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(Monographs)**

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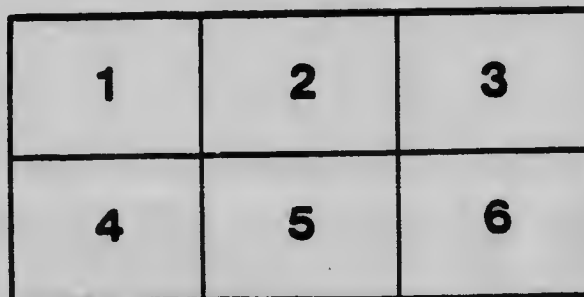
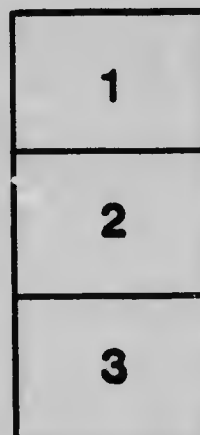
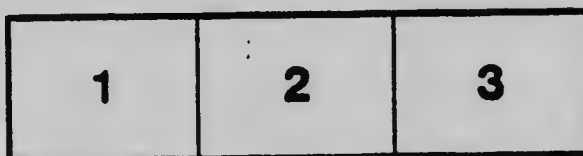
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**CENTRAL
BUSINESS
COLLEGE**

STRATFORD, ONT.

**ELLIOTT & Mc LACHLAN,
PRINCIPALS.**

How to
Get on in the
World
Secure an Education

AT THE **CENTRAL BUSINESS COLLEGE**.
STRATFORD, ONT.



TO THE READER,—In presenting to you this Prospectus, and asking for a careful perusal, we assure you that the facts herein presented for your consideration are unvarnished statements concerning our Institution and its work. We offer no assertions whatever on which we are not willing to stake our honor, and in this sense we place in your hands a worthy exception to the general style of College catalogues. The substantial recognition attained by this Institution among the leading business and professional men throughout the Dominion, the emphatic indorsement of its many patrons, the earnest, enthusiastic support of its many pupils and friends, evince the fact that the high claims here made for this Institution are in the truest and highest sense justified. The teachers are earnest, enthusiastic workers, thoroughly competent, and pre-eminently successful as educators, and the Institution is in every particular what it claims to be. A Progressive, Well-equipped, and Thoroughly Efficient Business Training School.

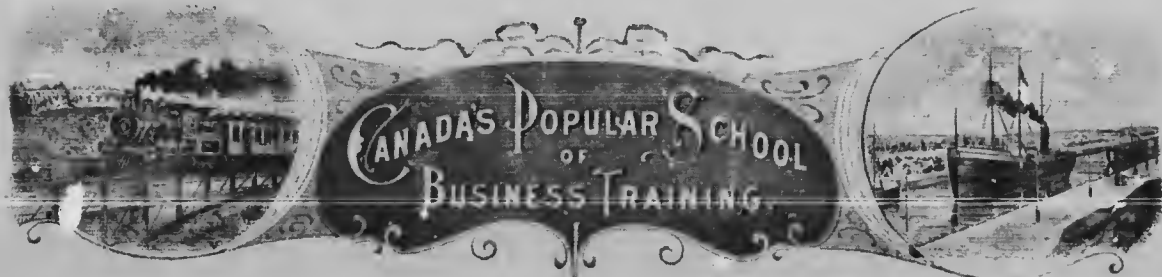
The course of instruction, as herein presented, is the result of many years of experience, and is eminently practical and systematic. Those seeking a broad and comprehensive business education are earnestly requested to ponder these pages carefully, and to visit the Institution before deciding to go elsewhere. Knowing the merits of our school, we invite the most searching investigation, as well as invite the most critical examination of our work, rooms and appointments; for by these, and these only, do we wish to be adjudged worthy of the confidence and patronage of the public. Visit the Institution, and give the work and appointments of the school an opportunity to speak for themselves.

Our record in the past is an enviable one. We now possess a reputation for thorough work and honorable dealings with our patrons, such as many another school would like to possess—a reputation of which we are justly proud. Our watchword has been, and ever will be, "Progress."

We pledge to our patrons our most earnest effort to advance their interests; and if you at any time decide to favor us with your patronage, you may rest assured that we will put forth our greatest efforts to advance your interests, not only while you are in the College as a student, but after graduation as well.

Address all communications to

ELLIOTT & McLACHLAN,
Principals.





AT THE **CENTRAL** COLLEGE,
BUSINESS STAFFORD, ONT.



W. J. ELLIOTT
PRESIDENT

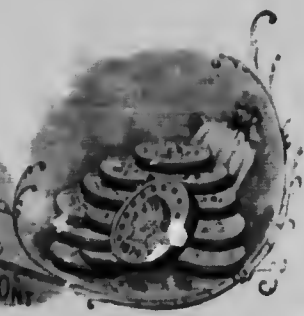


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OF
BUSINESS TRAINING.





AT THE **CENTRAL BUSINESS COLLEGE** STRATFORD, ONT.



D. A. MCLACHLAN
PRINCIPAL

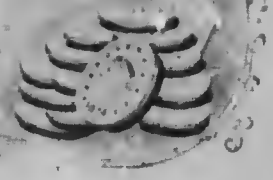


CANADA'S POPULAR SCHOOL
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Secure an Education
To
Secure the
World

AT THE **CENTRAL**
BUSINESS COLLEGE
STRATFORD, ONT.



BUSINESS EDUCATION

WE LIVE IN A BUSINESS AGE. It is an age of hustle and jostle, of close calculation and sharp competition. To-day the conditions are not the same as they were forty, twenty, or even ten years ago. The man who enters the commercial field to-day must possess the clear head and cool nerve that come from practical training in correct business habits. The modern business man must know how to do quickly, take just time enough to do well, and then on to the next task, if he would keep abreast of prosperity. What the great generals of commerce want to-day in their offices are men and women who are quick, accurate and trustworthy in special lines of work.

Commercial Course

Bookkeeping
Business and Legal Forms
Business Penmanship
General Correspondence
Commercial Arithmetic
Commercial Law
Spelling
Rapid Calculations
Actual Business Practice and Office Work
Wholesaling and Retailing
Commission and Banking
Manufacturing and Importing
Joint-Stock Companies

Shorthand Course

Isaac Pitman System of Shorthand
Touch Typewriting on all Leading Machines
Clear, Rapid Business Penmanship
Spelling
Dictation
Manifolding and Use of the Mimeograph
Business Forms
Letter-press Copying
Business Correspondence
General Office Practice



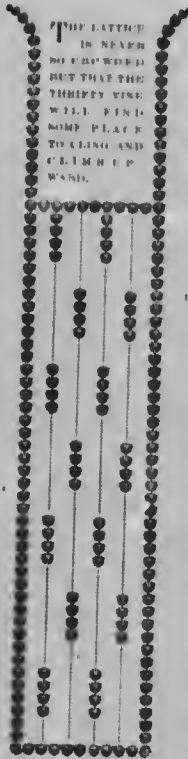
Secure an Education

AT THE **CENTRAL BUSINESS COLLEGE**, STRATFORD, ONT.



BOOKKEEPING

In this important branch which constitutes the framework of a sound business education, and which also teaches the sound principles of right, honesty and justice for mankind, we have made great advancements over the old methods by introducing in this department that which will lead to a thorough understanding of the underlying principles of the science of accounts. The idea carried out is to lay a broad basis and firm foundation of first principles in all that pertains to business work. In this department the subjects of Journalizing, Posting and taking Trial Balances are thoroughly and practically taught. The student is thoroughly drilled in the correct and practical use of that most important record, the Cash Book. He is taught practical methods of making Balance Sheets, and Closing Books in Individual, Partnership, Joint-Stock, or Corporation Business.



PRACTICE IN BOOKKEEPING

The methods used in this department are entirely practical, and of the same nature as the duties actually performed by a bookkeeper and business manager in a business house. The student is furnished a capital, and opens a set of books of the same forms and size as are suitable for a general merchandise business. He makes his deposit at the college bank, leases an office, and performs every duty that would devolve upon a person in actual business on starting a new business enterprise. He is supplied with every kind of commercial blanks of the same form and style as used in first-class houses. He orders goods from wholesale firms, which orders are filled promptly, and in due time he receives invoice, etc. This work is continued until he has become familiar with the leading books used in mercantile houses, and is able to draw up all common legal papers, contracts, etc. Every transaction is as real as any ever made in the marts of actual commerce. Every set of books is as different from every other set as are the books of business houses. No student can complete the work of this department and not be able to take charge of any set of books.

OFFICE TRAINING

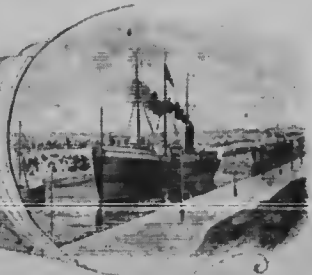
As soon as his progress calls for it, the student goes into the more advanced work, and enters the different business offices, including the Wholesale, Retail, Commission and Banking Departments. The students conduct the work in these offices, in each of which they transact business of various kinds, involving the use of important commercial documents of every description. They keep all the books and perform all of the intricate transactions of the various offices. No training could be more perfect.

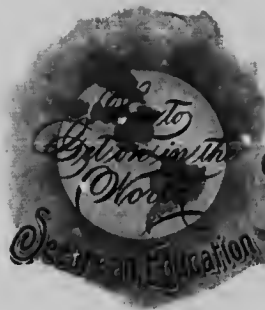
By this extended practice and daily test of their knowledge they become expert and self-reliant. This practical office training is of great value to men and women in every vocation of life, and it is an absolute necessity to all who wish to hold good office positions.

There is plenty of room in this broad land for ambitious young men. Real worth is, and always will be, the true measure of success, and he who enters upon the highway of business life with the proper "business training," and a determination to make the most of his opportunities, need have no fear for the future.

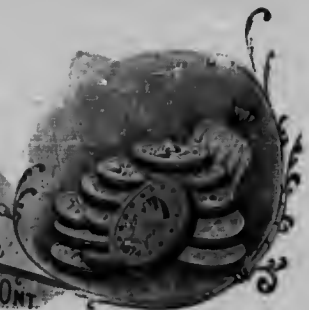


CANADA'S POPULAR SCHOOL OF BUSINESS TRAINING





AT THE **CENTRAL BUSINESS COLLEGE** STRATFORD, ONT.



Business Penmanship



TO BE a good penman, one must write neatly, plainly and rapidly. What system is followed matters little, provided these results are secured. The ability to write a good hand is one of the most satisfactory, as well as valuable, accomplishments a person can possess. No other single qualification will aid a student so much as good writing, in securing or holding a business position. There is a superior penman at the head of each department of this institution, therefore we are enabled to teach Penmanship, not only one hour per day during the class exercise, but continually, in connection with the practice of Bookkeeping. No scribbling or flourishing is allowed in this department. The plainer and less ornamental business writing is, the better. The work of each student is examined by teachers—expert penmen—who criticize mistakes and suggest improvements. Special blackboard exercises are given every day.

Model Business Forms.

1 2 3 4 5 6 7 8 9 0. a b c d e f g h i j
 k l m n o p q r r s t t u v w x y z
 A B C D E F G H I J K
 L L M N O P Q R S T U V
 W W X Y Z & Co. &c. @ \$ % & c
Good writing pays dividends for life.

Plain, Rapid Business Writing, as Taught at the Central Business College



CANADA'S POPULAR SCHOOL OF BUSINESS TRAINING.





This Beautiful Piece of Penwork was Designed and Executed in this College. We doubt if any other Business College on this Continent has Produced a finer Piece of Work. Many Handsome Productions of Ornate Penmanship Adorn the Walls of our College

How To
Get on in the
World
Secure an Education

AT THE **CENTRAL**
BUSINESS COLLEGE
STRATFORD, ONT.



CORRESPONDENCE

This is a very important branch of business education. The ability to write a neat, plain and concise business letter is an accomplishment which few persons ever acquire, unless by special training or long experience. To write a good letter requires accurate spelling, a knowledge of punctuation, capitalization, grammar and composition, neat and legible writing, and proper arrangement of the whole. This necessitates systematic training. A letter is first separated into its several parts, thoroughly analyzed, and its separate elements illustrated. Thus we have *heading, address, introduction, body, complimentary close and signature*, all of which must be properly arranged. After all the parts have been thoroughly analyzed, and are understood, the general arrangement is presented in the most symmetrical form. Models are then given of the various classes of letters, and students are required to write upon different topics, until they become familiar with the whole routine. For this work we use a special text-book, and regular class exercises in this branch are given, with ample illustrations upon the blackboard. The minutest details are set forth so plainly that none can fail to understand.

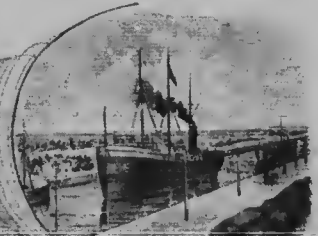
Thought and deed - not pedigree - are the passports to enduring fate.

S P E L L I N G

Every one knows that in order to meet with success in business a young man or woman must know how to spell correctly those words which are to be found in an ordinary business vocabulary. No person with sound judgment would expect to secure a position in a business office through the medium of a misspelled letter of application, and no person in a position of trust may hope to be free from necessity of occasionally writing letters upon which the welfare of the business may hinge. Through the entire course of study the instructors are on the alert to assist the student in this particular branch, while during a certain portion of each day we teach spelling in each department. When we inform you that we teach spelling we mean exactly what we say. We do not simply hear spelling, as is the custom in other schools. The instructor before the class goes over a list of words to be learned. The student is given the correct pronunciation of the word, and at the same time the meaning and uses of the word are fully explained. We try in every way possible to enable the student to get the proper conception of the word. On the following day the teacher tests the students on their ability to spell these words correctly and to give the proper meanings. Each student must keep a list of his misspelled words for future reference. On Friday we review the words taken during the week or the words misspelled by the students during the past few weeks.



CANADA'S POPULAR SCHOOL
OF
BUSINESS TRAINING



Commercial Education.
The attention of those who desire
thorough and practical preparation for
Active Business Life
is called to the advantages provided by the

CENTRAL BUSINESS COLLEGE, STRATFORD, ONT.

Bookkeeping, Commercial Law, Commer-
cial Arithmetic, Penmanship, English,
Correspondence, Business Methods, short
hand and Typewriting, &c. are taught
in the most direct and practical man-
ner, and in the shortest possible time.
Special attention is given
to locating its graduates in
Good Business Positions.

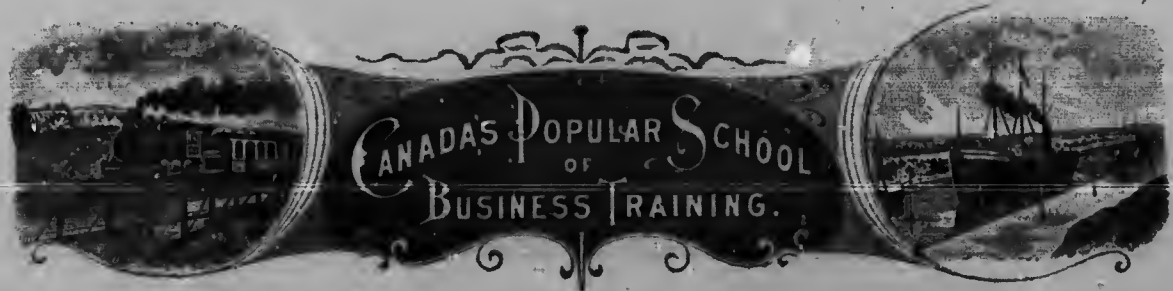


Commercial Law

Knowing that every person who owns, or is likely to own, property, or do business for himself or others (as all our students undoubtedly will), should have such knowledge of certain principles of Common and Statute Law that he will, in all business transactions, so understand his rights and privileges that he can claim them without hesitation, we make Commercial Law a part of our Course of Study. The student is thoroughly instructed in the law of Contracts and the law of Negotiable Paper, in all its varieties and modifications as regulated by our Statutes. The law of agencies, how created, different classes, their relation to the principal, authority, etc., are rendered familiar to the student. Then follows the law of Partnership, defining the rights and privileges of the individual partners; how bound by the acts of each other, etc. The law of Corporations is fully explained to the class; how Corporations are created, different classes, ordinary powers, etc. Guaranty and Surety; the laws affecting these are made clear to the students. Liens: the right of one man to attain possession of the property of another until payment is made, is discussed until understood. All law points relating to notes, cheques, drafts, receipts, etc., are thoroughly explained.

Business and Legal Forms

The young men and young women are carefully drilled in the origin, meaning and use of the various business and legal forms required for the conduct of commercial affairs, and the instruction is imparted by practical business educators who possess the double qualifications of being teachers of maturity and experience, and expert accountants as well. Among the large number of business papers and legal instruments with which the young people are thus thoroughly familiarized, are included notes, bank cheques, drafts, receipts, bills, invoices, statements of account, accounts current with interest, bills of exchange, principal notes with interest coupons, judgment notes, notes secured by collateral, shipping receipts, consignments, account sales, way-bills, contracts, bills of sale, deeds, mortgages, chattel mortgages, deposit slips, certified cheques, bonds, notices of protest, due-bills, certificates of deposit, certificates of stock, letters of credit, bills of lading, etc., etc., including, also, careful explanations upon the various methods of endorsement and transfer of negotiable paper, acceptance of drafts, presenting for payment, protesting in case of non-payment, certifying cheques, depositing in bank, issuing stock, transferring stock, making notes jointly and severally, issuing letters of credit, offering collateral security, dating paper ahead, etc., etc.





AT THE **CENTRAL BUSINESS COLLEGE**, STRATFORD, ONT.



BY ONE OF OUR FORMER STUDENTS



Business Arithmetic

No branch of learning affords better discipline in developing the reasoning faculties and sharpening the judgment than mathematics. It makes a subtle reasoner, keen thinker, and able financier. Those who have attained a perfect mastery of business arithmetic not only acquire the power to arrive at correct results with great dispatch, but are also able to solve great problems in finance and trade with far more readiness and accuracy than those whose minds have not been trained to exactness of thought and reasoning. The drill in this subject is therefore peculiarly comprehensive and practical, and the young men and young women are thoroughly schooled in problems involving the use of money, bills, invoices, and inventories; accounts, profit and loss; commission and brokerage; freight and storage; insurance, taxes; duties or customs; foreign invoices; general average; bankruptcy; computation of interest, bank discount and true discount; contracted methods for same; interest notes; problems in finding principal, rate of interest and time; comparison of simple, annual and compound interest; partial payments by mercantile rules; negotiable paper, liabilities incurred; presentment, protest and notice; days of grace and time of maturity; promissory notes; banks and banking; bank notes, deposits, discounts, accounts current and clearing house problems; par of exchange, sterling and nominal exchange; balance of trade; stocks and bonds; investments; dividends; present worth of bonds, notes, etc.; bonds bearing semiannual interest; rule for present worth; equating of payments; equating time for several amounts due, with different terms of credit; equating bills of sale, etc.; cash balance; account of sales; partnership and partnership settlements, including all computations that arise from the formation, continuance and dissolution of partnership relations; mensuration, etc., etc. "Short cuts" in calculations are presented to the students, and the young people acquire wonderful facility in dispatching business.

Rapid Calculations

Rapid calculation has come to stay. Business men demand it because the rush of business calls for it.

The first essential in computations is accuracy; the second, rapidly. "Quick and accurate at figures," reads the advertiser and the young man or woman who is deficient in that respect need not apply for the situation.

Rapid reckoning is a daily exercise in this institution, in which all the students of the Business Courses participate. The pupil is taught in this department just the kind of figuring that he would have to do in a bank or other business house, and business men who employ our graduates, instead of having to teach them, will find them good and valuable instructors.

Individual Instruction

is given in all branches, which is a great advantage. The progress of no student is retarded by the dullness or inattention of another. Persons who are, through misfortune or early neglect, deficient in any of the branches taught, will here find the best means to supply their wants, and should not, under any consideration, be influenced to stay away on account of such limited qualifications, as they will find many of their fellow students in a similar condition. It is never too late to make a successful start. No one except the teacher need be cognizant of your deficiencies.

Personal attention is a marked characteristic of our teaching. Each pupil is a unit; thus pupils who have been discouraged in other schools catch inspiration here and surprise themselves in their rapid progress.





AT THE **CENTRAL BUSINESS COLLEGE** STRATFORD, ONT.



Shorthand and Typewriting

Shorthand

We teach the revised Isaac Pitman's System of Shorthand. What is more, we teach it thoroughly. We make you a competent stenographer. Perhaps you think that all shorthand writers are alike. They are not alike—there are two distinct classes: the competent and incompetent. We are firmly convinced that the Isaac Pitman System is the best the world has ever seen. It is the oldest system, yet it is the newest system. It was the first invented and the latest improved. It is not hard to learn. It is easy to write and is most legible when written. The Isaac Pitman System is the Standard System the world over. It is the system authorized by the Department of Education for use in High Schools and Collegiate Institutes.

The Isaac Pitman System is used by the great Court Reporters of both Canada and the United States. Some people may tell you that other systems are just as good as Isaac Pitman's. Such statements are easy to make, but they have yet to be proven. Our record in the past has proven that we are ever on the alert and our courses are kept abreast with the times, and our patrons may rest assured that we would not be teaching the Isaac Pitman System of Shorthand if there was any better system in existence. We have heard of many other systems and we have investigated their merits, and these investigations proved definitely that the Isaac Pitman System is yet in a class by itself. It is decidedly the best, and that is why we teach it.



Touch Typewriting

"The touch system" of typewriting is taught in this school. It is sometimes called the "piano system," for the person learns the position of the keys on the typewriter the same as he would on the piano. The keyboard is mastered through carefully graded finger drills. The machine is operated without looking at the keyboard. This system has many advantages over the old system. The operator keeps his eyes on the matter being transcribed, and much time is saved which was formerly spent in finding and re-finding the place. The system not only saves time, but prevents errors which would otherwise be made.

Office Practice

Each shorthand student who reaches the desired standard of one hundred words per minute is given some practice in the College office, and no diploma is granted until the student can handle the correspondence of the College office satisfactorily. The student must remain in the office until his

work will stand the most rigid examination, some remaining for only a few days, while others for a much longer time. On account of this training, our graduates are competent to fill responsible positions immediately after leaving the school. The success of our shorthand graduates is assured, for they have practice not only in the shorthand and typewriting, but in office work as well.



CANADA'S POPULAR SCHOOL OF BUSINESS TRAINING.





A CLASS OF OUR SHORTHAND STUDENTS

THE RAPID GROWTH OF BUSINESS

The rapid growth of business and the modern demands of civilization have made it almost impossible for the young man or young woman to enter the commercial world without a knowledge of the art of shorthand. Many of the prosperous business men of to-day, and many men who hold responsible positions as heads of departments, began life as stenographers. Their work as stenographers in the office gave them an intimate knowledge of the business, and they rose to positions of greater responsibility because of that knowledge. The study and practice of this art give a training to the brain and hand scarcely equalled by any other study. He learns to do things rapidly and accurately, and thus becomes valuable to his employer. To the thousands of young men and women in this hright land of ours, it has come as a special benefactor, in lifting them from the comparative obscurity in which they have been placed, either through poverty or other unfortunate circumstances, to higher planes of life, and placing them in a position whereby they are enabled to enter upon a successful business career. To young women it has been the means of affording profitable and pleasant employment, opening to them many avenues of usefulness wherein they have achieved honor and success. The profession is peculiarly adapted to the employment of ladies, and they find no trouble in reaching the front rank among the practicing stenographers.



How To
Determine
Secure an Education

AT THE **CENTRAL**
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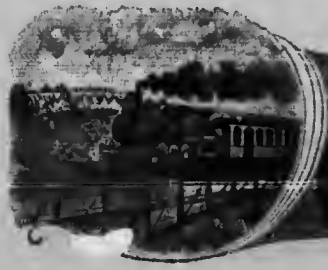
IS SHORTHAND HARD TO LEARN?

SOME may say shorthand is hard to learn. We wish to deny this statement in part, and we pause to ask, what would it be worth if it could be acquired without effort or time? Shorthand is not difficult to learn; on the other hand, it is easy, but it requires time to become proficient in its uses. One cannot expect to acquire a working knowledge of so valuable a profession without careful study and diligent practice. As to the time required, we can give no definite idea, as the adaptation, the previous training and education of the student have much to do with determining this matter. We can tell you how much work there is to do, but cannot tell you how long it will take you to do it, as no two laborers require the same amount of time to accomplish a given work. The course, as laid out in this institution, requires twenty-four weeks for a person of good education and average ability to complete. Some complete in less than six months, while others may require a longer time.

We have read in the catalogues of some schools advertising to teach shorthand and typewriting, that typewriting can be learned in two or three months. We know we are doing good work in typewriting, and our students are required to practice forenoons and afternoons. Our requirement for graduation is forty-five words to the minute from shorthand notes, and I have observed that many pupils reach a speed of one hundred and more, in shorthand, before they can do clean, accurate typewriting at the required rate of speed. Any shorthand school in which typewriting is made a subject of secondary importance invites the severest criticism and condemnation from the commercial world. The competent amanuensis must know her machine, must keep it tidy, and must know how to operate it skilfully, turning out pages of manuscript free from interlineations and erasures. The instructions to persons taking lessons on this mechanical writer is of necessity personal, and consist of exercises in manipulating the keys so as to facilitate and economize movements of the fingers and hands in producing uniform and accurate work, which by practice becomes profitably rapid. Capitalization and spelling, and exercises in writing words, sentences and lines, so as to produce the most rapid and accurate results, the care and management of machine, etc., are included in the course of instruction. By using carbon paper, several impressions may be made at one writing on the typewriter, and, by a cheap process of lithographing and other processes of duplicating, thousands of prints can be had. Typewriters are now used for much of the copying and letter-writing done in the offices of merchants, lawyers, manufacturers, mercantile agencies, etc. The possibility of writing three times as rapidly, making several copies at once, and the work as plain as print, are the principal advantages of this machine over the pen for certain kinds of writing. It should be borne in mind that we not only teach shorthand and typewriting thoroughly, but also *commercial correspondence, spelling, punctuation, capitalisation, business and legal forms, mimeographing, plain writing, letter-press copying, and many office details* that the stenographer is often called upon to perform. These are of great importance in connection with shorthand, and many times the keeping of a position will depend upon the ability to assist with part of the general office work.

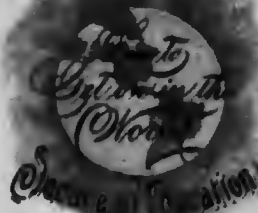
A TALK TO YOUNG MEN.

Young man, you will never know what opportunities the profession of stenography holds out to young men unless and until you have investigated. Do not think for a minute that stenography is monopolized by the fair sex. The good jobs—jobs that carry with them extra fine salaries—are largely filled by young men. This country wants young men stenographers for its work. Newspapers want stenographers for work in conventions and for formal gatherings. There is a great and never satisfied call for competent male stenographers. The young man stenographer should go into the field of stenography determined that he will become one of the leading lights of the profession. He wants to start out with the right preparation. He cannot acquire this in an inferior school. By going into an inferior college he runs the risk of acquiring slipshod stenographic habits that will forever bar him from great success in the stenographic field. He must learn the system which can be written rapidly and read accurately. He must get the best, and we have no hesitation in stating that the Isaac Pitman System, which is taught in this institution, is superior to any other system yet invented. Young man, if you know how to weigh facts, you must come to the conclusion that the Central Business College of Stratford has no superior in the Province.



CANADA'S POPULAR SCHOOL
OF
BUSINESS TRAINING.





AT THE CENTRAL BUSINESS COLLEGE, STAMFORD, ONT.



AN ADVANTAGE SELDOM CONSIDERED

One of the great advantages of a business college, as compared with high schools, is seldom considered by parents. It is the method of instruction by which each student progresses in accordance with his individual aptitude and industry, and is neither unduly hastened nor retarded in order to keep pace with his brighter or duller associates.

In the high schools the bright student is sometimes discouraged, and perhaps hindered by being held back, while the slow one is equally disheartened by being pushed forward. It makes no matter, either, how industrious the pupil may be; he gains no time, but he must follow the routine course, step by step, though his abilities would enable him to accomplish much more during the same period. The loss of time resulting from this method is self-evident.

Wholesale teaching has always been more or less a failure. The ideal method is one that prevails in well-organized business colleges, by which each student can progress at his own speed without reference to anyone else.

SOME PARENTS SAY: "I would send my son to a business college if I knew he would secure a good position."

We answer that he will never secure it without this or some other similar course of training. Get ready, and be ready for the emergency; circumstances and opportunities do not wait. Competent bookkeepers, penmen and stenographers are always in demand at remunerative salaries, when honesty, integrity and temperance unite with the qualifications. Thousands are to-day out of employment, because they have qualified themselves for nothing beyond unskilled manual labor.

Skilled labor, intelligent and cultivated minds and honest hearts are in universal demand, and at a premium.

SUCCESS IS OF YOUR MAKING

We believe that success lies within yourself, in your own ambition, in your own courage, in your own determination, in your own brain. Everyone must have his own success out of the block of opportunity. We want you to take yourself in hand and say earnestly and positively, "I will do all in my power to make occasions and improve them. With all I am, or have, or know, I will go at the business of getting good results. I will start at something immediately." Please remember that you must start at the bottom of the ladder, you must walk before you can run, you must learn the alphabet before you can plunge into rhetoric. The fellow who is making the best of a small position is doing better than the fellow who is making a botch of a better one. "Success is of Your Own Making" and you should decide now that you will land it. Every week we are receiving positive proof that the young man or the young woman who is well trained for a business career can succeed. Investigate fully the merits of this institution and learn how we train and locate hundreds of young men and women with prominent business houses and in the leading commercial schools throughout the country.

BE CAREFUL! Education, it should be remembered, relates to a lifetime; it is not like a suit of clothes, which, if unsatisfactory, may be improved upon at the next purchase.

None but the best of colleges should be patronized. As to our claims, we invite criticism, inquire into our standing, inspect our institution. Refer to our graduates. Having done so, we are willing to abide by your verdict as to whether or not our college is of the highest standing, and our corps of instructors experienced men, competent for their chosen work.

WORKMANSHIP THAT PAYS! Half-finished work will do for amateurs. People who pay for a thing demand thorough work. When you have entered the world of trade you have entered a world where tenderness and charity and personal interests are foreign relations. Not "for friendship's sake," nor "for duty's sake," nor "for chivalry's sake," runs the great rallying cry of this busy world—but "for value received." Education has manifestly a double purpose: to enable the individual to gain a livelihood and to make life worth living.

THE ROAD TO SUCCESS is at your feet; it begins where you are at this moment reading this catalogue



CANADA'S POPULAR SCHOOL OF BUSINESS TRAINING



*Study
 System in the
 World*
 Secure an Education

AT THE **CENTRAL**
BUSINESS COLLEGE
 STRATFORD, ONT.



SHOWING INTERIOR OF COLLEGE OFFICE

OUR FACULTY

When we speak of the superiority of our college, we refer not to its handsome home, its splendid furnishings and complete material equipment, or its carefully planned courses of training, though we have just reason for self-congratulation in these advantages; we refer rather to the efficient staff of experienced instructors that compose our teaching force. The management of this college demands as the qualifications of its teachers, character, scholarship and aptness to teach. We could save many dollars yearly if we were to hire cheap teachers, but we believe in having our school up to the highest standard of excellence, therefore we have the best teachers that money can hire. We always try to have more teachers for the number of pupils enrolled than any other business college in Canada. We are confident that our college affords to the ambitious youth, in the personnel of its faculty, an educative force unexcelled by any other business school in the Dominion.

We employ the best teachers, and use the Sir Isaac Pitman System, the best the world has ever seen.



CANADA'S POPULAR SCHOOL
 OF
 BUSINESS TRAINING.





FARMERS OF TO-DAY MUST BE BUSINESS MEN

The farmer of to-day must have a business education if he wishes to attain the greatest success on the farm. Many young men think that they do not need a business education unless they purpose moving to the city. This is a false view of education and the requirements of correct farming. The farmer of to-day requires to have methods, system, and correct business plans if he wishes to meet with the greatest success. To secure good crops is one thing; to get them converted into the greatest amount of cash is another. There are more failures caused by poor management than by poor crops.

We have made special provisions in our school for the benefit of farmers' sons who patronize our school during the winter months. They handle a regular set of books designed for farm use, and also a creamery set explaining fully that line of business as conducted by a Joint-Stock Company. We also give lectures on the use of notes, cheques, drafts, and other familiar commercial papers. In brief, we have so many farmers' sons with us during the winter months that our courses have been specially prepared to advance their interests. Many farmers' sons have informed us that the instruction on Commercial Law is well worth the full tuition price. We ask farmers' sons to investigate this matter carefully. If you do, you will be convinced that the outlay necessary for the short term during the winter months in the C. B. C. is small compared with the great benefit received.

Stratford is a Healthful City

Stratford is the highest city or town in old Ontario. Here is a list of some of the important cities in Ontario, and their altitudes:

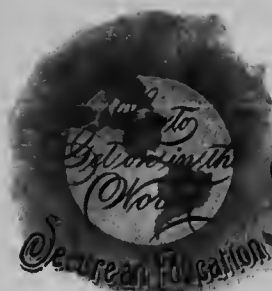
| | |
|------------------|-------|
| Ottawa | 220 |
| Toronto | 300 |
| Hamilton | 330 |
| Chatham | 600 |
| Goderich | 730 |
| St. Thomas | 750 |
| London | 800 |
| STRATFORD | 1,200 |

This is one reason why Stratford is one of the most healthful places in the Province. The air is pure, and the city water is equal to the best found in Canada. Very few cities in Canada or United States are so healthful as Stratford.

Does an Education Pay?

- Does it pay an acorn to become an oak?
- Does it pay to fit one's self for a superior position?
- Does it pay to open a little wider the door of a narrow life?
- Does it pay to make life a glory instead of a grind?
- Does it pay to know how to take the dry, dreary drudgery out of life?
- Does it pay to push one's horizon further out in order to get a wider outlook and clearer vision?
- Does it pay to learn how to center thought with power, how to marshal one's mental forces effectively?





AT THE CENTRAL BUSINESS COLLEGE STRATFORD, ONT.



Commercial

**Get
the
Best**

A business education makes young people familiar with the duties required of them in the business world.

The ignorant are crowded to the wall to make way for live, active young men and women who possess the keenness of intellect resulting from a practical education.

The acquirement of a business education is the best investment a young person can make. It produces immediate and gratifying returns.

Practical knowledge is in demand, but the price paid for it by business men depends upon its quality.

Business education makes young people self-supporting, and enables them to lend a helping hand to others.

A business training is an aid in every sphere of effort and in every walk of life, but the training must be first-class. There is no other way in which you can prepare to earn a living in so short a time, than by securing a practical education.

The business world is full of tempting opportunities for the earnest, energetic, educated and persevering.

A broad and liberal training involves a greater outlay of time and money at the start than a less extensive one, but the thoroughly equipped young man is enabled to fill a better position and command a better salary than would be possible if his qualifications were less complete.

**It
Always
Pays**

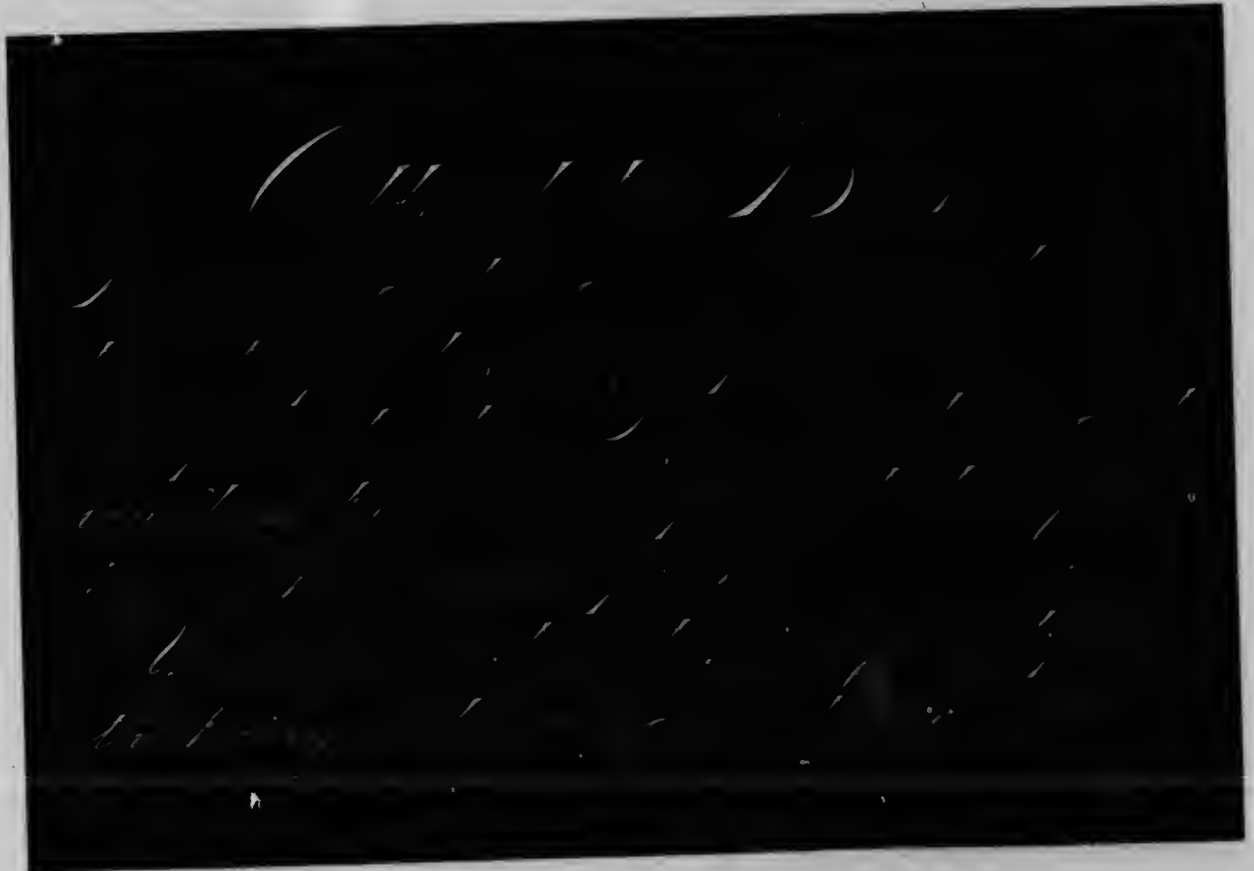
Our College Gives More and Better Education than It Promises

Education



Time Required

To the question, "How long do you think it will take me to complete the course?" we can only answer that it depends upon your previous school training, your ability, and, more than all, upon your application. If you will enter upon your duties with us determined to make the best use of your talents, both in and out of the college, we can graduate you in the shortest possible time consistent with thoroughness. Experience has shown us that senior students from high schools and ex-teachers of public schools can complete the work of our commercial department in about six months; but for the ordinary student who has passed through the public schools, ready for the entrance examination, we find that some require a little more than six months. We offer no statements to lead you to believe that you can become competent in either line of work in a month or two, but state the above facts entirely from experience, and while other schools may claim to graduate you in three, or at most four, months, we say they cannot possibly do so, if they give you the thorough and complete course we offer. In our shorthand department we find that our best students master the subjects in this course for graduation in five or six months. We believe six months is not too long a term to spend in order to become an expert Amanuensis, capable of discharging all the duties pertaining to clerical work. Students who spend a year in our college may be able to secure two diplomas by graduating from both departments.



Go To
Business in the
School
Secure an Education

AT THE **CENTRAL**
BUSINESS COLLEGE,
STRATFORD, ONT.



SITUATIONS & **How Can I Obtain a Situation?**



Just four words answer this question—**PREPARE YOURSELF FOR ONE.** The cities and towns are full of situations. Show your employer that you can fill one, and you will experience no further trouble. Getting a place is a matter of very small importance as compared with keeping it and advancing in it. "Influence" may obtain for you a dozen positions, but you will end where you began unless you have the requisite qualifications. It is wise, however, to get your education in a school that you know can help you to a position.

VALUE OF BUSINESS EDUCATION

OPPORTUNITIES! What are they? To some they are the "chances of life"; to others, "openings made by Providence." One man says, "I never have an opportunity," while another asserts, "I make my opportunities." The ambitious youth anticipates them in his wishes, and calls, "Give me a chance." The truth is that the pathway of life is full of opportunities for good or evil, fortune or misfortune, wisdom or folly; but too often the evil, the misfortune, the folly, is chosen through ignorance of **PRactical** things. How many people assert, "I know a good thing when I see it," and yet they are the very people who do not know how even to recognize the "opportunities," "the good things," the vantage points of life, when presented to them.

Where one man is needed in the professions, a thousand are wanted in the great army of the business world.
For honest, intelligent work in **EVERY** business, whether of the professions, agriculture, or the mercantile trades, a good, practical education is demanded.

THINK OF THIS

A young man may take a course in a medical college, and his time, labor and money be wasted because he is not suited for a doctor. He may educate for any one of the professions and be a failure, but he cannot go through life without having business relations with his fellow men. He must buy and sell, hence he must utilize a business education.

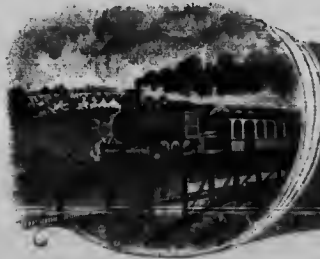
OUR STUDENTS SPEAK WELL OF US

Young men who desire to learn up-to-date business methods should decide to attend the Central Business College of Stratford. This institution is centrally located and the courses taught are thoroughly practical. The teachers are conscientious, painstaking men. Hundreds of graduates are now enjoying splendid positions as teachers, bankers, bookkeepers and stenographers. I know many of the students personally, for the Y.M.C.A. has special rates for the C.B.C. students, and a large number are enrolled with us each year. These all speak in the highest terms of the management and the staff.
J. W. WARD, General Secretary, Y.M.C.A.

BUSINESS EDUCATION FOR LADIES

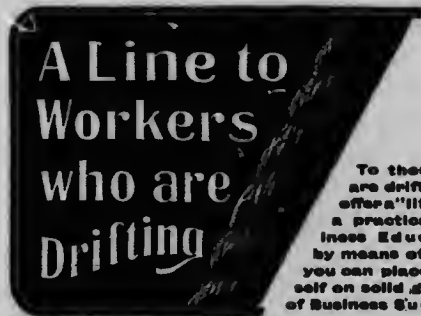
Within the past few years there have been many positions of trust open to women which were formerly held by men only. The hundreds of ladies who are at present holding important positions in business, and the satisfaction they are giving, prove that they are eminently fitted for office work. Many business houses prefer ladies for bookkeepers, stenographers and typewriters, to young men, giving as a reason that they are, as a rule, more accurate in their work than the average man, and their influence gives to an office a neatness of appearance that cannot be found where only men are employed. Ladies can enter our college and pursue their course with the assurance that everything will be done to make their stay both pleasant and profitable, and that they can secure equal advantages with the young men.

A Modern School with modern appointments, where business is taught as it is practiced in the best business houses, and young men and young women are thoroughly fitted to fill profitable business positions.



CANADA'S POPULAR SCHOOL
OF
BUSINESS TRAINING.





To those who are drifting we offer "lifeline," a practical Business Education by means of which you can place yourself on solid grounds of Business Success.

Which Will Win?

Occasionally we hear people say they can get along without a business education. We believe they can. Not many years ago everybody got along without a business education, and a few years further back they got along without the steam engine and the railroad train. It would be hard for the world to get along without the railroad train today. The man who says he can get along without the business education is like the man who does not need the railroad train because he can walk. The man without the practical education is travelling on foot, while his competitor, who completed a course in an up-to-date business college, like the C. B. C., of Stratford, is travelling on the fast-flying train of progress. Which of the competitors do you think will win the race?

Salaries

Some of our students start as low as \$5 or \$6 a week. Others get from \$45 to \$60 a month. This year we have several offers for graduates, and the salaries offered range from \$5 a week to \$1,200 per annum. It is not what one gets at the start that should be considered, but what will be received in after years. Many of our former students are now in receipt of incomes ranging from \$1,500 to \$5,000 per annum.

INVEST YOUR MONEY IN EDUCATION

But Invest It in a Strictly
FIRST-CLASS SCHOOL

This is one instance of "how money grows": One of our former students who got our course of training up in first-class shape secured a situation at Sixty dollars a month when he left our college. The next year he got a salary of Nine Hundred Dollars; the following year, Eleven Hundred Dollars; next he got Thirteen Hundred Dollars; and last year he got Fifteen Hundred Dollars. This year he is getting Sixteen Hundred Dollars. This clearly demonstrates that it is wise to get a business education. This is only one instance, but we could give hundreds of others.

Not "Pull," But Work.

So many of the young men have the idea that good positions can only be secured by luck or "pull," that we take space to give you a clipping from a letter which we recently received from Mr. Mat. Murray. Mr. Murray came to us from near Embro, in Oxford County, and spent six months in our class of 1902; four years later was earning the handsome sum of \$5,000 per annum. In part this is what he says:

"I am sure that I cannot say enough for the Central Business College, of Stratford. I find that the training I received from you helps me out in many cases, and to it is due my great success. I am sure that you can always bank on me as being one of your most grateful students. I am glad to hear that your college is prosperous, and am sure that it will always succeed, for you have the correct system and a competent staff of instructors. I take this opportunity of informing you that I got my present position through hard work, and not through any "pull."

You may state that you can never earn such a salary. You do not know what you would earn if you had a proper training. One thing sure, you will never earn a good salary if you do not prepare yourself. Some people thought Mr. Murray was unwise in renting his farm in order to attend the C. B. C. We do not think so; do you?

No Trouble This Time in Getting a Position.

I take this opportunity of telling you that after completing a course in a business college which claims to be a good one, I was for several months without a position. I then decided to review my work for three weeks in the Central Business College, of Stratford, in order to secure their assistance while in search of a position. I am glad to be able to state that the Principal of the C. B. C. had no trouble whatever in securing for me an office situation. To any person contemplating a business course, I would say, "It pays to attend a school that has influence in the business world."
CORA COLE.



How to
Succeed in the
World
Secure an Education

AT THE **CENTRAL**
BUSINESS COLLEGE
STRATFORD, ONT.



A GROUP OF OUR STUDENTS

Who Should Take a Business Course?

We answer, EVERY ONE. Who will not have business to transact? Who will not be benefited by acquiring the ability to write a neat, rapid business hand; by improving his spelling, acquiring a knowledge of accounts, becoming quick at figures, becoming familiar with the principles of commercial law, and increasing his knowledge of punctuation and the construction of sentences? In these days of commercial activity, a business education is a necessity for all. A classical education is desirable, but a business education is indispensable.

We have been informed that eighteen of the leading officials of the great Canadian Pacific Railroad started out in railroad work as stenographers.

A Few Words to Those Whose Education is Deficient

Some young men think that their education is so deficient that they will not be admitted to our school. This school gives the man with limited means and deficient education a chance. If you have neglected school in early life, or have not had the opportunity to attend long enough, you will find here just the institution which can meet your case to perfection. You will find teachers who will be patient with you and will put forth every effort to meet your special requirements.



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OF
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How To
Succeed in the
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Secure an Education

AT THE **CENTRAL**
BUSINESS COLLEGE
STRATFORD, ONT.



BEST PROOF OF SUPERIORITY

There is a vast difference between an unsupported assertion and a demonstrated fact. Other Colleges may say they get applications of this kind, but why do they not give the names of the colleges? Ask to see the applications the day you enter our school. We give below the names of some business colleges that have applied to us for commercial and shorthand teachers. Some have written two, three, or four times to us for teachers.

Bliss Business College, North Adams, Mass.
Haverhill Business College, Haverhill, Mass.
Schissler College of Business, Norristown, Pa.
Rutland Business College, Rutland, Vt.
International Business College, Ft. Wayne, Ind.
Bay City Business College, Bay City, Mich.
Vermont Business College, Burlington, Vt.
Detroit School of Business, Detroit, Mich.
Miles College, Detroit.
Rider Business College, Trenton, N. J.
Elyria Business College, Elyria, Ohio.
Cornwall Business College, Cornwall.
St. John Business College, St. John, N. B.
Tacoma Business College, Tacoma, Wash.
Tampa Business College, Tampa, Fla.
Duluth Business University, Duluth, Minn.
Coatesville Business College, Coatesville, Pa.
Brockville Business College, Brockville.
Doric Business College, Orange, N. J.
Woodstock Business College, Woodstock.
Jean Business College, Pt. Huron, Mich.
Fitchburg Business College, Fitchburg, Mass.
Willis Business College, Ottawa.
Call's Business College, Pittsburg, Pa.
Brown Business College, Bridgeport, Conn.
Bryant & Stratton Business College, St. Louis, Mo.
Kiest's Business College, Waterville, Me.
International Business College, Port Huron, Mich.
Spencerian Business College, Milwaukee, Wis.
Metropolitan Business College, Cleveland.
Goldey College, Wilmington, Del.
Albany Business College, Albany, N. Y.
Caton's Business School, Buffalo, N. Y.
Woonsocket Business College, Woonsocket, R. I.
The Bliss Business College, Saratoga, N. Y.
International School of Business, Concord, N.H.
Spokane Business College, Spokane, Wash.
Bliss Business College and School of Shorthand, Keene, N.H.
The Model School, Cleveland, Ohio.

Strayer's Business College, Baltimore, Maryland.
University Business College, Appleton, Wis.
Bath Business College, Maine.
National School of Business, Concord, N.H.
Institute Methodiste Franciscane, Montreal, Que.
Wisconsin Business College, Sheboygan, Wis.
Lima Business College, Lima, Ohio
Olmstead Business College, Hartford, Conn.
Metropolitan Business College, Milwaukee
Davis's Shorthand School, Erie, Pa.
New Brunswick Business College, New Brunswick, N.J.
Rochester Business College, Rochester, N.H.
Racine Business College, Wisconsin
Pittsburg Academy, Pittsburg, Pa.
Wood's Seventh Avenue School, New York, N.Y.
Elliott Business College, Toronto, Ont.
Try-State Business College, Toledo, Ohio
Union Commercial College, Charlottetown, P.E.I.
Michigan Business and Normal College, Battle Creek, Ohio Business College, Cleveland, Ohio [Mich.
Palme Business College, New York, N.Y.
Peterborough Business College, Peterborough, Ont.
Metropolitan Business College, Ottawa, Ont.
Newbury Port Business College, Newbury Port, Mass.
Lynn Business College, Lynn, Mass.
Banks Business College, Belfast, Me.

CLIPPINGS FROM RECENT LETTERS OF APPLICATION FOR COMMERCIAL TEACHERS

From Pittsburg Academy, Pittsburg, Pa.

Dear Sirs:—In answer to your favor of May 15, I wish to say that we have a number of lady teachers on our faculty, who receive \$1000.00 a year or better, so that there is every opportunity for any ambitious young women who may become associated with us.

If any of your teachers in training wish to make application, have them do so at once, as we wish to complete our faculty for next year.

Yours truly, E. T. Overend.

From Albany Business College, Albany, N.Y.

We would like a male teacher, between 25 and 35 years of age, who has had practical experience as a teacher and a preliminary preparation for his work. We are willing to pay from \$1000.00 to \$1400.00 a year, and the place is a permanent one for the right party. The position is entirely shorthand work.

Respectfully yours, Carnell & Hoyt.



CANADA'S POPULAR SCHOOL
OF
BUSINESS TRAINING



How To
Get in the
World
Secure an Education

AT THE **CENTRAL BUSINESS COLLEGE**
STRATFORD, ONT.



EVIDENCE OF HIGH-GRADE TRAINING

WE GIVE HERE THE NAMES OF SOME OF OUR FORMER STUDENTS, AND SHOW THE SPLENDID POSITIONS THEY SECURED AS TEACHERS IN BUSINESS COLLEGES AFTER HAVING TAKEN A COURSE. MANY OF THESE POSITIONS WERE SECURED FOR THEM BY US.

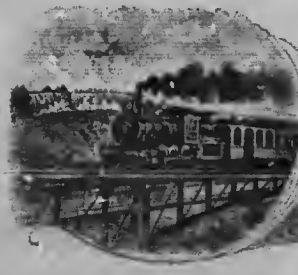
What we have done for others we can do for you



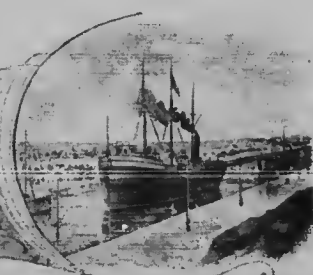
Decide to-day Now!

- O. U. Robinson... Teacher, Albany Business College, Albany, N.Y.
- George Robertson... Peterborough Business College, Peterborough.
- William Moore... Business College, Winnipeg.
- Miss E. Macfarlane... Young Women's Business Institute, New York.
- Miss E. McKinney... Brockville Business College, Brockville.
- P. Bradshaw... Central Business College, Stratford.
- W. C. McCarter... Principal, Duluth Business University, Duluth.
- A. J. Park... Wausau Business University, Wausau, Wis.
- C. L. Stone... Teacher, Minneapolis School of Business, Minneapolis.
- W. Passmore... Central Business College, Stratford.
- Frank James... Business College, South Bend, Indiana.
- H. W. Hemstreet... Dubois Business College, Dubois, Pa.
- R. Gillespie... Principal, Bay City Business College, Bay City, Mich.
- D. Fitzpatrick... Teacher, Bliss Business College, North Adams, Mass.
- R. N. Epplett... Bridgetown Business College, Bridgetown, N. J.
- H. S. Pinkham... B. & S. Business College, St. Louis, Mo.
- C. Smith... Wood's College, Brooklyn.
- W. Tomson... Bryant & Stratton Business College, St. Louis.
- J. J. Watson... Bay City Business College, Bay City, Mich.
- A. P. Gibson... Principal, Woodstock Business College, Woodstock.
- A. Thompson... Teacher, Listowel Business College, Listowel.
- D. McIntosh... Principal, Dover Business College, Dover, N.H.
- W. McTavish... Teacher, Saratoga Business College, Saratoga, N.Y.
- W. Mehan... Bryant & Stratton Business College, Buffalo.
- M. Henderson... Central Business College, Toronto.
- W. J. Brownell... Detroit Business College, Detroit, Mich.
- L. C. Lanning... Principal, Kist's Business College, Waterville, Me.
- Adam Kalbfleisch... Teacher, Ft. Wayne Business College, Ft. Wayne, Ind.
- J. W. Donnell... Meadville Business College, Meadville, Pa.
- C. L. Newton... Willis Business College, Ottawa.
- W. E. Brown... Principal, Galt Business College, Galt, Ont.
- D. W. Frazier... Teacher, Rider, Moore & Stewart R. Coll., Trenton, N.J.
- J. C. McFarish... Haverhill High School, Haverhill, Mass.
- E. A. Evans... President, Ft. Wayne Business College, Ft. Wayne, Ind.
- E. L. McCain... Teacher, Westbrooke College, Utica, N.Y.
- R. A. Kells... Principal, Kell's Shorthand School, New York City.
- H. M. Kenney... Formerly Principal Woodstock Business College.
- O. K. Stephenson... Teacher, Brockton Business University, Brockton, Mass.
- C. Heipel... Principal, Nashua Business College, Nashua, N.H.
- C. S. Jackson... Teacher, Jamestown Business College, Jamestown, N.Y.
- Wm. Hall... Business College, Berlin.
- Gess. A. Clarke... Methodist Institute Francais, Montreal.
- J. Gilliland... Call's Business College, Pittsburg.
- J. Bowden... Elliott Business College, Toronto.
- W. Hilliard... Elliott Business College, Toronto.
- A. P. McCarrroll... Brockton Business University, Brockton, Mass.
- Leslie C. Elliott... Huntsinger's Business College, Hartford, Conn.
- J. J. Ross... Central Business College, Stratford.
- A. Daviland... Ohio Business College, Cleveland.
- H. A. Young... Metropolitan Business College, Cleveland.
- A. Henderson... Central Business College, Stratford.
- S. D. Smith... Willis Business College, Ottawa.
- A. Fisher... Central Business College, Winnipeg.
- Lillian Agnew... Central Business College, Stratford.
- Ethel Waterman... Pittsburg Academy, Pittsburg, Pa.
- W. H. Bell... Central Business College, Stratford.

WE could give many others. Have you ever seen lists like this published by other schools? Is not this positive proof that our courses are strictly first-class? Remember that all students who enter our school get the same training as those preparing for teaching in business colleges. Is it any wonder that our students get excellent positions as bookkeepers, stenographers, shipping clerks, invoice clerks, cashiers, bank clerks, etc.? No wonder at all, because they get the best training here that can be had in this country. When may we expect you as a student? Follow the thousands of others we have trained and you will follow in the footsteps of some of the smartest students ever sent out by Business Colleges.



CANADA'S POPULAR SCHOOL OF BUSINESS TRAINING





HERE IS
A
Record 
FOR
One Month

These colleges applied to us for commercial or shorthand teachers. This is our best record for one month:

- JUNE 1—From Rutland Business College, Rutland, Vt.
- " 5—From Cornwall Business College, Cornwall, Ont.
- " 6—From Bliss Business College, North Adams, Mass.
- " 10—From Bay City Business College, Bay City, Mich.
- " 10—From Isaac Pitman & Sons, New York City. (Notified us regarding two vacancies for commercial teachers in High Schools, one in Pennsylvania, the other in New Jersey.)
- " 12—From Albany Business College, Albany, N.Y.
- " 13—From Fitchburg Business College, Fitchburg, Mass.
- " 16—From International Business College, Fort Wayne, Ind.
- " 16—From Haverhill Business College, Haverhill, Mass.
- " 18—From Dean Business College, Port Huron, Mich.
- " 19—From Davis Business College, Erie, Pa.
- " 20—From South Bethlehem Business College, South Bethlehem, Pa.
- " 24—From Banks Business College, Belfast, Me.
- " 24—From Kiest's Business College, Waterville, Me.
- " 26—From Elyria Business College, Elyria, Ohio.

We doubt if any other business college, either in the United States or Canada, has been asked to fill as many positions of this kind in one month.

TESTIMONIALS....

The Central Business College is so favorably known throughout the Province for the thoroughness of its work and the success of its students, that it is scarcely necessary for us to print testimonials. We will, however, give space to a few testimonials of ex-public school teachers. They are surely good judges as to the merits of a school. Read them carefully, and see the tone of satisfaction running through them.

A Huron Teacher—After a course in the Central Business College, Stratford, I can say that the teachers in both the commercial and shorthand departments are competent and painstaking. The institution is certainly a live school, where excellent work is done.
K. MCLELLAN, Stratford.

Miss McLellan is now Commercial Specialist in Toronto Junction High School. Before taking her course with us she taught in Goderich Collegiate Institute.

A Lambton Teacher—After teaching in a public school for three years, I decided to try a course in the business training. I determined to attend the best college I could find, and after a careful investigation I decided to go to the Central Business College, Stratford, Ont. Q During the term I spent there I felt that Mr. Elliott and his able staff of teachers did their utmost for my advancement, and I can honestly advise anyone desirous of a thorough, practical and up-to-date business course to consider their own interests by attending this school. Q Six weeks after leaving the College I secured a good position as bill clerk with the Cleveland Twist Drill Co., of Cleveland, Ohio, at a salary far beyond the average public school teacher. Q To the teaching

profession, and the public generally, I can highly recommend the Central Business College, of Stratford, Ont. Wishing it continued success, I am,
Yours truly,
ALBERT J. PARK.

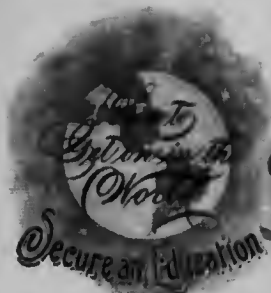
Within a few months after taking the position in Cleveland he went to North Adams Business College, as commercial master, a position we helped him to secure. He is now principal and proprietor of Woonsocket Business College, Woonsocket, R.I.

An Elgin Teacher—Being a graduate of the Central Business College, Stratford, and having served on the staff for several years, I feel that I am in a position to speak authoritatively regarding the merits of this school. Q The graduates of the C. B. C. are qualified to fill the very best positions, and no difficulty is experienced in finding such positions for graduates. Q I would strongly advise all who desire a business education to attend this school, especially those who wish to fit themselves for commercial teaching, for I have found that, among school owners and others who employ commercial teachers, the graduates of the C. B. C. are classed A1.

A. HAVILAND,
(Formerly of West Lorne, Ont.)
Mr. Haviland is now principal of Ohio Business College, Cleveland, O.

A First-class Business Education is the Ladder by which many Ascend to the Heights of Success





AT THE **CENTRAL** **BUSINESS COLLEGE** STRATFORD, ONT.



ACKNOWLEDGMENT

We desire to acknowledge our indebtedness to the very large number of graduates and friends of our school who send us pupils or speak favorably of our work. Their words of approval and their direct efforts for the increase and upbuilding of the college are not unnoticed by us, and are remembered with the greatest gratitude.



ALL GRADES OF EDUCATION

We admit pupils who have left the public school when in the third or fourth book. We admit pupils who have passed the entrance or public school leaving examinations. We admit students who have spent a term or two in high school, and we admit students who hold third-, second- or first-class certificates. Occasionally we find that a pupil who has never passed the entrance will do better work than one who has been in a high school. Come to us with your present education, come with a determination to work while you are here, and we will promise that you will succeed if you will only do your part. We will do our part to the best of our ability, and in after years you will state that the day you decided to attend our college was the day you stepped on the first rung of the ladder of success.

How to
Get on in the
World
Secure an Education

AT THE **CENTRAL BUSINESS COLLEGE**
STRATFORD, ONT.



A BRUCE TEACHER

*From the Algoma Commercial Company, Limited,
Sault Ste. Marie, Ont.*

After teaching in a public school for a period of three years, I decided that the teaching profession did not hold out the inducements equal to those of a good commercial education. Accordingly, I determined to take a business college training, and after securing catalogues from all the leading business colleges in Ontario, I decided to enter the Central Business College, Stratford. Here I obtained a thorough six months' training in both commercial and shorthand courses, during which time I found the Principal and his staff both anxious and willing to do their best for their pupils. The staff is a very efficient one, and spares no pains in seeking to advance the students of the college. In two weeks after obtaining my diploma, I had secured a good position, and had doubled my former salary. To anyone contemplating a business course, I would strongly recommend the Central Business College as a thorough and up-to-date college.

Yours very truly,

G. W. HARNWELL,

Formerly of Kincardine.

Mr. Harnwell's salary now is \$1,800 per annum.

**VALUE
FOR VALUE**

All young men and young women who will enroll at this institution and work as hard for their own interests as the instructors will work to aid them, will not only be well repaid, but exceedingly well satisfied, and at the same time assured of the best course of instruction to be obtained. Not only will they get the most practical training along practical lines, and from a practical standpoint, but the benefit of that all-essential quality, experience—born from the teacher's active experience in school work—doing the kind of work that they are teaching. It is the aim of everyone connected with this institution to give value for value, and we modestly and honestly state that we believe that one dollar paid to us is equal to a greater amount paid elsewhere. It is our earnest desire to promote the student's interests, and to obtain the best possible results that painstaking, individual and practical instruction will produce, so that when the students complete the course here and go to work in an office, they will find that their work will be along the same lines as their training has been, and the methods exactly the same.

AN OXFORD TEACHER

It is with pleasure that I am able to testify to the excellence of the course given by the Central Business College of this city.

Four years ago I left the teaching profession, feeling that there was more room for advancement in the commercial line, and in order to prepare thoroughly for this work, attended the above-mentioned school, as it seemed to me to be one of the best, if not the best, in the Province. On completing my course a situation was secured for me by the Principal of the College, without trouble, as the demand for their graduates always greatly exceeds the supply. Have held this position for nearly four years, and now MAKE THREE TIMES AS MUCH AS WHEN TEACHING.

There is no doubt but that a thorough business course helps any young man or woman greatly in entering the commercial world, and there is no doubt that the best place to get such a course is at the Central Business College, of Stratford.

FRED STROBRIDGE.

Mr. Strobridge, formerly of Ingersoll, is now bookkeeper for Stratford Wholesale Clothing Co.)

A MIDDLESEX TEACHER

Holding a Normal School Certificate, as well as a High School First-class Certificate, I was engaged as principal of a graded school, thus drawing a salary somewhat above the average received by public school teachers. I found, however, that even then the financial outlook was rather dull, and decided to take a business course. Having frequently met with persons from various parts of the Province who had taken a course in the Central Business College, of Stratford, and finding that they invariably spoke in high terms of that institution, I sent for a Catalogue and decided to attend. I found the teachers able and willing to assist me, and the course practical and thorough. After completing the business course I took the shorthand course, and after six weeks' training as assistant teacher, the Principal secured for me my present position. I find the work much more remunerative and congenial than public school teaching, and I believe no other business college in the Province has so many public school teachers in attendance as the C.B.C., of Stratford. I take pleasure in recommending the Central Business College, of Stratford, to anyone desirous of taking either a business or a shorthand course. With best wishes for the future success of your school, I am,

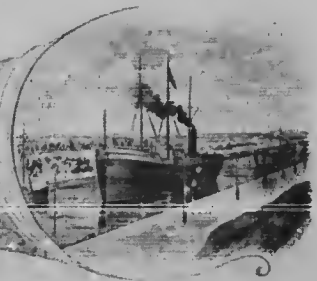
Yours sincerely,

W. E. BROWN.

Formerly of Metropolitan Business College, Ottawa; now Principal Galt Business College.



**CANADA'S POPULAR SCHOOL
OF
BUSINESS TRAINING**



How to
Get on in the
World
Secure an Education

AT THE **CENTRAL BUSINESS COLLEGE**,
STRATFORD, ONT.



**Telegraphy
Course**



The Telegraphy Course includes:

- Telegraphy,
- or
- Practical Operating,
- Care of Instruments,
- Lines, Etc.,
- Penmanship,
- Spelling,
- Correspondence,

or speaking generally, everything necessary to make one a practical operator.

We use the most improved style of Relays, Sounders, Keys, Switchboards, etc; the same patterns and quality of instruments used by the most thoroughly equipped railways.

A REMARKABLE DEMAND FOR TELEGRAPH OPERATORS AT THE PRESENT TIME

Canada is becoming a network of railroads, and to operate these roads we must have competent operators. So great is the demand for trained telegraph operators that we have added a telegraphic department to this institution. The fact that this telegraphic department is a branch of the Central Business College is a sufficient guarantee as to its efficiency. We assure the public that we will spare no efforts to make the telegraph department **THE BEST OF ITS KIND IN THE PROVINCE**. Students who enter this department will enjoy the benefit of **THOROUGH** instruction.

CAN I GET A POSITION?

If it were not our firm conviction that you can get a position upon completing your course, we could not advise you to enter this institution. Just take a look around and make observations for yourself. At the present time we have under contract in Canada six thousand miles of new railways. This must prove to you that at least five hundred additional operators will be required to operate these roads, to say nothing about these openings which are daily appearing on the old roads on account of extra work or promotions. The point for you to consider is simply this: Can I qualify for a position? And if you have ordinary ability and a fair amount of ambition, we see no reason why you cannot. Success is of your own making, and if you are ambitious, we advise you now to qualify yourself for a position of trust. We feel safe in saying that at the present time no other calling offers better inducements, better pay, and better chances of advancement than railroad life; and don't forget the fact that by taking a course with us you will have back of you an institution which will be able to assist you when in search of employment.

TUITION CHARGES

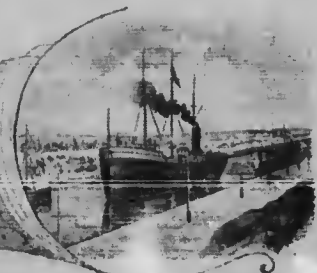
The tuition charge in the telegraphic department is the same as that in either the Commercial or Shorthand departments, namely:

\$50 for 6 months (26 weeks) or \$30 for 3 months (13 weeks).

If paid by the month the tuition is \$12 per month for first three months, and \$11 per month for next three months.



CANADA'S POPULAR SCHOOL
OF
BUSINESS TRAINING





Wentworth and Prescott Teachers

From our experience with American schools and the needs of same, since leaving your institution we more fully appreciate the great work you are doing, and the favor with which the proprietors of American schools look on your graduates. As an example, we may state that the Bay City Business College has during the past four years engaged four teachers, all from your hands, and all of the four have met with success. Two have been principals of departments—bookkeeping and shorthand—since entering the college. The other two are now principals of business colleges.

From our own knowledge of other schools, we can truthfully say that no other business college man of Ontario has such a deep hold on the American school proprietors as yourself. Your graduates are to be found in scores of schools from the Atlantic to the Pacific, and from Duluth to Texas. You have done, and we believe are doing, much to impress upon the minds of American educators the high quality of the work done in the schools of Ontario.

To aid you in the work, we would be pleased to correspond personally with any public school teachers who are at all doubtful of the advisability of taking up business college work. Yours truly,

R. GILLESPIE (formerly of Hamilton, Ont.)

J. J. WASON (formerly of Hawkesbury, Ont.)

Mr. Gillespie and Mr. Wason are now proprietors of the Bay City (Mich.) Business College.

The Advice of a Collegiate Institute Teacher

Woodstock, Sept. 7th, 1906.

Gentlemen,—Your school is plainly a success, and I was very much pleased to learn that you have opened again for the Fall Term with such a large increase in attendance over previous years.

I am not at all surprised, however, because the longer I am engaged in commercial work the easier it is to see the many good points of your school. ANY PERSON DESIRING SUCH A COURSE AS IS GIVEN IN THE BEST BUSINESS COLLEGES IN THE COUNTRY, CAN MAKE NO MISTAKE IN GOING TO THE CENTRAL BUSINESS COLLEGE, OF STRATFORD, TO OBTAIN IT.

It may be of interest to you to know that I have re-engaged with the Woodstock Collegiate Institute for another year at an increased salary. Wishing you the success that you and your College deserve, I am,

Yours respectfully, F. W. EDWARD.

Mr. Edward took his course with us two years ago, in preparation for the Commercial Specialist Examination. This is his second year in Woodstock Collegiate Institute. He should surely be a good judge as to the merits of a school.

It Might Have Been

Many a man who has to drudge from early morn till late at night to secure the mere necessities of life looks back on a misspent youth and sighs: "It might have been different." He would then reform if he could, but his habits of life have become too firmly fixed to be changed. He would educate, but he finds that his mind has passed the formative period. He finds, too, that the world wants youth, energy and aggressive enterprise, and these possessions can never more be his. He is beyond the stage of development; he is all he ever can be; his bed is made and he must lie on it, uncomfortable as it may be. Regrets are unavailing and his life is useful only as a sad warning. The might-have-beens are numerous—do not add to their number.

Convincing Proof of Our Superiority

In one month 34 of our recent students accepted good situations. Some of these situations were secured by the students themselves, the rest by our assistance. We received no less than nine applications on a single day from prominent business firms. Why? The business men of this country know that we are doing the very best kind of work, and readily apply to us. We have been often told that our course is stronger and better than that of other colleges. So it is. It pays to get the best when you have the opportunity. Our course stands unrivalled. No school in Canada has a better record than this one.

THE FOLLOWING LETTERS SPEAK TO THE POINT, and will prove to you that we are justified in stating that we have one of the best Business Colleges in the country:

Toronto, Sept. 20th, 1906.

The Central Business College, Stratford, Ont.:

Sirs,—During the past eighteen months we have secured the services of four graduates of your College, and we have been very pleased with the way they handled the duties given them. We have had more satisfaction with the boys from your College than with those we have secured through advertising, and when we are looking for further office assistants, we will be very pleased indeed to call on you. All this reflects most creditably to your institution.

Yours truly, (Signed) J. & J. TAYLOR.

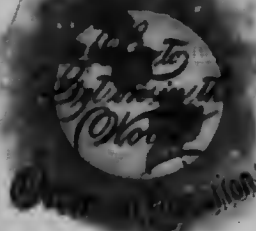
Toronto, October 3rd, 1906.

The Central Business College, Stratford, Ont.:

Sirs,—We are looking for another boy now, and would like him to be a good penman, and correct at figures; and, also, could be used as stenographer. If you have any more good boys up there, we would like to hear from you.

Yours truly, (Signed) J. & J. TAYLOR.





AT THE **CENTRAL BUSINESS COLLEGE**, STRATFORD, ONT.



If I were sure of obtaining a position, I'd take the course," argues the doubtful young man.

If I were sure of securing patients, I'd study medicine," says the timid or hesitating.

If I knew I could obtain some clients, I'd study law," says a slow man.

If the army of successful lawyers and doctors to-day would have reasoned thus, this world would not possess these great institutions of learning and their brilliant practitioners.

Would you entrust your illness or your law case to the doctor or lawyer, respectively, on the strength of his anticipated course of study? Certainly not; no more than can any concern offer you a position before you are fitted to fill it. No legitimate or repu-

A Word to the Party who First Wants a Position

EVERY LEADING RAILROAD in the country has been profitable only when large business skill has been brought to its management.

EVERY MANUFACTORY in Canada depends for its success on the practical talent and business sagacity of its managers.

EVERY BANKER OR BROKER who has stood the ordeal of "hard times" was prepared for it by the most severe course of training.

THE MOST PROSPEROUS FARMERS of to-day are those who have the best knowledge of business. Trade (buying and selling) is not a small matter on a farm, and the profit depends largely upon the shrewd and businesslike manner in which it is done.

Modern Methods.
UP TO DATE PRACTICES.

table institution can guarantee clients, patients, or positions. You must first qualify yourself, and then depend on earnest co-operation.

If Edison had figured on "ifs," we would be poorer the telephone and phonograph to-day.

If Pullman had indulged in "ifs," there would have been no sleeping-car magnate.

If Wasinghouse waited to find a market for his celebrated air-brake before making the venture, we would never have heard of him. Successes are built on "I will," not on "ifs"—by doing, not by wondering. To which class, reader, will you belong?

Our Institution is no experiment; it is a certainty. We show results. Our students are successful.

The evidence is all in. What is your decision—

"if" or "I will"?

THE MOST SUCCESSFUL LAWYERS are those who understand the laws and customs of business the best. A thorough knowledge of bookkeeping and accounts is almost an indispensable requisite in law practice.

THE MOST NOTED AND POPULAR MINISTERS are men thoroughly informed in business matters, and one of the elements of their success is that they bring to their pulpit each week a knowledge of what is transpiring in the commercial as well as religious world, and make the truth effective by presenting and illustrating it in a practical, businesslike manner.



CANADA'S POPULAR SCHOOL OF BUSINESS TRAINING.



How to
Get on in the
World
Secure an Education

AT THE **CENTRAL BUSINESS COLLEGE** STRATFORD, ONT.



WILL WORK BETTER

Our experience is that pupils who attend colleges in a city like Stratford invariably make better progress than in schools in larger cities. Everyone knows that there are many attractions in large cities that take students away from their work. Many young men from country homes may be thrown into company with young lads of the larger cities who have already formed bad habits, and certainly no good results from such associations. Our students are made up of a class of workers—they are not here to have a good time—and as, we believe, we get more public school teachers as pupils than any other business college in Ontario, there is an earnestness in our school work such as cannot be found in any other school. Public school teachers are generally pretty good judges as to the merits of any particular school. Their presence in our classes stimulates other pupils to greater effort, and the friendly feeling of rivalry that exists is sure to produce splendid results.

COUNTRY BOYS

sometimes hesitate about qualifying themselves for business pursuits, feeling that the boy in the city possesses advantages against which they cannot hope to compete. This is an error. The qualities that are most appreciated in the country youth are too often absent in the city boy. We have long noticed that city merchants consider it a recommendation for a young man to have been brought up in the country, and instead of being a hindrance it is an aid. The accident of locality is decidedly in his favor.



Just as We Represent It

A student, on visiting our school, will find the College with its appointments and facilities fully up to our representations, and with many features even better than we have portrayed them. He will, therefore, in no way feel disappointed, for he will find here an elegant College building, with all modern conveniences, a faculty of experienced teachers, each especially adapted for the work of the department to which he is assigned, thorough and practical courses of instruction, and a large body of ambitious, enthusiastic young men and young women as students.

WHEN TO ENTER

It is unwise to postpone your education. The only sure way to obtain a thorough Business or Shorthand training is to begin your studies at once, while you have the opportunity. You can probably come now better than at any future time. The sooner you enter our classes the sooner you can complete your course and be prepared for a position of trust. The work of the school, in all of the departments, is so arranged and conducted that students may enter whenever most convenient to them. Delay is dangerous. If circumstances will permit, we advise you to commence your course with us

NOW!

Address all communications to
ELLIOTT & McLAHLAN
STRATFORD, ONT.

RAILROAD FARES

Commutation Tickets, good for one month, allowing students to come daily, are issued by the Grand Trunk Railway. These tickets are issued only on certificates signed by the Principal.

TO STRATFORD MONTHLY TICKETS

| | |
|-------------------|--------|
| From | |
| Sebringville..... | \$2.30 |
| Mitchell | 2.30 |
| Dublin | 2.45 |
| Seaforth | 3.55 |
| St. Paul's..... | 2.30 |
| St. Mary's..... | 2.30 |
| Granton..... | 2.65 |
| Luan..... | 3.30 |
| Kelly's..... | 2.45 |
| Thorndale..... | 2.60 |
| Wyton..... | 3.30 |
| Tavistock..... | 2.30 |
| Bright..... | 2.45 |
| Miliverton..... | 2.30 |
| Millbank..... | 2.45 |

DUTY OF PARENTS

Of all the duties devolving upon parents, there can be none greater than that of educating their sons and daughters. To fit them to be self-reliant and self-supporting is the sacred duty of every parent. No matter how much property may be left to them, if they have had no business training, in all probability it will slip through their hands. A practical business education, that will enable them to earn and accumulate for themselves, is the best inheritance they can receive.



CANADA'S POPULAR SCHOOL OF BUSINESS TRAINING.

