

The college contribution

There are two ways to look at it.

There's the contribution the colleges make to business.

That's crucial.

Business employs about 42% of all college educated people. It uses their brainpower and skill in developing new products and methods. It fills management posts.

In the other direction, there's the contribution business makes to colleges.

The colleges welcome it. They need all the funds they can get. They're helping to prepare leaders for management, but the cost of this preparation—the whole cost of education—is going up sharply.

If business wants college talent, it must keep colleges in business. It can help finance their need for classrooms, facilities and especially teachers.

In this light, your aid-to-education program is an aid to your company.

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.



College is Business' Best Friend

is a twoway street





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The moon on a string may have been on the mind of the designer of this necklace of gold and semiprecious stones, who fashioned it on the shores of the Caspian Sea some 2,700 years ago. p. 15.

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