



PEIRCE SCHOOL



America's Foremost Business School

Signalizes its fifty-first year by acquiring the finest structure for its purpose in this country: The De Lancy School Building, Pine Street, West of Broad.

Peirce School's half-century of work in the field of Business Education, in which it was a pioneer, has naturally and logically brought to it leadership, not only in the numerical strength of its graduating classes, but also in the authority of its teaching.

Peirce's, by right of long service and in the light of the attainments of its thousands of alumni, has become greater than a School—it has become an Institution.

As such, it has outgrown its former fine quarters, and now signalizes its progressive advance into its second half-century by the acquirement of that splendid seven-story school building on Pine street, west of Broad, formerly occupied by the distinguished De Lancy School, now combined with the Episcopal Academy.

There is great promise of more effective work than ever for mind and body in the fine new building, with its wonderful facilities for teaching, its choice location, its hundreds of windows, its gymnasium, its roof ball-field, its electrical equipment, its students' restaurant, its libraries, offices and class-rooms.

But there is, in the acquirement of this great building by Peirce's, a still deeper significance.

Time was when the business school was looked upon as the avenue to positions of "immediacy"—the posts that were easiest to attain and that offered only meagre opportunities.

Peirce's took business study out of the "typewriting and book-keeping" class and put it on a plane as high as any achieved in the classical or professional studies.

The fascination and distinction that were supposed to attach only to the more graceful attainments, Peirce's made manifest as inalienable factors and features of business life. America had become a country of Business. Its cry was for Business Men. Peirce's helped to shape this demand—and to fill it.

And that Business has its Romance no less than Law, Science, Medicine, Art or the Classics, Peirce history, reflected in the successful, helpful lives of thousands of its graduates, testifies.

And so now Peirce School comes into its own. Teaching still the art or science of business, it takes on rich, new surroundings, hallowed by the work of a distinguished scholastic institution.

The practical instruction that best fits men to face a practical world will be made to the learners doubly attractive by a school building of which they will be proud as students, and prouder still in their strong days of success when they look back upon it as the home of their Alma Mater.

Send for 51st Year Book, with illustrations of the school-rooms, and a special booklet—"Laying the Foundation for Better Business."

PEIRCE SCHOOL

Established 1865 America's Foremost Business School
Will Open the Fall Term in its New Building

PINE STREET, West of Broad
PHILADELPHIA



LIBRARY AND READING ROOM
Containing the valuable Reference Library of the School



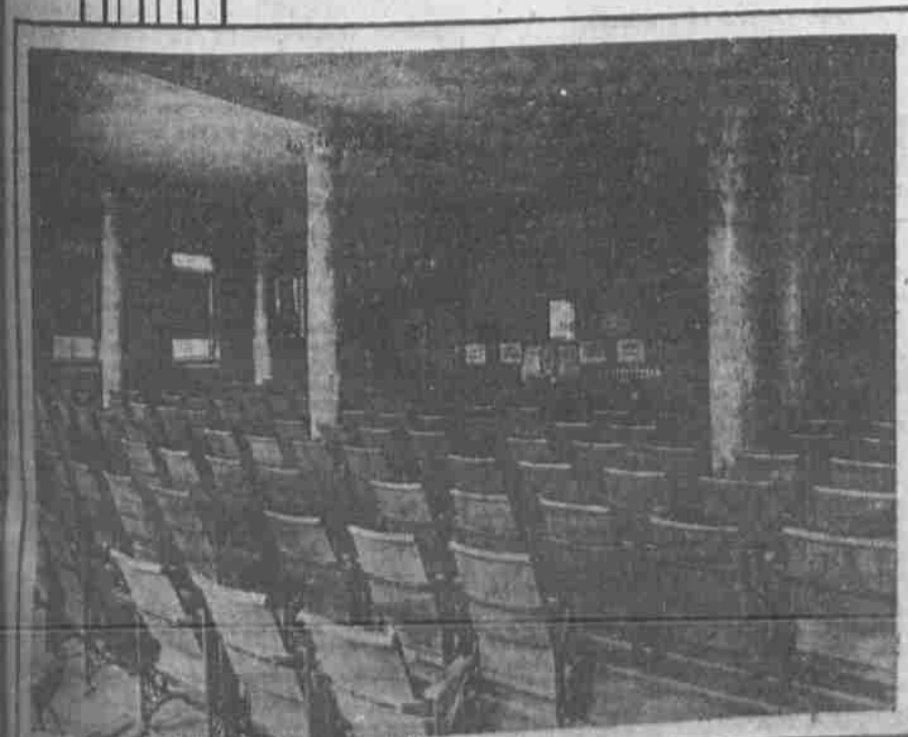
GYMNASIUM
Physical development keeps pace with mental at Peirce School



CAGE-COVERED ROOF
Practically every outdoor game but golf can be played on this roof



DINING-ROOM
Conducted for the convenience of Peirce School Students



ASSEMBLY ROOM
This spacious room will be the scene of inspiring talks by Builders of Business



CLUB-ROOM
To be devoted to recreation purposes of students