



**“I didn't get to go,
but my son is
going to college.”**

Millions of parents want something better for their children. They're sending their sons and daughters to college. Saving, spending, to do it.

They're buying the best education the world has ever offered. But the fact is, tuitions aren't paying for it.

Tuitions, on the average, now cover only 1/3 the cost of higher education. The rest must come from other sources. The amount of the difference is billions of dollars, and growing annually.

Education for more of our young people (there are now over 7,000,000 in our colleges and universities) is more than an American dream come true. It's an American need. These are our future doctors, lawyers, scien-

tists, engineers, politicians and businessmen. They will help to shape our economic and social progress.

The costs that tuitions don't cover can cause financial crisis in our colleges and universities. To keep higher education moving forward, colleges need more financial support from more individuals, and from more businesses.

To better understand the need, ask a college.

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