

THE BUREAU OF STATISTICAL RESEARCH

A BUREAU ORGANIZED TO STUDY, COLLATE AND DISSEMINATE FACTS WITH REGARDS TO
ASSURANCE, ITS RELATIONS AND EFFECTS ON BUSINESS, THE HOME AND THE COMMUNITY

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Put your Boy through High School and you put his feet on the ground as far as his business career is concerned. Better still put him through College and you give him far greater opportunities. Why?

Because 75% of the successful men of this country are university graduates.

Because only 25% of the men without college training succeed whereas 90% of the university graduates are successful.

Because a business man with a Public School education has only 4 chances of success against the 102 chances of the High School graduate and the 945 of the College man.

The Government confirms the findings made in one of the Bureau's investigations that members of the 1912 class of a prominent university received an average income in 1922 of \$6,750. The largest individual income reported was \$50,000, made by a manufacturer, and the smallest was \$3,525 earned by a professor. Surely an average income of \$6,750 for an entire class ten years after graduation is ample evidence of the cash value of a college education.

You, as a successful business man, will appreciate what these figures mean. We know that you are interested in the future welfare of your Boy and will do every possible thing to ensure his success in life.

Protect him as you would protect your business. Many of the Montreal business men to whom we sent our first letter have taken advantage of our offer to furnish details of a plan whereby the Boy's education is made a certainty. You also may obtain this information by signing and returning the enclosed card.

Yours very truly,