute for Foreign Trade, 1953-56; Assistant to Alumni Director, 1956—.

**BETTY WILLIS**, Kansas University, Kansas State College, Peirce School of Business Administration, Philadelphia.

**Administrative Assistant to the President**

U.S. Govt., 1930-1944; Secretary to President of Wellington Fund, Inc., 1944-46; Office Manager, Bishop & Hedberg, Inc., Phila., 1951-55; Secretary to President and Vice President, American Institute for Foreign Trade, 1956-57; Administrative Assistant to the President, 1957—.

**Infirmary**

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

**Physician**

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

**Resident Nurse**

### Instructional Staff

**KEITH BLAISDELL AUBREY, A.B., M.A.,** University of California, 1941, 1947; California General Secondary Teaching Credential, 1942; Certificate of Completion, with distinction, Army Specialized Training Program, Stanford University, 1944; additional graduate study, University of California, 1947-49; 1958-59.

#### Associate Professor of Spanish

Teaching Assistant in Spanish, University of California, 1946-49; Instructor in Spanish, Italian, and Introduction to the Humanities, University of Arizona, 1949-57; Teacher, Roosevelt High School, Wyandotte, Michigan, 1957-58; Teaching Assistant in Spanish, University of California, 1959; Teacher, Aural-Oral French Summer Program, Burton Elementary School, Lafayette, California, summer 1959; American Institute for Foreign Trade, 1959—.

**RICHARD BARRUTIA, B.A., M.A.,** Arizona State University, 1958, 1959; B.F.T., American Institute for Foreign Trade, 1959; additional graduate study, University of New Mexico, 1959-60. (On leave of absence, 1959-60).

#### Assistant Professor of 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 and performer of Latin American theatrical troupe, Intermountain West, 1947-55; Assistant Director, Language Laboratory, University of New Mexico, 1959-60; American Institute for Foreign Trade, 1956—.

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

#### Associate Professor of Marketing

Swift and Co., Sales Force, 1913-1917; 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—.

**JORGE LUIS CARRERA C.,** Maestro de Educación, Escuela Normal de Guatemala, 1953; Certificate, Escuela de Estudios Comerciales, 1945; additional study, Facultad de Ciencias Económicas, Universidad de San Carlos, 1946-47; B.F.T., American Institute for Foreign Trade, 1951; M.A., Universidad de San Carlos, 1953.

#### 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—.

**GUILHERME DE CASTRO E SILVA**, Graduate in Law, Faculdade de Direito, Universidade do Brasil, Rio de Janeiro, 1938; Certificate in Literature and Phonetics, Instituto Brasil-Estados Unidos, 1944-45; Certificate in English Studies, Indiana University, 1945.

**Assistant Professor of Portuguese**

Teacher of English, French and Portuguese, Instituto Arcoverde, Rio de Janeiro, 1938-41; Instituto Rabelo, Rio de Janeiro, 1938-48; guest teacher of Portuguese, evening classes, Benjamin Franklin High School, Philadelphia, Pa., 1945; U. S. Department of State guest lecturer, Philadelphia, Pa., 1945; Instructor in Portuguese, Claremont Men's College, Summer, 1950; American Institute for Foreign Trade, 1948—. Author: *Vida Nova*.

**OPHELIA DE CASTRO E SILVA**, Bacharel em Ciências 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, 1949-59; 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, University of Illinois, 1930-31; Oklahoma A. and M. College, 1939-42; 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—.

**GUILFORD A. DUDLEY**, A.B., Harvard College, 1943; M.A., Ph.D., University of California at Los Angeles, 1952, 1956.

**Associate Professor of Far Eastern Studies**

United States Navy, 1943-46; Export-Import Executive, Yaras and Company, Manila, P.I., 1948-49; Self-employed in Export-Import, 1949-54; Associate Professor of History, Arizona State University, 1956—; Honors Council, Arizona State University, 1959—; American Institute for Foreign Trade, 1960—.

LAURENCE M. FINNEY, A.B., M.A., University of Kansas, 1948, 1952; B.F.T., American Institute for Foreign Trade, 1952.

**Assistant Professor of Spanish, Acting Director of Alumni Affairs**  
Army of the United States, 1942-46; Tutor, Physical Education Department, University of Kansas, 1950-51; Assistant in Instruction, Department of Romance Languages, University of Kansas, 1950; American Institute for Foreign Trade, 1952-59, 1960—.

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, 1948-49; University of Michigan, English Language Institute, summer, 1950.

**Instructor in Spanish**

English instructor, Instituto New York, Bogotá, 1955; American Institute for Foreign Trade, 1956—.

FRANCISCO L. GAONA, B.S. in Education, George Williams College, Chicago, 1930; M.A. in Spanish, Doctor en Letras, Universidad Nacional de México, 1949, 1958; additional graduate study, Universidad Gabino Barreda, 1939; Escuela Nacional de Economía, México, 1937-39.

**Professor of Spanish**

Instructor in Psychology and Education, Colegio Morelos, Aguascalientes, México, and Instructor in Economic Problems of Mexico, Universidad Obrera de México, 1931-1941; Head of the section of labor statistics, Secretaría de la Economía Nacional, México, 1936-1940; private classes in Spanish, Mexico City, 1940-1946; Instructor in Spanish, Yale University, 1947-1950; Profesor de Fonética, Escuela de Verano, Universidad Nacional de México, 1953-59; American Institute for Foreign Trade, 1950—. Author: Enseñanza de los Sonidos de la Lengua Española; El Español como Idioma Extranjero y la Metodología de su Enseñanza.

RAQUEL F. de GAONA, University of Oklahoma, 1927-1929; Mills College, 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; Instructor, Escuela de Verano, Universidad Nacional de México, 1958, 1959; American Institute for Foreign Trade, 1950—.

ARTHUR W. GOODEARL, A.B., Clark University, 1917; Oregon State College, summers, 1958, 1959.

**Associate Professor of Foreign Trade**

U.S. Navy, 1917; The First National City Bank of New York, Overseas Division, 1918-1930; Buenos Aires, 1918-1927; São Paulo, Brazil, 1927; Valparaíso, Chile, 1927-1930; E. A. Pierce and Company, San Francisco, 1930-1940; Pan-American World Airways, New York, 1941-1946; Otis, McAllister and Company, Manager, Export Division, New York, 1946-1955; Analyst, American Overseas Finance Corporation, 1955-1957; American Institute for Foreign Trade, 1957—.

**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**

Research Assistant, Harvard University Graduate School of Business Administration, 1933-34; Assistant Secretary-Treasurer, Alloy Casting Association, 1934-38; Export Manager, American Lead Pencil Co., 1938-47; Sales Manager, Venus Pencil Co., Ltd., Toronto, Canada, 1940-42; Contract and 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; management consultant 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; Fellow, The Foundation for Economic Education, summer 1952.

**Professor of Spanish and Communications**

Teacher of Spanish, Mathematics, and English, Lamar and Joplin, Mo., high schools, 1931-38; Central High School, Tulsa, Okla., 1938-39; Director, Cultural Institute, San 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.

**ROBERT CHARLES KELSO, LL.B.,** University of Illinois, John Marshall Law School, 1942; additional graduate study in international law, Universitaet von Goethe, Frankfurt/Main, Germany, 1951-1952.

**Associate Professor of International Commercial Law**

Special Legal Advisor to U. S. Department of Defense in Europe on foreign and international law, 1951-1956; Delegate, International Congress of Jurists, Hamburg, 1953; United States counsel for Nitrodur Trust, Affiliate of Krupp Steel Co. and Coromant Steel Co. of Sweden, 1956—; Associated with Lewis Roca Scoville Beauchamp and Linton, 1956—; American Institute for Foreign Trade, 1958—; Admitted to practice, Supreme Courts of Arizona and Illinois and Federal Courts; Member, American Bar Association, American Foreign Law Association and Société de Legislation Comparée; Author: The Commercial Code of Germany, Legal Problems Arising out of the Industrial Use of Atomic Energy, Comparative Law Affecting International Trade in Nuclear Power Facilities.

LUCRECIA L. de KNAUER, Bachiller en Ciencias Económicas, Universidad Nacional Mayor de San Marcos, Lima, Perú, 1944; Certificado de Inglés y Cursos Comerciales, Colegio América, Callao, Perú, 1941.

**Instructor in Spanish**

Bilingual Secretary, Gustavo Eguren & Cía., S. A., Lima, Perú, 1944-48; Executive Secretary, The First National City Bank of New York, Lima, Perú, 1948-55; Executive Secretary, Gustavo Eguren, S. A., 1955-57; American Institute for Foreign Trade, 1959—.

CLARITA T. de NONORGUES, Grand Canyon College, 1959; American Institute for Foreign Trade, 1959—.

**Assistant in Instruction in Spanish**

Staff, First National Life Insurance Company, 1952-54; American Institute for Foreign Trade, 1959—.

JEAN ROBERT NONORGUES, Ecole Nationale d'Optique de Morez, Jura, France, 1948-1952; Cadet, Air Force training in the U.S., 1952-1954.

**Instructor in French**

Teacher of French, YMCA, Phoenix, Arizona, 1958; American Institute for Foreign Trade, 1958—.

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; Diplomada pela Faculdade de Letras, Universidade de Lisboa, 1954; Universidad de Valencia, Spain, 1956.

**Instructor in Portuguese and Spanish**

Translator of Portuguese, Spanish, French, and Italian, and secretary to the Translating Department, The First National City Bank of New York, 1920-46; private classes in Spanish, The First National City Bank of New York, 1941-46, Colonial Trust Company, New York, 1946-47; Teacher of Portuguese, Berlitz School of Languages, 1947-48, and Downtown School of Spanish, New York, 1948-49; American Institute for Foreign Trade, 1949—.

GERARD R. RICHTER, University of Berlin, (Economics, Finance, Foreign Trade), 1925-1926; Seminar on Freedom and Competitive Enterprise, Claremont Men's College, summer 1954; Fellow, The Foundation for Economic Education, summer 1956.

**Professor of Foreign Trade**

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

**WILLIAM LYTLE SCHURZ**, B. Litt., M. Litt., Ph.D., University of California, 1911, 1912, 1915; M.F.T., American Institute for Foreign Trade, 1957.

**Director, Department of Area Studies, and Professor of Area Studies and International Relations**

U.S. Trade Commissioner, Paraguay and Bolivia, 1918-20; Commercial 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 Administrator, 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. Department of State, 1941-46; summer school faculty, Universities of Wyoming, Kansas, Texas, California, and Southern California, and Claremont Graduate School; member, Financial and Economic Mission, Government of Peru, 1952; President, American 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.

**DORA R. de SOTO**, Diploma de Corresponsal en Español, Colegio H. Aja, Hermosillo, Sonora, México; Certificate, Portuguese Key Man Course, American Institute for Foreign Trade, 1958.

**Assistant in Instruction in Spanish**

Secretary to the Municipal President, Ciudad Obregón, 1940-42; Staff, Banco Ejidal, Ciudad Obregón, 1942-43; Staff, Difusora XEBH, Hermosillo, 1943-45; Staff, Policía Judicial, Hermosillo, 1945-47; Instructor, bilingual secretarial courses, 1951. American Institute for Foreign Trade, 1957—.

**AMALIO M. SUAREZ**, A.B., Arizona State College, 1934; A.M., Universidad Nacional de México, 1939.

**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; special graduate study, Linguistic Institute, University of Michigan, 1943, 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, México, D.F., 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—.

ARTHUR S. WILSON, Military College of Science, Woolwich, England.

**Associate Professor of Marketing**

Duncan Fox and Company, London and South America, 1933-40; in Chile 1936-40; H.M. Royal Navy, 1940-45; Balfour, Guthrie and Company, Limited, San Francisco, 1946; International Banking Department, Bank of America, 1949-53; Vice President and General Manager, Barclay and Company, Seattle, 1953-55; Vice President, National Paper and Type Company, Cuba, 1956-57; Vice President, National Paper and Type Company, New York, 1957-59; American Institute for Foreign Trade, 1960—.

PAUL M. WILSON, B.S., Indiana State Teachers College, 1937; M.A., Ohio State University, 1948; Fellow, The Foundation for Economic Education, summer 1957.

**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**

**MARGARET H. DICKERSON**, Tobin Business College, Fort Dodge,  
Iowa, 1947.  
**Bookkeeper**

**ROBERT JOHN WHEELER**  
**Accountant**

**A. LOUISE GARNER**, Lamson Business College, Phoenix, Arizona.  
**Secretary to the Vice Presidents**

**CRYSTAL WILSON AUBREY**, B.S., University of Arizona, 1957.  
**Receptionist**

**PAUL WIECHERT**  
**Manager of Dining Hall**

**FRED G. GYGER**  
**Superintendent of Buildings and Grounds**

**ARTHUR O'NEILL**  
**Assistant Superintendent of Buildings and Grounds**

**AMANDA HENDERSON**  
**Housekeeper**

**CHARLES BRALEY**  
**Postmaster and Storekeeper**

**THOMAS SUNDERLIN**  
**Driver**

### **Secretarial Staff**

**MITZIE T. BARRUTIA**, B.S., University of Utah; Universidad Na-  
cional de México.  
**Secretary to the Placement Director**

**NERAIDA RAMIS**, Bachiller en Ciencias y Letras, Universidad de  
Barcelona, Spain, 1942; Gregg College of Commerce, Phoenix,  
Arizona.  
**Secretary to the Department of Languages**

# 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 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 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:

	Hours	
Language (Spanish or Portuguese)	13-16	} Basic Course
Latin America Area	6	
Foreign Trade, Documentation and Problems	5	
Marketing or Accounting	4 or 5	
Salesmanship	2	} Suggested Electives
Analysis of Financial Statements	3	
Management	2 or 4	
Advertising	2	
International Law of Commerce	2	
Business Communications	2	

**Far East or Western Europe — Business.** The general categories of business careers mentioned above obtain for the Far East or

Western Europe also. 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. Job opportunities in Western Europe, however, are extremely limited.

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:

	Hours	
Language (French)	16	} Basic Course
Far East or Western Europe Area	6-8	
Foreign Trade, Documentation and Problems	5	
Marketing or Accounting	4 or 5	
Salesmanship	2	} Suggested Electives
Analysis of Financial Statements	3	
Management	2 or 4	
Advertising	2	
International Law of Commerce	2	
Business Communications	2	

**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:

	Hours	
Language (Spanish, Portuguese, or French)	13-16	} Basic Course
Area Studies (Latin America, Far East, Western Europe)	12	
International Relations	6	

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:

	Hours	
Area Study (depending on major area interest)	6	} Basic Course
Foreign Trade, Documentation and Problems	5	
Marketing	4 or 5	
Accounting	9	
Salesmanship	2	} Suggested Electives
Management	2 or 4	
Advertising	2	
International Law of Commerce	2	
Business Communications	2	
Additional Area Studies	2-6	

### 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. Placement services are available to the students only when they are completing the one year course.

Each academic year, 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.

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

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

Graduates should anticipate that travel to areas of employment must be made at their own expense at the completion of the course.

Employers express greatest interest in graduates in the 25- to 31-year-old bracket.

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. Government agencies is one field open to women graduates. In addition, registered nurses, dieticians, and school teachers are in demand.

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 demonstrated by the ever-increasing interest of American business in graduates of the school.

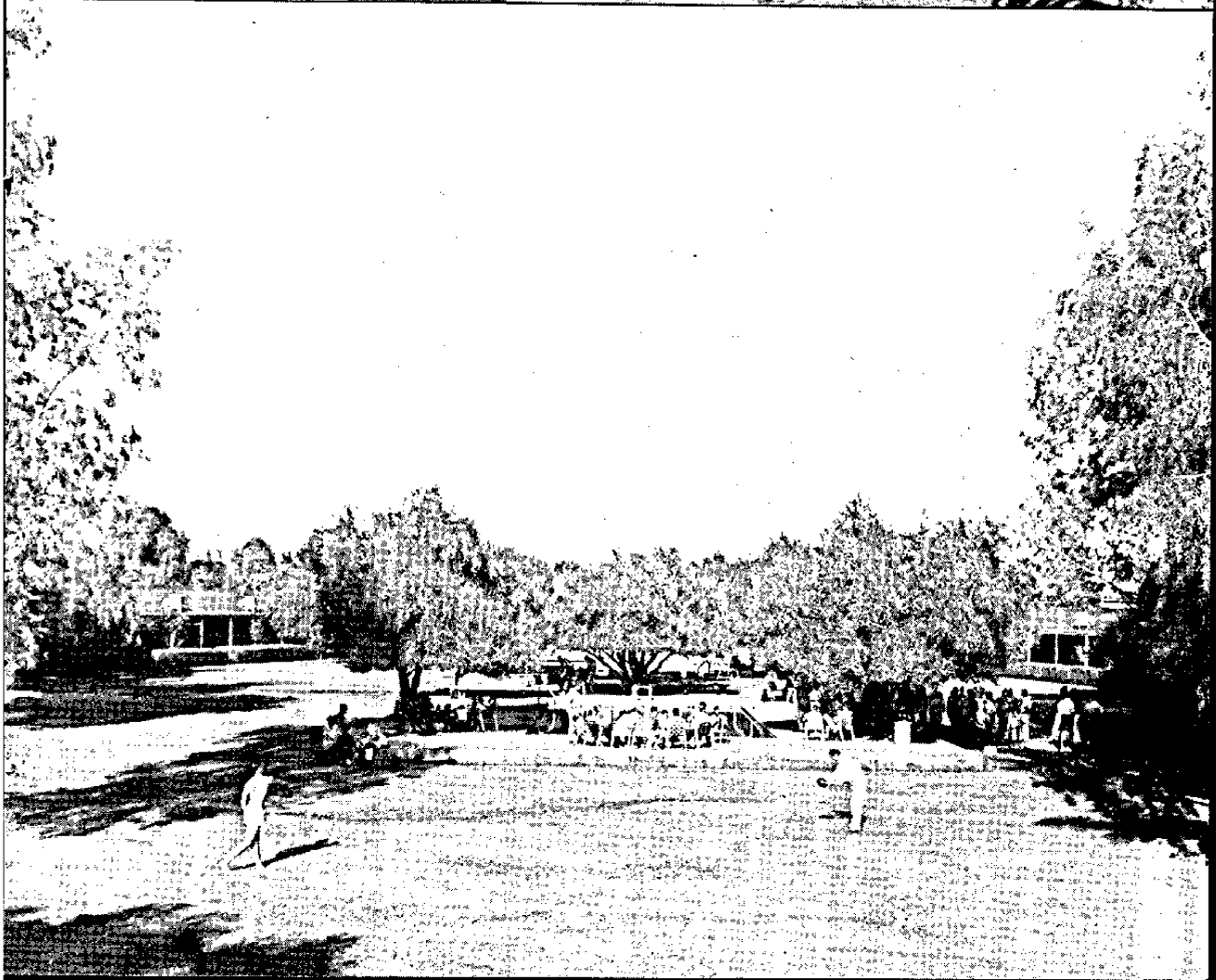
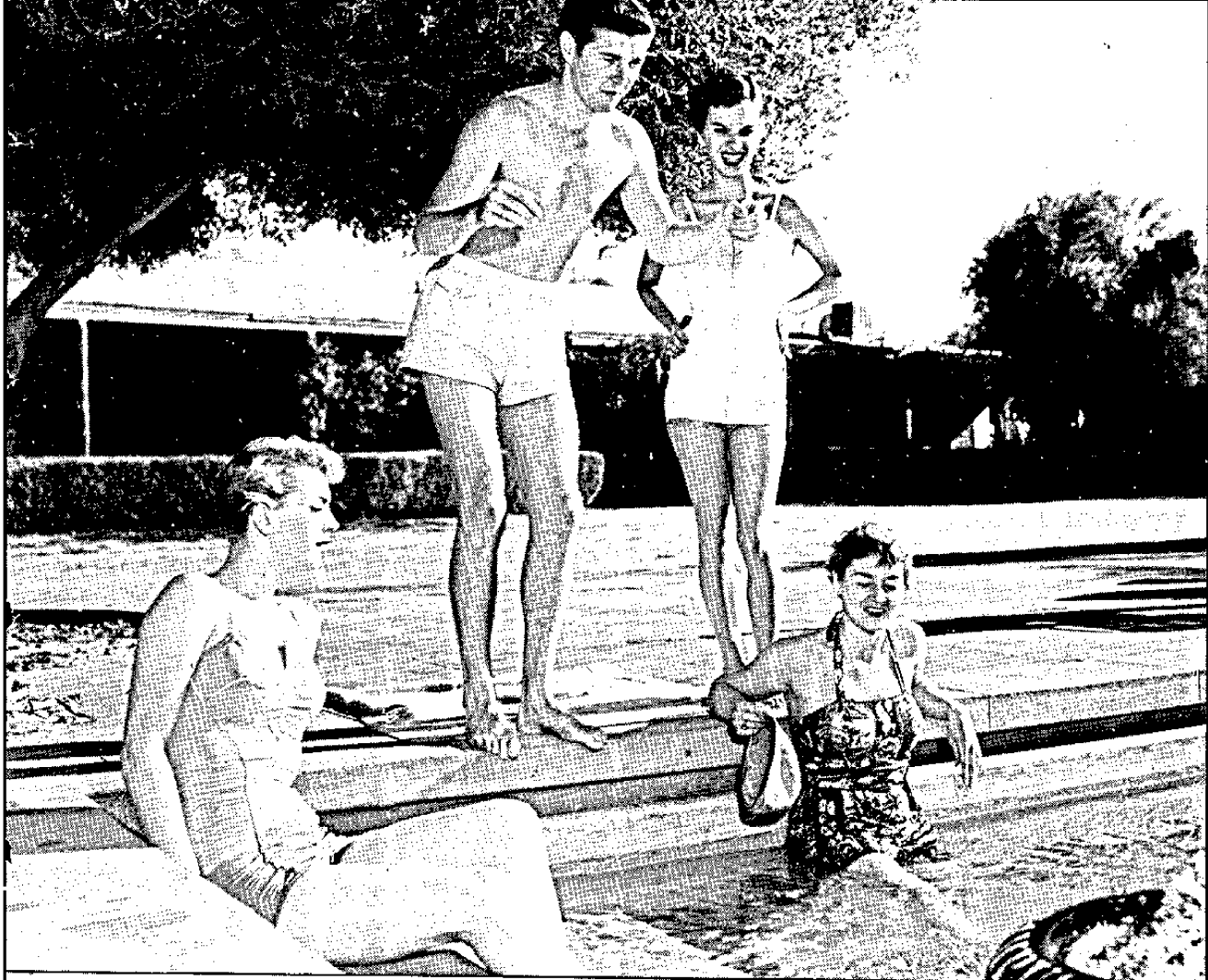
Of the little more than 2500 graduates of the American Institute for Foreign Trade, more than 750 are now overseas in key positions with U. S. business firms or government agencies. At least an equal number hold domestic posts in foreign trade or are in training for eventual assignment overseas.

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

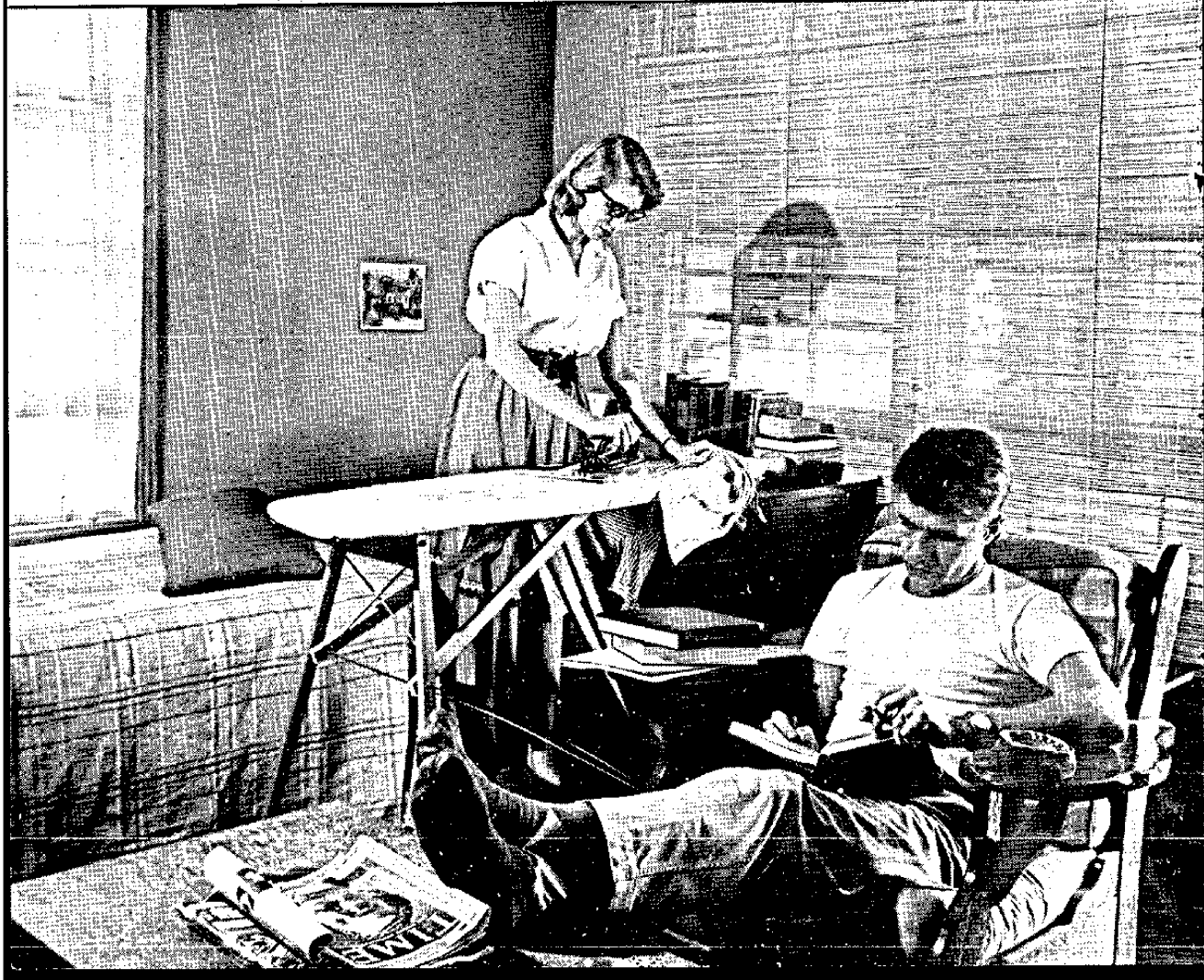
## **ALUMNI CHAPTERS**

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; São 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.







# 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 the late Dr. Alfred Knight, one of the founders and officers of the American Institute for Foreign Trade, who so well symbolized 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 Jonas Mayer 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 a class in advanced accounting. The award is made on the basis of general excellence in analysis of financial statements and ability to interpret the statistical reporting as given in the Wall Street Journal.

**The Marketing Club Award.** This award was established to honor those students who demonstrate a sincere interest in marketing through their active participation in Marketing Club activities, and through their facility in handling the assigned problem in the Research in Foreign Marketing course. The award, established in 1957, carries a \$25 stipend.

# 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 13,000 volumes is concentrated 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. Eleven newspapers and 103 periodicals, 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. Files of *The New York Times* are available by means of microfilm and reader.

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.

### **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 husbands' 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. Supplementing 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 annual, *The Thunderbird*, is published every May. It is edited 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 on the various areas of the world; the **Newman Club**, Catholic students' organization; the **French Club**, and the **Portuguese Club**, which are concerned with developing social fluency in these languages; 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.

### **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, 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.

## **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 northwest of Phoenix on Route 70, then turn north on North Central Avenue in Glendale (called North 59th Avenue north of the Glendale city limits). Proceed north for approximately six miles. One mile after crossing the Arizona Canal, AIFT is on the right.

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

### **Pets**

Because of the close communal living facilities on campus, pets of all kinds (cats and birds included) are prohibited from the single students' and married couples' quarters. Those who reside in campus family units or apartments are permitted to keep small pets. Dogs are not permitted on the campus.

# LIVING ACCOMMODATIONS

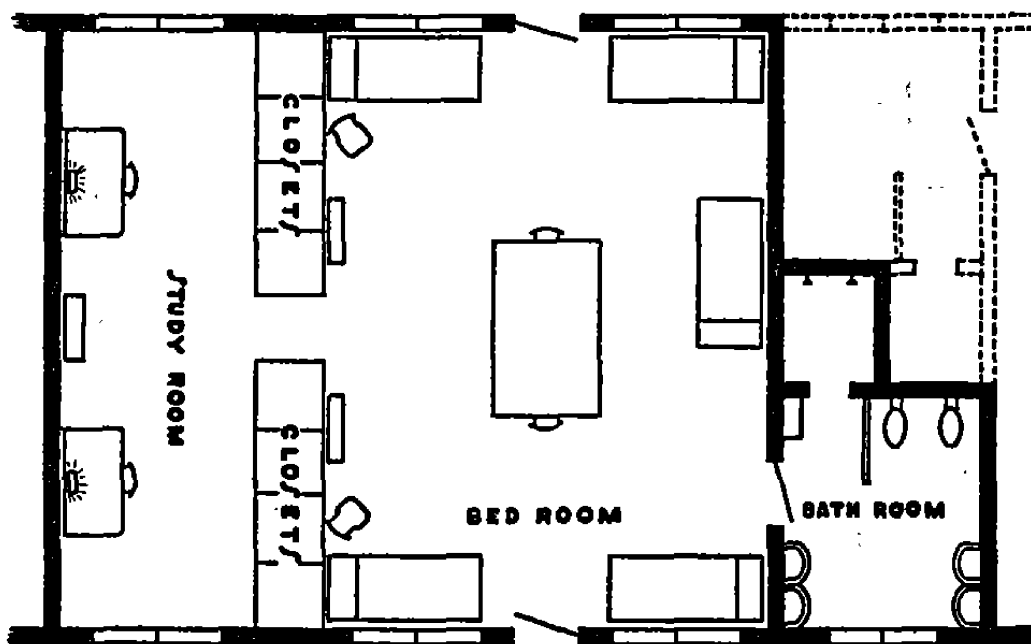
## The Unmarried Students' Dormitories

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

The Institute provides beds, mattresses, straight chairs, study tables, study lamps, and drapes. Students should supply their own pillows, 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 the basis of available space (see page 36 for description of these rooms).



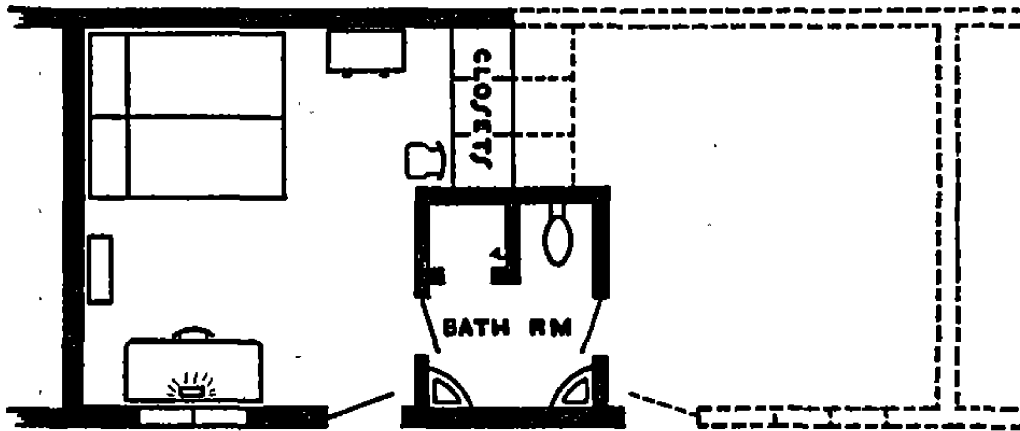
## The Married Students' Dormitories

Married students and their wives are housed in dormitory buildings flanking the center quadrangle. These two buildings provide 56 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, and drapes. Each couple should bring their own pillows, blankets and linen (see page 35 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 fee 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 35 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.

Students who cannot be accommodated on campus can find rentals in Glendale or Phoenix. Off-campus housing is arranged by the student.

## FEES AND STUDENT AID\*

**Tuition.** The charge for tuition is \$450 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 \$27.50 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. 45) 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 \$450 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 \$27.50 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. 49) 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 \$20 acceptance fee is charged all applicants upon acceptance. This fee is **not refundable**.

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 candidate for the Master's degree 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 31).

**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 41 and 42.

**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:

<b>Single Students</b>		<b>Married Couples</b>	
Tuition	\$900	Tuition	\$900
Fees	70	Fees	70
Board	550	Board	1100
Lodging	150	Lodging	300
	\$1670		\$2370

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:

Period of Student's Actual Attendance in Institute from Date of Enrollment for Semester	Percent of Semester Tuition and Fees to be Retained by the Institute	
One week or less	20%	( \$90.00)
Between One and Two Weeks	20%	(\$ 90.00)
Between Two and Three Weeks	40%	(\$180.00)
Between Three and Four Weeks	60%	(\$270.00)
Between Four and Five Weeks	80%	(\$360.00)
Over Five Weeks	100%	(\$450.00)

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. Students interested in qualifying for the Barton Kyle Yount Memorial Scholarships should contact the Registrar for further information after mid-term 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.

**Harnischfeger Scholarships.** Mr. Walter Harnischfeger, Chairman of the Board of the Harnischfeger Corporation, has made available two scholarships of \$500 each to Milwaukee School of Engineering graduates. Nominations for these scholarships will be made by the faculty of the Milwaukee School of Engineering.

**Valley National Bank Scholarships.** The Valley National Bank of Phoenix, Arizona, under its program for Arizona universities and colleges, has made available scholarship aid in the amount of \$500 annually. This amount is distributed among two second-semester students each semester, under criteria applicable to the Barton Kyle Yount Scholarships, above.

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. 36 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 AIFT. 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. Loans from this fund are applicable only to payment of tuition and fees, and are granted only to second-semester students.

**John J. Louis Loan Fund.** The late John J. Louis, former senior partner of Louis, Brorby & Needham, advertising consultants, Chicago, Illinois, was instrumental, while a member of the Board of Directors of the American Institute for Foreign Trade, in securing contributions for this fund. Loans from this fund are applicable only to payment of tuition and fees, and are granted only to second-semester students. The fund honors the memory of the man who made it possible.

**The National Defense Student Loan Fund.** The American Institute for Foreign Trade is cooperating with the United States Government in the National Defense Student Loan Program provided for under the National Defense Education Act of 1958. The purpose of this act is to provide funds so that students with ability, who are in need of financial assistance, may be afforded an opportunity for higher education. Funds available are very limited. However, any student who is a full-time student and is actively enrolled in one of the Institute's modern foreign language programs may make application for assistance. Students with a superior academic background will be given preference.

**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. Application for part-time employment should be made to the Business Manager in advance of the opening of school. Application forms may be obtained from the Registrar.

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.

Inasmuch as the concentrated course of study requires the best efforts of the student, very few hours per day are available for gainful employment, and the amounts which may be earned are, therefore, necessarily small.

### **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 \$950.00 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 196..... (or Spring, 196.....) 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 16 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 17 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 346.

**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:

<b>1—Excellent</b>	<b>100% - 93%</b>	<b>(Carries 1 grade point)</b>
<b>2—Very good</b>	<b>92% - 85%</b>	<b>(Carries 2 grade points)</b>
<b>3—Good</b>	<b>84% - 77%</b>	<b>(Carries 3 grade points)</b>
<b>4—Acceptable</b>	<b>76% - 70%</b>	<b>(Carries 4 grade points)</b>
<b>5—Failure</b>	<b>69% and less</b>	<b>(Carries 5 grade points)</b>
<b>Inc.—Incomplete</b>	Must be removed within one semester by completing work, otherwise it reverts to "5."	
<b>W—Withdrawal</b>	Allowed during the first quarter of each semester, with the Dean's approval. After the first quarter of each semester, <b>WP—Withdrawal Passing</b> ; <b>WF—Withdrawal Failing</b> .	

Attention is called to the fact that the lowest passing grade is 70%, which is equivalent to the lower limit of the normal undergraduate "C" level.

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.

Degrees or certificates of graduation require a grade-point average of not more than 3.2.

If a student's grade-point average is more than 3.2 at the time of any progress report, 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 will be asked to discontinue his course.



Make-up of incomplete or failed work must occur within the following semester.

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 until the probation is lifted.

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. In the event failure is in one of the foreign languages at the beginning or intermediate level, eight hours of make-up work is permitted. 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.

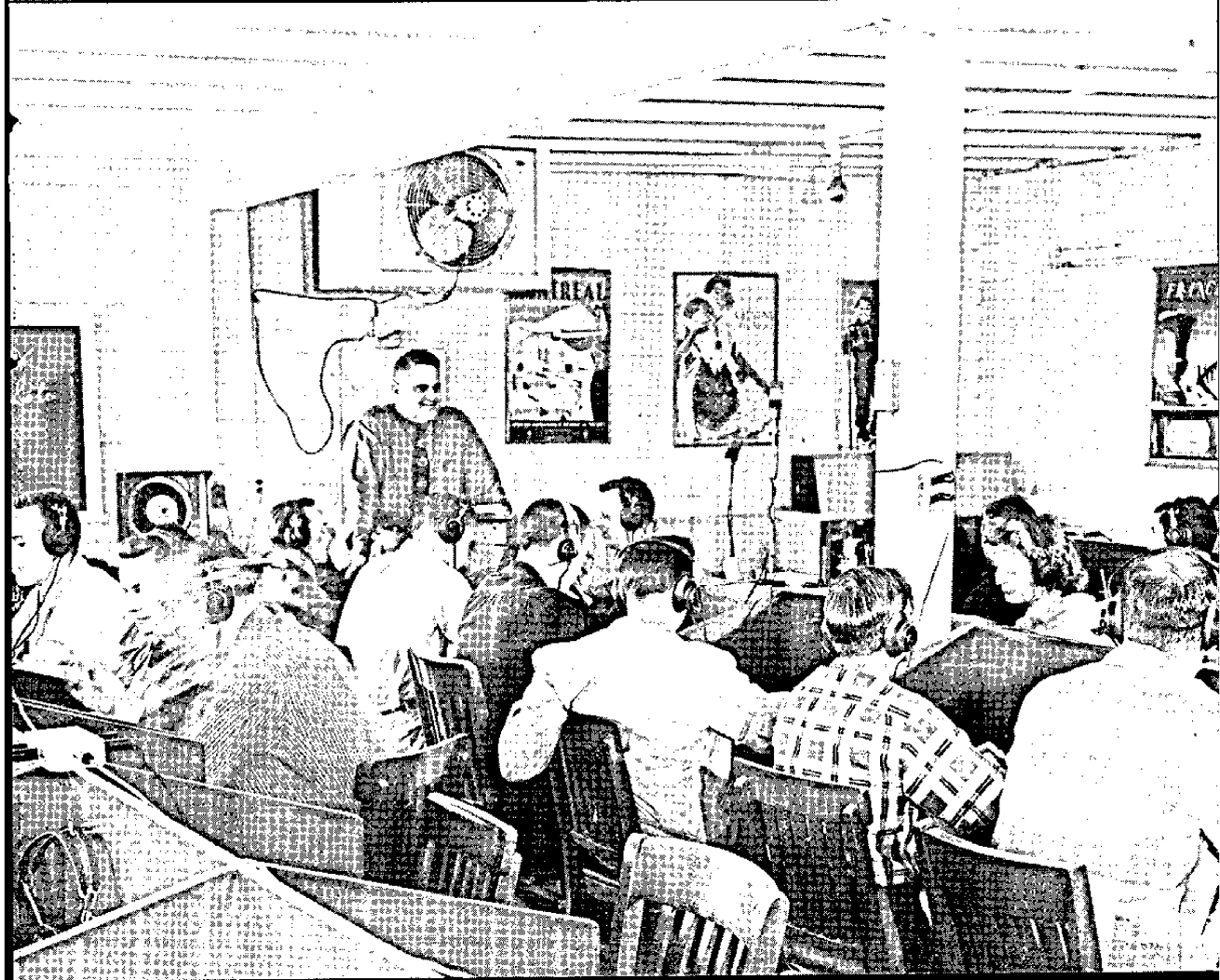
Attention is called to the fact that the compression of the full school year makes Thanksgiving and Easter recesses too short to permit extended trips or visits to distant homes. A Christmas recess of approximately three weeks is granted.

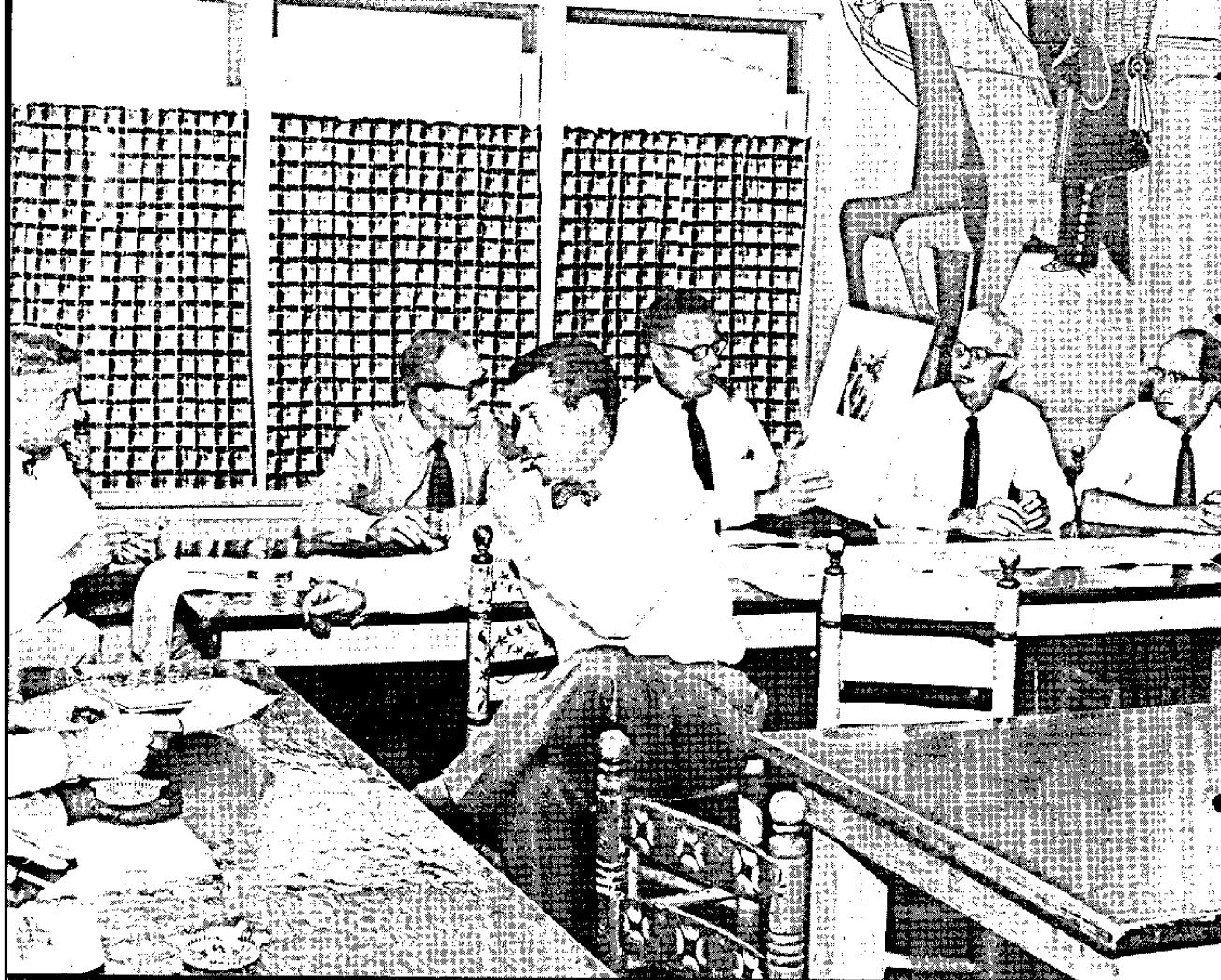
At the request of prospective employers, a student's record of attendance is affixed to the data sheet given to an interviewer before he talks to a student. Record of a student's current academic record is also attached to his data sheet.

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 Committee on Admissions gives careful consideration to the applicant's formal academic preparation and scholastic achievements as evidenced by official transcript, to the report of his physical condition, to character, maturity, and personality, and to his potential for employment in the field of foreign trade as evidenced by evaluation of the preceding factors. Due to the highly specialized nature of the training program, its presumable benefits to the applicant are of uppermost consideration by the Committee. Admission may be denied on the basis of failure to meet any of the above qualifications. There are no entrance examinations.

Graduates of American colleges and scientific schools of good standing, who have completed the normal four-year program leading to the Bachelor's degree and who present evidence of ability to pursue graduate study, are eligible for consideration for admission as full-time students to the following programs.

**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 official senior standing acquired elsewhere, upon completion of four semesters study at the Institute.

**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.

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In the case of those students who have not received a recognized baccalaureate degree from an American college or university, the following courses are open:

**Candidates for the Basic Certificate of Graduation.** The Institute admits as candidates for its Certificate of Graduation 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 other requirements for admission in terms of maturity and experience significant to the training program of the Institute. The Certificate is awarded after successful completion of at least two semesters of required study.

The number of candidates admitted for the Basic Certificate of Graduation is limited, and admission is granted on a selective basis.

**Candidates for Special Training.** 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, international relations, or foreign trade. In such cases he will be enrolled as a Special Student, not subject to the basic curriculum requirements.

### **Method of Application**

The prospective student should write to the Registrar requesting an application blank, which will be forwarded with necessary instructions. Applications are considered only when made on this form and submitted with all required supporting papers, prior to registration.

The fee upon acceptance is \$20.00. An applicant should forward his check or money order in this amount to the Registrar upon receipt of notification that he has been accepted. The fee 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 **Bachelor of Foreign Trade** degree or the **Basic Certificate of Graduation** after two full semesters of study. (See "Admission Requirements," p. 45).

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. 45).

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. The Key Man Course** is designed to provide language and area training in an intensive six weeks 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 25, 26, and 27.

1. Languages. Course 100ab or 100b-200
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, or Marketing 210, followed  
where possible by Marketing 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 undertaken 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 four semesters 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. 43).

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 an intensive six weeks 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 1600 to 2200 words and should 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 maximum number of persons in one group is eight; more 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 an understanding of 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).

#### **Consultative Services**

The American Institute for Foreign Trade reserves the right to charge a fee for professional services rendered by its faculty or staff on a consulting basis.

# 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 introduced to 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, 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 made aware of not only the externals, but also the thought-patterns and motivations of the peoples he has studied. He should 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 (3 hours)**

A course on the geography, history, economy, politics and culture of middle and eastern Asia. Countries studied are India, Pakistan, Ceylon, and China. Lectures, discussions, and readings.

Miss Brown

**\*FE-200b THE FAR EAST (3 hours)**

A continuation of FE-200a. Japan, Australasia, and the countries of Southeast Asia are studied.

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. This requirement can also be met by IR-200a or b.
- \*WE-200b THE ECONOMICS OF WESTERN EUROPE (2-3 hours)**  
 A continuation of WE-200a.  
 Dr. Schurz
- \*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

## 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 specialization in presentation, thoroughness of coverage, and adjustment to 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.

**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 study of the steps taken prior to the appointment of a foreign representative or distributor fol-

lowed by a 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 may 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 book-keeping 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 practices of accounting and who wish to become particularly proficient in a certain branch, such as cost analysis, auditing, income determination, etc.  
Prerequisite: AC-200b or its equivalent.  
Mr. Wilson

**MK-200      MARKETING, FOREIGN AND DOMESTIC      (3 hours)**

This course 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 the sale of U.S. products. The student chooses the product and the foreign country in which he proposes to market it. He makes a written market analysis on the potential for the sale of the product and presents definite conclusions and 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)**

This course provides an introduction to the economics of advertising, consumer research, product and market analysis, copy appeal, layout, advertising media and techniques, testing methods, the advertising agency, the advertising department, and the advertising budget. It is conducted by lectures and by the preparation of advertising campaigns on an agency basis. Lectures are supplemented by talks by leading advertising executives.

Mr. Turner

**SL-200      BASIC PRINCIPLES OF SALESMANSHIP      (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-200 INTERNATIONAL LAW OF COMMERCE (2 hours)**

The course is designed to familiarize the student with the prevailing principles of the laws of contracts, sales, agency, corporate and non-corporate forms of business organizations, merchants and non-merchants and other legal aspects of carrying on a business under foreign legal systems. It is the purpose of the course to provide sufficient knowledge of American and foreign legal concepts to enable one to recognize the need and importance of legal assistance in international business transactions.

Mr. Kelso

**\*MG-300a MANAGEMENT; ORGANIZATIONAL STRUCTURE**

(2 hours)

Development and understanding of the construction and use of a sound company organizational structure as one of the tools available to management in carrying out its functions. Principles are developed by means of two written business reports, class discussion of business cases, and class lectures.

Prerequisite: Sixteen semester hours of upper division work in Business Administration or their equivalent in administrative business experience.

Mr. Hacker

**\*MG-300b MANAGEMENT; HUMAN RELATIONS (2 hours)**

Recognition and understanding of the importance of human relationships in company organization. An understanding of the most important techniques and tools used by management in dealing with problems of human relations is developed by means of two written business reports, class discussion of business cases, and class lectures.

Prerequisite: Sixteen semester hours of upper division work in Business Administration or their equivalent in administrative business experience.

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 (grammar analysis), and Laboratory. In the conversation classes, which are small, the use of English is prohibited; the students begin at once under the guidance of instructors whose mother tongue is Spanish, Portuguese, or



French to express themselves in the foreign language. In the laboratory, ear training and good speech are fostered through practice with recorded materials.

In addition to the laboratory, the Language Department is equipped with 24 language listening and practice booths, where students may prepare their work. During the summer of 1959, a new language laboratory was constructed to provide the most modern electronic aids to language teaching. Fifty-six individual, sound-proofed study desks are each equipped with headphones and microphones connected to the instructor's control panel, making possible individual attention in laboratory sessions.

Emphasis in the beginning classes is on comprehension and speaking ability. In more 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 (8 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.

Content dealing with French points of view and current problems. Oral reports on assigned readings of French publications. Development of writing skill. Perfection of pronunciation and intonation. Offered only when sufficient students are enrolled.

**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.  
 Content dealing with Brazilian points of view and current problems. Oral reports on assigned readings of Brazilian publications. Development of writing skill. Perfection of pronunciation and intonation. Offered only when sufficient students are enrolled.
- SP-100a ELEMENTARY SPANISH (8 hours)  
**Conversation:** Directed practice in oral expression. Small groups under the guidance of Spanish-speaking instructors, conducted in Spanish.  
**Fundamentals:** Explanation of structural forms and intensive 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 explanations and intensive drill.  
**Laboratory:** Continuation of ear training and speech exercises.
- 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. Development of writing skill. Perfection of pronunciation and intonation.
- 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. 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 the equivalent.

Dr. Gaona

Dr. Gaona

Composition of business letters, office memoranda, and reports; exercises on form, usage, commercial terminology; study of documents most needed in business transactions; readings from Latin American commercial periodicals and other publications; current systems of measurements in Latin America

Mr. Carrera

SP-310b    **ADVANCED COMMERCIAL CORRESPONDENCE  
AND BUSINESS SPANISH**

Prerequisite: SP-310a or the equivalent.            (2 hours)

Composition of more involved business letters, office memoranda and reports; 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-350    **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 a specialized vocabulary to suit the requirements of the project.

Mr. Carrera and Dr. Tessen

EN-100    **FUNDAMENTALS OF ENGLISH**                    (2 hours)

Required of all students who fail to pass a qualifying entrance examination in the fundamentals of English.

Explanation and practice of the fundamentals of English. Current, practical usage stressed. Attention given to spelling, punctuation, and use of the dictionary.

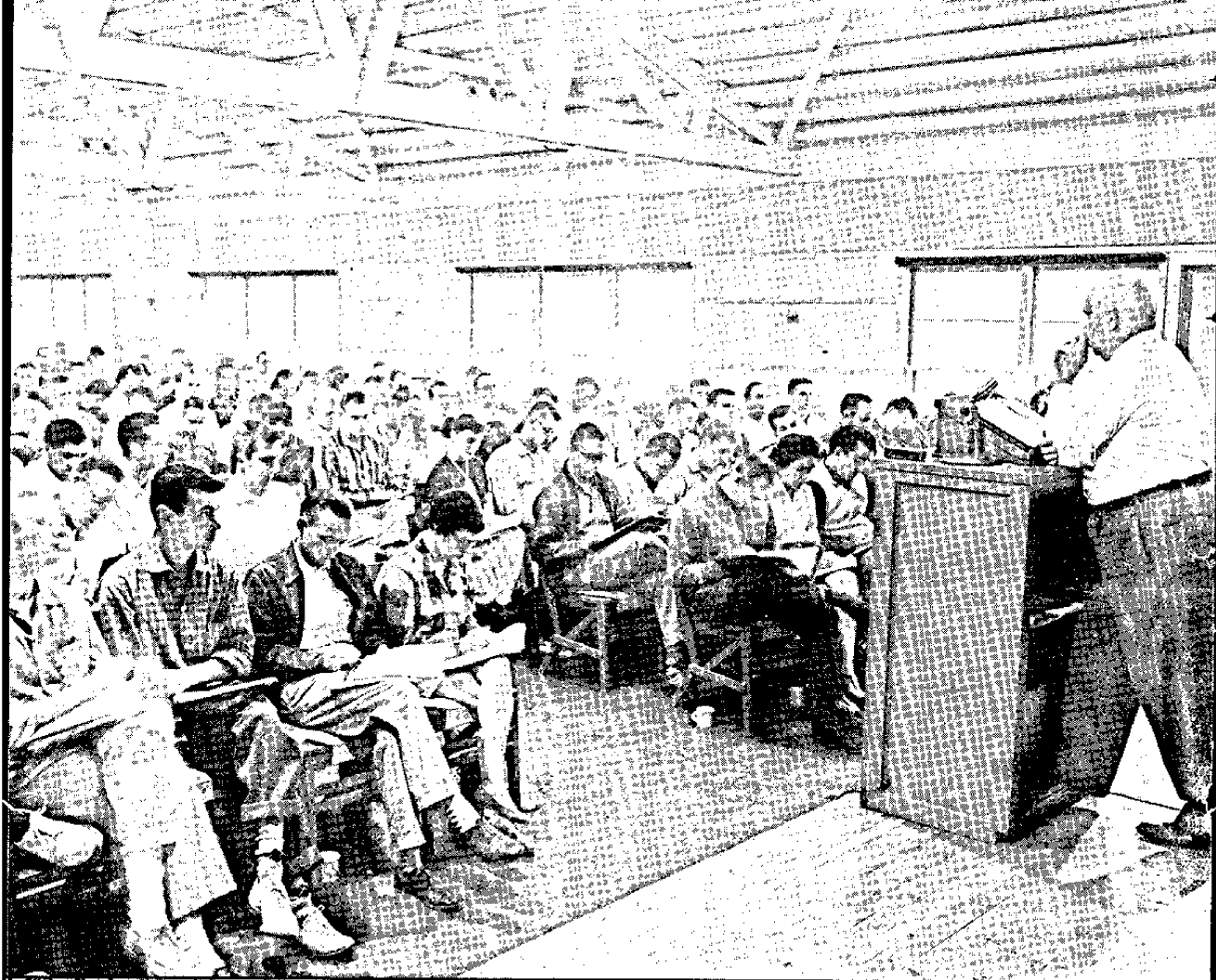
Dr. Tessen

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





# STUDENT BODY 1959-1960

## Class of January 1960

Baker, Neil Darby B.S., Cornell University	Ithaca	New York
Baker, Ronald Lewis B.A., University of Idaho	Lewiston	Idaho
Ballinger, Robert Moore B.S., University of Kansas	Simmons Island	Georgia
Baskara, Oeskanda B.B.A., Indonesian Graduate School of Business Administration	Djakarta	Indonesia
Bennett, Gene Lee B.A., University of Kansas	Wichita	Kansas
Bielby, Robert Matthew B.A., Michigan State University	Lansing	Michigan
Bravender, David Frederick B.A., University of Washington	Seattle	Washington
Brenteson, Allen Jerome B.S., North Dakota Agricultural College	Dagmar	Montana
Cashman, Gerald Michael A.B., Bradley University	Peoria	Illinois
Castillo, Roberto B.A., San Diego State College	La Jolla	California
Chiong, Rachel Gan B.A., Wheaton College, Illinois M.P.S., University of Colorado	Manila	Philippines
Davis, Donn Robert B.S., University of Colorado	Davis	California
Delgado, Rodolfo Lopez B.S., University of California, Los Angeles	Calexico	California
Fagan, John Joseph B.A., University of Arizona	Tucson	Arizona
Getz, John Richard B.S., Pennsylvania State University	Lansdale	Pennsylvania
Gist, Charles Rudy B.A., Duke University	Greenville	South Carolina
Grady, Don Willard B.S., University of Arizona M.B.A., University of Arizona	Tucson	Arizona
Haertel, Harris Henry B.S., Arizona State University	Wisconsin Rapids	Wisconsin
Hageman, Leo Charles B.S., Oregon State College	Bridal Veil	Oregon
Harcourt, James Michael B.S., San Francisco State College	Richmond	California
Heath, Don D. B.A., University of New Mexico	Lawrenceville	Illinois
Heinemann, Robert George B.S., Northwestern University	Chicago	Illinois
Holmes, Jerry Lee B.A., Texas A & M College	College Station	Texas
Hume, Stewart Oliver B.A., University of California, Los Angeles	Monrovia	California
Ishibashi, Daniel Tsuyoshi B.S., Long Beach State College	San Pedro	California
Kidney, Robert Francis B.A., University of Buffalo	Little Valley	New York
Klug, Donald George B.S.C., State University of Iowa	Hillside	New Jersey

LeBow, Joe Will, Jr. B.S., New Mexico Military Institute	McAllen	Texas
Leidy, Charles Chadwick A.B., College of the Pacific	Mexico City	Mexico
Life, Wallace Frederick B.A., Mexico City College	Worthington	Ohio
Ludvik, Carl William B.S., University of Colorado	Walsenburg	Colorado
Marshall, William Edward B.A., Central Washington College	Port Orchard	Washington
Mead, Frederic Eldon B.S., College of William and Mary	Phoenix	Arizona
Meyer, Vernon Keith B.A., Mexico City College	Dunsmuir	California
Miller, Gardner Hartman A.B., University of California, Los Angeles	Los Angeles	California
Morse, Thomas Cushman A.B., Dartmouth College	Phoenix	Arizona
Mueller, Fred Andrew B.A., Colorado State College Diploma, University of Strasbourg	Greeley	Colorado
Nystrom, William Lester A.B., Upsala College	Erie	Pennsylvania
Pyeatte, Paul Preston A.B., University of Kansas	Yates Center	Kansas
Ruehlman, David Daniel, Jr. B.S., University of Colorado	Boulder	Colorado
Sloan, Dolphe Huguet B.S., University of Colorado	Boulder	Colorado
Soebroto, Raden	Surabaia	Indonesia
Starkey, Craig Alvah B.A., California Western University	Chula Vista	California
Steele, Dean Loyal B.A., Eastern Washington College of Education	Dishman	Washington
Terry, Jed Darrel B.A., Long Beach State College	Purdy	Missouri
Tokheim, Harry Butler B.S., Creighton University	Lytton	Iowa
Tucker, Jon Edmond B.A., University of Kansas	Wichita	Kansas
Vernon, Arnold Aubert B.S., Louisiana State University	Alexandria	Louisiana
Vranizan, Ralph Augustine B.B.A., University of Oregon	Portland	Oregon
Walker, Robert John B.B.A., University of Oregon	Portland	Oregon
Ware, Gordon William B.S., University of Oregon	Eugene	Oregon
Weber, William Ernst B.A., Princeton University	Flossmoor	Illinois
Wehner, Clement William B.A., De Pauw University	South Burnaby	British Columbia
Windsor, Henry Haven, III	Chicago	Illinois
Wood, Jerold Eugene B.A., Whitman College	Spokane	Washington
Wynn, Gordon Floyd B.S.F., University of Georgia	Warner Robins	Georgia
Zimmerman, William Henry, Jr. B.S., Miami University	Stow	Ohio

### Class of June 1960

Abboud, Jesse Richard B.S., Arizona State University	Omaha	Nebraska
Armstrong, James William B.A., University of Southern California	Beverly Hills	California
Balmaseda, Cesar John B.A., Willamette University	Salem	Oregon
Bancroft, Douglas Ward B.S., Cornell University	Moravia	New York
Bandza, Alfred B.A., University of South Dakota	Sioux City	Iowa
Barnes, Dale Owen B.B.A., University of Washington	Seattle	Washington
Barnett, John Briggs B.S., University of Arizona	Tucson	Arizona
Barnett, Roger Alfred B.S., B.A., Southern Methodist University	Parkville	Missouri
Barr, Albert A.B., University of Rochester M.A., Johns Hopkins University	Island Park	New York
Barton, Herbert Paul, Jr. A.B., Boston University	Boston	Massachusetts
Boyatt, Michael Lynn A.B., University of North Carolina	Wyoming	Ohio
Brannon, Robert Lincoln, Jr. B.A., University of Alabama	Montgomery	Alabama
Brassard, Charles Harvey B.A., University of California, Los Angeles	Los Angeles	California
Brenteson, Donald Irven B.S., University of Arizona	Dagmar	Montana
Brinkerhoff, Forrest Alvord B.A., University of California, Berkeley	El Monte	California
Brooks, H. Robertson B.S., University of Arizona	Sewickley	Pennsylvania
Brown, William Lee Lyons, Jr. B.A., University of Virginia	Harrods Creek	Kentucky
Brugge, Donald Arno B.B.A., Memphis State University	Memphis	Tennessee
Bry, Jacques Lucien B.A., Dartmouth College	Paris	France
Buckman, Ned Krueck B.A., Williams College	Milwaukee	Wisconsin
Burckhardt, Hal Dameron A.B., Evansville College	Chicago	Illinois
Burgess, Peter Delbert B.S., Utah State University	Hyrum	Utah
Burr, Jewett Millard B.S., University of Oregon	Castro Valley	California
Burrall, George Edward B.A., Pomona College	Newport Beach	California
Carlson, Stanley Wallace	Greenfield	California
Carter, John Browning B.J., University of Texas	Blanco	Texas
Carter, Roger Earl B.A., San Jose State College	Coalinga	California
Cave, James Austin B.A., Gonzaga University	Great Falls	Montana
Chase, Joel Bennion B.A., Mexico City College	Marsing	Idaho



Christiansen, Jay E. B.S., Northwestern University	Chicago	Illinois
Ciszewski, Robert Lester B.A., Fresno State College	Fresno	California
Claps, James John B.S., California State Polytechnic College	Long Island	New York
Cocke, Louis Yves B.A., Southwestern at Memphis	Memphis	Tennessee
Coit, Stuart Mann B.S., University of Denver	Derby	New York
Conoly, Samuel Stillwell, Jr. B.S., United States Naval Academy	Jacksonville	Florida
Coover, Donald Lee B.A., Dickinson College	Camp Hill	Pennsylvania
Cosby, Stanley Wallace, Jr. B.S., University of Oregon	Berkeley	California
Cranston, John Welch B.A., Pomona College	Claremont	California
Croft, Richard Garland A.B., Grove City College	Huntingdon	Pennsylvania
Crossley, Robert Harry, Jr. B.A., Bowdoin College	Old Greenwich	Connecticut
Cunningham, Donald Norman B.A., Texas A & M College	Houston	Texas
Dains, Roger Orth B.S., Miami University	Milwaukee	Wisconsin
Davis, Harry Shirley B.S., University of Maryland	Easton	Maryland
Debevec, Adrian Paul B.S., University of Notre Dame	Barberton	Ohio
Denker, Richard Allen A.B., University of California, Berkeley	Mexico City	Mexico
Derber, John Gordon B.A., Grinnell College	Appleton	Wisconsin
de Rollin, Diane Allegra B.A., University of California, Los Angeles	Malibu	California
Diaz, Aquilino B.A., La Verne College	Upland	California
Dickson, Lewis Guy B.A., Hobart College	Baltimore	Maryland
Dieda, Carl Leonard B.S., Utah State University	Gardena	California
Dilworth, Robert Augustus B.S., Lafayette College	Montclair	New Jersey
Dixon, Keith Kenneth B.A., Michigan State University	Birmingham	Michigan
Donnelly, Jack Edward B.A., Florida Southern College	Akron	Ohio
Dunlap, James Allen B.A., State University of Iowa	Iowa City	Iowa
Dutcher, Robert Dennis B.S., University of California, Los Angeles	Fresno	California
Falletta, Carl Raymond B.S., St. Bonaventure University	Jamestown	New York
Field, Bonner Miller A.B., Harvard University	Cohasset	Massachusetts
Figueroa, Rodolfo Frank B.A., Stanford University	Los Angeles	California
Firlus, Robert Andrew B.A., University of Wisconsin	Mauston	Wisconsin

Ford, James Thomas B.M.E., Georgia Institute of Technology	Balboa	Panama Canal Zone
Gargiulo, Richard Lawrence B.A., Arizona State University	Carmel	California
Garro, Nick George B.S., University of Nevada	Eureka	Nevada
Cerbig, Arden Otto B.S., University of Nevada	Hawthorne	Nevada
Gillett, Franklin Louis B.S., University of North Dakota	Rockville	Maryland
Gloor, Fred Joe, Jr. B.S., California Maritime Academy	San Diego	California
Goode, Malcolm Lee B.S., University of New Mexico	Bakersfield	California
Goodwin, William Graham B.S., Miami University	Greensburg	Indiana
Gresham, Norman Curtis, Jr. B.S., Kent State University	Akron	Ohio
Hack, Bruce Henry B.A., Dartmouth College	Norwich	Vermont
Hall, Howard Grant B.A., Occidental College	San Marino	California
Hanck, Walter Charles B.A., University of Miami	Itasca	Illinois
Hansen, John Walter B.E.E., University of Arizona	Old Greenwich	Connecticut
Hansot, Pierre Hughes B.A., Pennsylvania Military College	Paris	France
Harlow, Donald James B.S., University of Denver	Pinellas Park	Florida
Hartney, Walter Edward B.S., Northeastern University	Dedham	Massachusetts
Harvath, Jack Alvin B.S., Utah State University	Logan	Utah
Harycki, John Tolford B.S., Wisconsin State College, Eau Claire	Thorp	Wisconsin
Haugh, William Walter B.A., University of Arizona	Tucson	Arizona
Heald, Norman Dale B.A., University of Arizona	Phoenix	Arizona
Hennig, Leonard Paul B.S., Miami University	Solon	Ohio
Herro, Alan Albert B.S., Marquette University	Phoenix	Arizona
Hogan, Thad Rankin B.B.A., Texas A & M College	Houston	Texas
Honaman, Walter H. A.B., Dickinson College	Williamsport	Pennsylvania
Hopkins, Mack, Jr. B.A., Johns Hopkins University	Alliance	Ohio
Hopson, Clinton Robinson A.B., Long Beach State College	Downey	California
Hormell, Duane Couzens, Jr. B.A., De Pauw University	Hinsdale	Illinois
Howell, Thomas Frederick A.B., Colgate University	Cincinnati	Ohio
Hudkins, Roger Lee B.B.A., University of Toledo	Toledo	Ohio
Hughes, Jerry Arvid B.S., Arizona State University	Des Moines	Iowa

Hyek, James Lesley B.B.A., University of Detroit	Royal Oak	Michigan
Jabbour, James Samuel B.S., Arizona State College	Phoenix	Arizona
Jamison, Kermit B.A., Rutgers University	Rahway	New Jersey
Johns, Marilyn	Youngstown	Ohio
Johnson, William McKinley, Jr. B.S., California State Polytechnic College	Sacramento	California
Justiniano, Neal Eric B.A., Florida Southern College	Dunedin	Florida
Kangas, Gerald Henry B.A., Willamette University	Eugene	Oregon
Keeley, Russell Davis B.S., Stanford University	Los Angeles	California
Keen, William Charles B.A., University of California, Los Angeles	Big Bear Lake	California
Kesser, Gilbert Ross B.A., University of California, Los Angeles	Rialto	California
Kieser, John Frederick	New York	New York
Klein, Harold Maxwell D.V.M., Michigan State University	Santa Barbara	California
Kleinman, Louis Andrew B.A., University of California, Santa Barbara	Phoenix	Arizona
Kline, Frank Jon B.S., San Diego State College	San Bernardino	California
Knuth, Robert Edward B.S., Utah State University	San Francisco	California
Kohle, Carson Frederick B.A., University of California, Berkeley L.L.B., Hastings College of Law, U. of Calif.	Santa Paula	California
Kopstein, Roger Joseph B.A., McGill University	South Orange	New Jersey
Kraus, Richard Francis B.S., Boston University	Dorchester	Massachusetts
Larios, Christobal Diaz B.S., University of Dubuque	Cortez	Colorado
Latta, Ken Ogden B.A., Western Michigan University	Fenton	Michigan
Lawson, Paul Edward, Jr. B.S., St. Bonaventure University	Jamestown	New York
Lazo, Hector Rodney B.A., Whitworth College	Bridgeport	Connecticut
Leany, LaVerl Benjiman B.S., Utah State University	Salt Lake City	Utah
Lee, Robert Elliott B.S., Macalester College	St. Paul	Minnesota
Lightfoot, Charles Robert B.A., Mexico City College	Santa Barbara	California
Lippstreu, Lawrence Robert B.S., University of Nebraska	North Platte	Nebraska
Lorance, David Ross A.B., University of Omaha	Shenandoah	Iowa
Lorden, Richard Kern B.A., University of California, Santa Barbara	Apple Valley	California
Lovelace, John Byron B.A., Stanford University	Bozeman	Montana
MacMillan, Donald B.A., Montana State University	Butte	Montana

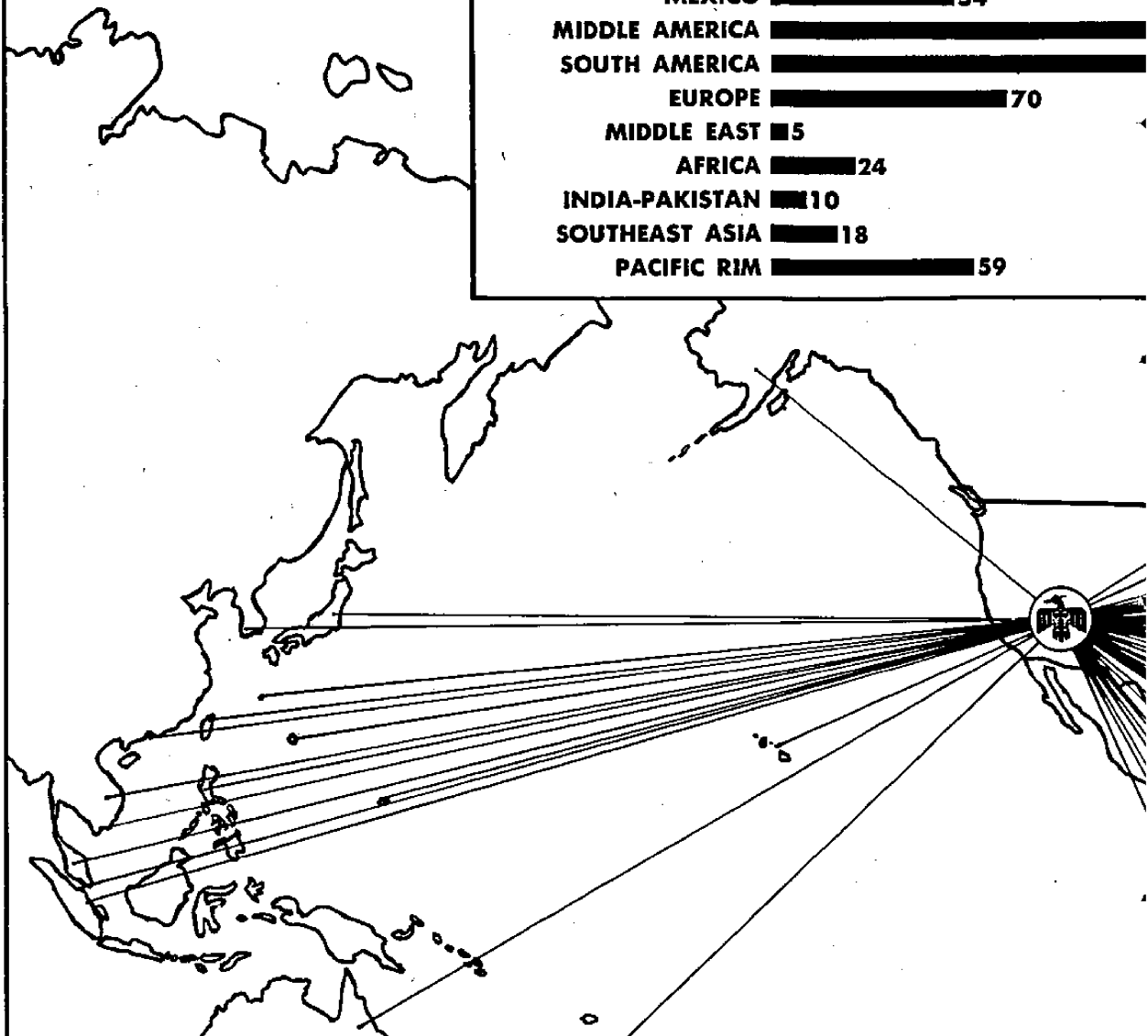
Malcolm, Robert Neal B.S., Ohio University	Parkersburg	West Virginia
Marino, Leonard B.S., University of Illinois	Chicago	Illinois
Marks, Marlin Merle B.S., Purdue University	Lafayette	Indiana
Martinez, Antonio Cesar B.A., Texas A & M College	El Paso	Texas
May, Laverne Casper B.S., Texas A & M College	Riviera	Texas
McCadden, Michael K. B.B.A., Woodbury College	Hollywood	California
McCall, Robert Guthrie B.S., Arizona State University	Phoenix	Arizona
McClelland, Warren F. B.S., University of Southern California	Mandan	North Dakota
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McGee, James Barry B.S., Southwestern Louisiana Institute	Eunice	Louisiana
McKee, Burt Francis, III A.B., Stanford University	Alexandria	Virginia
Mendivil, Fernando Quihuis B.S., University of Arizona	Benson	Arizona
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Miller, John Robert B.A., Arizona State University	Larchmont	New York
Miller, Robert Phares A.B., University of Nebraska	Omaha	Nebraska
Misner, Gervase Arthur, Jr. B.S., University of Idaho	Peck	Idaho
Mocklebust, Michael Stewart B.B.A., Memphis State University	Thor	Iowa
Morick, Sheldon Frederick B.S., Cornell University	Brooklyn	New York
Murray, James Orr B.S., College of St. Thomas	Miles City	Montana
Nicholson, John Robert B.S., Bryant College	Palm Beach	Florida
Noble, Donald Mark B.A., University of California, Santa Barbara	Burlingame	California
Olsen, Robert Eric B.S., Marquette University	West Bend	Wisconsin
Ozolin, William Vincent B.A., University of Arizona	Phoenix	Arizona
Padilla, Rosendo B.A., University of Washington B.B.A., University of Washington	Miles City	Montana
Parkinson, Chandler B.S., Arizona State University	Lafayette	California
Pearson, John Ward B.A., University of Wisconsin	Kirkwood	Missouri
Peoples, Julius Paul A.B., Fresno State College	Fresno	California
Perkovich, Branko Diploma in Economics, University of Belgrade	Tucson	Arizona

Perry, Robert Marsh B.S., University of California, Los Angeles	Los Angeles	California
Pesqueira, Robert Morris B.S., University of Arizona	Tucson	Arizona
Petersen, Wallace Lee B.S., University of Utah	Hyrum	Utah
Picchetti, John David B.S., Purdue University	North Judson	Indiana
Picchetti, Margaret Mary B.A., University of Arizona	Douglas	Wyoming
Podgorny, Lester Andrew B.S., Bradley University	Harvey	Illinois
Powell, James Marshall B.S., University of Missouri M.S., University of Missouri	Montgomery City	Missouri
Prenner, Carl Francis B.A., University of Idaho	Fort Peck	Montana
Purdin, John Boyer B.S., San Diego State College	Escondido	California
Qualman, John Roger B.S., Bowling Green State University	Clinton	Ohio
Rawlins, Frank Richard B.B.A., University of Minnesota	Mahtomedi	Minnesota
Reed, Peter Burchfield B.S., Arizona State University	Tempe	Arizona
Reiss, Paul Louis B.S., Bowling Green State University	Plainfield	New Jersey
Renshaw, Robert Richard, Jr. A.B., Stanford University	Riverside	Connecticut
Rerucha, Russel Anthony B.S., Colorado State University	Seattle	Washington
Risser, Burton C. B.A., Antioch College	Coffeyville	Kansas
Ross, John Jacob B.A., Oberlin College	Mt. Vernon	New York
Ross, Terrence Stanton B.S., Southern Illinois University	Hamilton	Illinois
Rugg, Alva James B.A., New Mexico Western College	Ismay	Montana
Santallanes, Mike Aguilera B.S., Arizona State College	Miami	Arizona
Schaefer, Clarence Bott, Jr. B.S., Northwestern University	Buffalo	New York
Schneider, Elwood Hubbard, Jr. B.S., Northwestern University	Kalamazoo	Michigan
Shepherd, Robert Wilfred B.A., University of Oregon	Melford	Oregon
Sherman, James Malcolm A.B., Dartmouth College	Bedford Hills	New York
Silva, Carlos Fernando A.B., University of California, Berkeley	Berkeley	California
Smith, Michael Fleming A.B., Grove City College	Dunkirk	New York
Standfast, Robert Lionel A.B., University of Rochester	Binghamton	New York
Stanger, Robert Rudolph B.A., University of Pittsburg	Erie	Pennsylvania
Stevenson, Ronald Lee	Sterling	Colorado
Subia, Rudy Madrid B.S., University of Idaho	Wilder	Idaho

Taylor, John William B.A., Stanford University	Tacoma	Washington
Taylor, Thomas Mascha B.S., University of Southern California	Los Angeles	California
Tellez, Carlos Padilla B.A., Texas Western College	Anthony	New Mexico
Thompson, Denney Church B.A., Muskingum College	Mt. Vernon	Ohio
Thrush, Terence Al B.A., San Jose State College	Los Altos	California
Tognazzini, Valerie Jean B.A., Mills College	Atherton	California
Tonkin, Linley Munson B.A., Stanford University	Albuquerque	New Mexico
Tracy, Earl Arthur, Jr. A.B., San Diego State College	Imperial Beach	California
Trice, James Elliott B.B.A., University of Houston	Victoria	Texas
Tsatsos, John Charles B.A., Indiana University	Hammond	Indiana
Tuberty, John Edgar B.S., University of Notre Dame	Kalamazoo	Michigan
Tuttle, Thomas Ross B.A., University of Southern California	Los Alamitos	California
Vandamme, Jean-Jacques B.A., University of Wisconsin	Monroe	Wisconsin
Van Winkle, James Donald B.S., Bowling Green State University	Bowling Green	Ohio
Walholm, Roy Willard, Jr. B.B.A., Colorado College	Colorado Springs	Colorado
Wallace, David Ian B.A., Seattle University	Seattle	Washington
Welch, Eugene William B.S., Arizona State University M.S., Arizona State University	Estancia	New Mexico
Wick, Herlof Gene B.A., State University of Washington	Wapato	Washington
Wilson, David Edwin B.S., Miami University	Jefferson	Ohio
Wilson, Herbert Jack B.B.A., University of Oklahoma	Norman	Oklahoma
Wilson, Roland Eugene B.S., University of Oregon	Lebanon	Oregon
Winant, John Morton, Jr. B.A., Rutgers University	Leonia	New Jersey
Wood, Thomas Ralph B.S., University of Arizona	Douglas	Arizona
Worthington, James Lemuel, Jr. A.B., Princeton University	Houston	Texas
Wright, John Stanbery B.A., Yale University	Columbus	Ohio
Young, Robert Wendell B.S., University of Oregon	Bend	Oregon

# Thunderbirds

CANADA	10
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MIDDLE AMERICA	
SOUTH AMERICA	
EUROPE	70
MIDDLE EAST	5
AFRICA	24
INDIA-PAKISTAN	10
SOUTHEAST ASIA	18
PACIFIC RIM	59

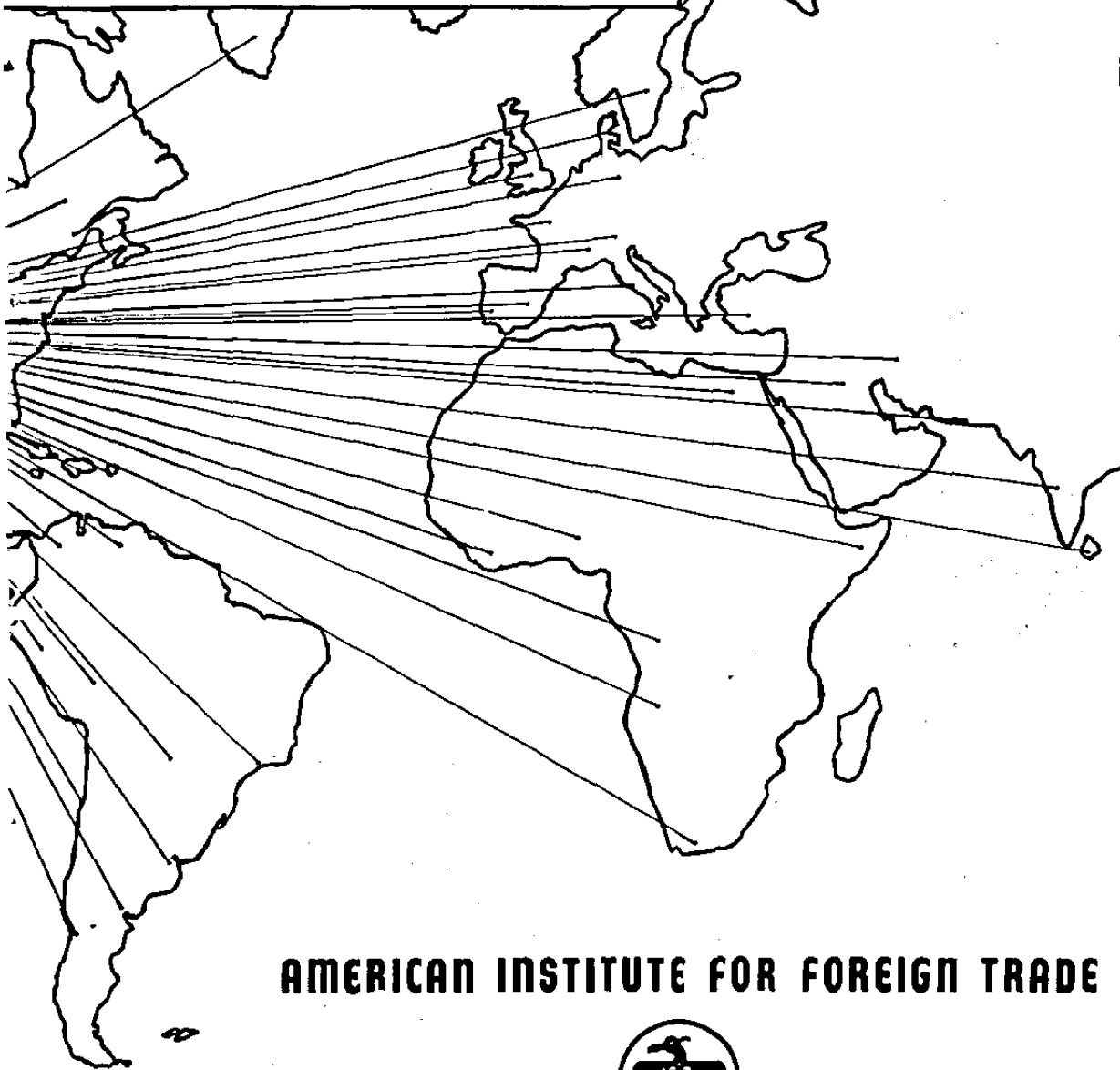


## LOCATION OF AIFT ALUMNI IN THE FOREIGN FIELD

Alaska	2	Equador	5	Japan	15	Peru	30
Angola	4	Egypt	1	Korea	2	Philippine Islands	24
Argentina	16	El Salvador	2	Lebanon	2	Portugal	3
Australia	2	England	5	Liberia	3	Puerto Rico	47
Bahamas	2	Ethiopia	2	Libya	2	Singapore	4
Barbados	1	Formosa	1	Malaya	1	South Africa	4
Belgian Congo	2	France	16	Marianas Island	2	South Vietnam	5
Belgium	5	Germany	15	Marshall Islands	1	Spain	4
Bolivia	2	Greenland	1	Mexico	51	Sweden	3
Brazil	63	Guatemala	2	Morocco	3	Switzerland	6
Canada	7	Haiti	1	Netherlands	4	Thailand	3
Canal Zone	3	Hawaii	4	Netherlands W. Indies	2	Trinidad	4
Ceylon	1	Hong Kong	1	New Zealand	1	Turkey	1
Chile	10	India	5	Nicaragua	3	Uruguay	4
Colombia	36	Indonesia	4	Nigeria	2	Venezuela	125
Costa Rica	6	Iran	1	Okinawa	2	Traveling Representatives	41
Cuba	23	Iraq	4	Pakistan	4	TOTAL	691
Denmark	1	Italy	4	Panama	22	Foreign Countries or Possessions	70
Dominican Republic	2	Jamaica	1	Paraguay	1		

*ound the World*

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