

The cost of educating the students in our colleges and universities, this year, is estimated at more than \$20 billion. Tuitions, high as they seem to parents, only pay about ½ of this.

There are now over 7,000,000 students—more than triple the number of 15 years ago. Skyrocketing, but vitally necessary expenditures—for larger facilities and faculties—and for academic advances—have brought our colleges and universities to a financial crisis.

They must, somehow, meet the bill. And keep higher education moving ahead. Both are urgent, if our young people, and our society, are to move ahead.

The billions of dollars that tuitions don't pay must come from other sources. More help is needed, now, from more individuals, more businesses.

To better understand the need, ask a college. Give to the college of your choice.





# science news



Singlet oxygen, possibly a major villain in air pollution, is short-lived and consequently difficult to study. Loyola University's Dr. Robert Petterson seeks to synthesize it. p. 538 (Photo: Petterson)

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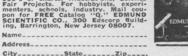
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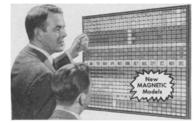


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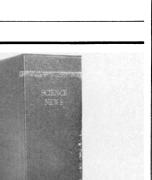
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