Are you going to be a “drop-forged” engineer?

There are thousands of that kind and, soon or late, they learn with a shock that they can get just about as far, and no further.

THREE big eastern university engineering societies held a joint meeting recently. They were alumni men of technical colleges. And they met to discuss the outlook of the college trained engineer.

The trouble,” said a speaker, “is that too many of us are ‘drop-forged’ engineers. We know our profession; but of Business, to which it is so closely related—we just don’t know what it’s all about.”

In the files of the Alexander Hamilton Institute is the story of a graduate of a great engineering college. With all his training and his degree, he was a “drop-forged” engineer.

“When I left college I did not know the A B C of how to consider even the simplest of business problems,” he wrote.

Upon leaving college, he started to work as an engineer for a big technical firm at $70 a month. He is still with that firm. And this is what he writes: “Today I am part owner of the firm and sole manager of it. This hasn’t been due to luck by any means, but simply by putting into prac- tice what I have got from the Modern Business Course and Service of the Alexander Hamilton Institute.”

It is not enough to know the technical side alone.

The director of a western engineering college said recently: “The most dominant characteristic of the engineering profession is the preponderance of the commercial over the technical.”

Step by step, the engineering enterprises that achieve big success, and make careers for engineers, are guided by the fundamental laws and practices that rule modern business. Thousands of engineers have learned by bitter experience that without business training, technical training carries a man just about as far, and no further.

A Course whose product is understanding.

The Alexander Hamilton Institute was founded by a group of business men and educators who realized that modern business was developing specialists, but not executives; that somehow more men must be taught the fundamentals that underlie the operations of every department of business.

The Institute has only one Course. It takes a man out of college and gives him a working knowledge of all the depart- ments of business.

Such a man receives in a few months of reading what ordinarily would consume years of practical experience. He finds in the Institute a more direct path from where he is to where he wants to be. He has the satisfaction of carrying large responsibilities while he is still young. Naturally and inevitably he earns more than the average man of the same years and education.

For the “drop-forged” engineer who asks himself, “Where am I going to be five years from now?” the Alexander Hamilton Institute has an encouraging story to tell. It is the story of the thousands of successful college men—men of them engineers—who have saved the wasted years; who, thru the Course and Service, have added to their technical equipment the training which makes them understand what business is all about.

“Forging Ahead in Business”

"Forging Ahead in Business” is a 16-page book especially prepared for men who are taking work of their projects and wondering what the future may hold for them. It is not a book for idle, or non of feasible purpose. But to men who seriously want to know what the Course has done for others in past years the book will be a revelation. It can be obtained free of charge. Address The Institute. And send the coupon below.

Alexander Hamilton Institute
579 Aveur Place New York City

Twenty-five copies enclosed for free study, "Forging Ahead in Business" while I have kept this blunder.

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