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EMMET C. BOYLES

Mr. Boyles lived in the town of Warrensburg, Mo., a few months ago. He is now the **ADVERTISING MANAGER** for a large Omaha paper

Read what he has to say:

Omaha, Neb., December 17, 1903.

MR. W. A. MERRIAM, Chicago, Ill.

My Dear Mr. Merriam: Your valued letter of the 15th inst., was just now placed on my desk and I shall hasten a reply. You have no idea how a letter like that braces a fellow up, especially when coming from a person who really cares about your welfare and has the ability to give suggestions that are of great value. I am made to feel that the Chicago College of Advertising really and truly equips a young man to launch out in the advertising field and more than fulfills every promise. If some means could be conceived to fully impress upon the young men of this country the real merit and value of a course in this excellent school, the "busy time" of which you were speaking would only be a begin-

ning. Being in a position now to more fully appreciate the thorough steps taken by a student of your school, I have carefully reviewed each lesson step by step and can conscientiously state that any young man with good common sense and an average amount of native ability can within a few months of close study, place himself in a position to greatly increase his salary. I am very sorry that you failed to find my photo. I shall have another taken, however, and send you at the earliest possible date. I trust that you have used the "follow-up" on the prospective students whose names I gave you last week. I have written each of them a strong letter regarding your course, which has in one step advanced me from a subordinate job in a country town to a position of authority in a large city. I have been "through the mill" and if anyone wishes a good word for an Institution which does **more than it claims in every particular**, and which actually does equip a young man to **attain success**, let him call on, Yours truly,

EMMET C. BOYLES, *Mgr. Adv. Dept., Omaha Trade Exhibit.*

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