

Why do so many corporations contribute to America's colleges?

1. () they want to help the colleges

You were right if you checked No. 2.

American corporations want to make sure there will be enough college-trained leaders to fill the management jobs open today and in the future.

This is good insurance for business.

And the need, we must remember, isn't getting smaller.

World trade is developing fast; business is getting more competitive, more complex; science is introducing new products and processes rapidly.

College-trained men and women are needed, in increasing numbers, to plan and direct the activities of business.



Published as a public service in cooperation with The Advertising Council and the Council for Financial Aid to Education

2. () they need the leaders colleges train

But the colleges can't do the training job alone. They need classrooms, laboratories and facilities, yes. But even more, they need backing to maintain a staff of top-notch teachers.

This is the human equation that makes the difference in reaching the **margin of excellence** needed in the U.S.

This is everybody's job, but especially industry's.

Of course American business wants to help the colleges, so you were also right if you checked No. 1. College, after all, is business' best friend.

GIVE TO THE COLLEGE OF YOUR CHOICE

SPECIAL TO MANAGEMENT—A new booklet of particular interest if your company has not yet established an aid-to-education program. Write for:

"The Rationale of Corporate Giving",
Box 36, Times Square Station
New York, N. Y. 10036

6-17-67

