

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

189 ST. JAMES STREET

MONTREAL, QUE.

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One of the Bureau's latest investigations discloses this fact--and you cannot doubt its accuracy--that each day your Boy spends in High School adds \$25 to his life's earnings. The four years of High School will add a total of \$18,000 to his earnings during the next 40 years of his life.

Here is the picture: The boy who starts life with only a Public School education at the age of 14, will average only \$500 a year for the next 44 years a total of \$22,000. If that same boy were to spend the next four years in High School, starting life at 18, in the next 40 years his earnings would be \$40,000 or an increase of \$18,000.

You have undoubtedly intended that your Boy should have an education, but--doesn't this bring it out as a vital necessity to be provided for him no matter what happens?

We have spent a great deal of time and money in compiling figures to show the priceless value of education. They are at your service together with any further explanations you may require.

Also, and here is where we can be of the greatest service to you, we will be glad to show you how to be absolutely sure that your Boy gets such an education. Mail the enclosed card and we will show you the complete details.

You cannot give your Boy a finer inheritance than this, a thorough educational equipment to carry him through the rough places of life.

Yours very truly,

HFJ/J.
Enc.1.

Secretary.