

Be Successful! Study Advertising!

Why can't YOU do as well as Mr. Barker?



Mr. Frank P. Barker

On February 17, 1902, Mr. Frank P. Barker wrote Mr. John Lee Mahin, President of the Mahin Advertising Company, Chicago, as follows:

Chicago, Ill., February 17, 1902

MR. JOHN LEE MAHIN, Chicago, Ill.

DEAR SIR: May I take the liberty of asking you to recommend to me the school which, in your opinion, offers the most thorough and practical courses in advertising.

I have recently graduated from the University of Chicago. My present work as the University correspondent for one of the morning papers occupies only a part of the day and leaves me considerable time which I am convinced could be profitably spent in a study of advertising. My intention to devote myself to some phase of newspaper work is responsible for turning my attention toward a special study of this subject.

I was greatly interested in your recent lecture at the University and it was this which prompted me to address you.

Thanking you in advance, I am,

Yours very respectfully,
FRANK P. BARKER, 5731 Monroe Avenue.

On February 18, 1902, Mr. John Lee Mahin wrote Mr. Frank P. Barker, recommending the Chicago College of Advertising.

On June 12th, five months later, Mr. Frank P. Barker wrote to the Chicago College of Advertising the following letter:

CHICAGO COLLEGE OF ADVERTISING, Chicago, Ill.

Chicago, June 12, 1902.

GENTLEMEN: In view of the immense service which your course in advertising has been to me, I wish to take the liberty of expressing to you my sincere thanks and appreciation. Since beginning my work as advertising manager for Cahn, Wampold & Co., I have had an opportunity to fully test the value of the instruction received from you and I am confident that no other school or institution exists which offers a young man such advantages as yours.

It is a marvel to me that in three months time you can teach a man, ignorant of the first principles of advertising, such a mass of vital information. In some manner you manage to impart to your students a consciousness of those most essential qualities in advertising—taste, elegance, strength and originality.

The entire secret of the peculiar strength and efficiency of your course in advertising is to be found, I believe, in your system and methods which seem to me most inclusive. In every department of my work, I experience the benefits of the course taken with you and there is hardly a problem which arises that the instruction received from you fails to throw light upon.

Being active and practical advertisers yourselves, you know what your students most need and I have found that your instruction consists of all that is newest and best. I am confident that for young men seeking work in one of the most fascinating and most remunerative fields of activity now to be found, there is but one school in which to seek instruction and that one is the Chicago College of Advertising. Thanking you again for your aid and assistance, I am

Yours very sincerely,
FRANK P. BARKER, Advertising Manager for Cahn, Wampold & Company.

On June 12th, same date as above letter, Cahn, Wampold & Company, wrote the Chicago College of Advertising the following letter:

CHICAGO COLLEGE OF ADVERTISING, Chicago, Ill.

Chicago, June 12, 1902.

GENTLEMEN: Mr. F. P. Barker, whom you sent us some time ago to take charge of our Advertising Department, is doing remarkably well, and we are greatly pleased with him in every way, shape and manner.

Very truly yours, F. C. CAHN.

In the fall of the next year The Chicago Tribune published the portrait upon the occasion of his marriage, of a rising young advertising man, and his name was Frank P. Barker. Is there any other profession that can offer such an opportunity for rapid advancement as the above statements illustrate? Any intelligent man or woman, this side of senility, can at a moderate expenditure of time and money, acquire the knowledge crystallized from the life experience of ten of Chicago's leading advertising men, and be helped to put it into a practical money earning occupation.



Always "New Worlds to Conquer."

I am tired of being in a rut. Please send me your Third Annual Announcement that I may learn how to equip myself to win the greatest possible success in life.

MAIL IT TO US TODAY

TEAR OFF this coupon, fill in name and address.

CHICAGO COLLEGE of ADVERTISING
 466 Williams Bldg., Chicago
 Name.....
 Address.....
 BUSINESS.....

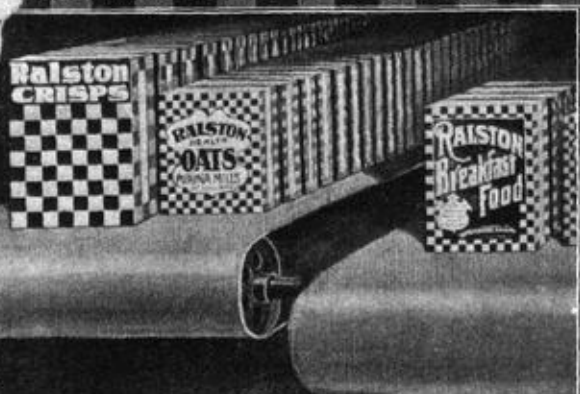
Ralston

PURINA MILLER

MADE

TEN MILLION
PACKAGES

"WHERE PURITY IS PARAMOUNT"



No, I'm not joking; I have packed up "Ten million packages of sunshine!" ten million packages of sunshine, of health and cheerfulness. The grains take up the sunshine out in the fields and give it to you. There is chemistry and truth as well as poetry in that. The greatest chemist in the world can't do it; it takes old nature. My art is to keep all the goodness in the grain and give it to you pure and fresh. It kept me mighty busy, too.

"If you're not cheerful don't blame your disposition. Try a little sunshine, inside and out."

You can procure over a dozen varieties of Ralston Purina "sunshine" foods in checkerboard packages from your grocer.

How to get your favorite Magazine Free for one year: See coupons in every checkerboard package.

RALSTON PURINA CO.,

ST. LOUIS.

"WHERE PURITY IS PARAMOUNT."

M. P. AKERS,

PRINCIPAL AND PROPRIETOR

The Wabash

BINDLEY BLOCK,
TERRE HAUTE, IND.

BUSINESS COLLEGE



M. P. AKERS, PROP.
WABASH BUSINESS COLLEGE

THE WABASH BUSINESS COLLEGE is under the direct supervision of M. P. Akers, who, for the last fourteen years, has been engaged, in this city, in the training of young people for office positions. That this training has stood the test is evidenced by hundreds of his former students now holding responsible positions.