



**“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.

**Give to the college of your choice.**



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- **Start savings RIGHT NOW!** Choose THREE tapes for only \$4.95 (worth up to \$29.85 based on suggested manufacturers' list prices... optional with dealers). After trial membership, receive one tape of equivalent value FREE for every two you buy at regular Club price (usually \$6.95)—a 33 1/3% average saving!
- **All tapes guaranteed.** The Club's own Warranty unconditionally guarantees you perfect tapes for one year after purchase, regardless of label.
- **Enjoy a charge account!** We'll open a "pay later" account in your name; pay after you receive tapes and are enjoying them.
- **Keep posted!** Monthly SOUND TRACK brings news of over 150 Stereo 8 releases, featuring a Selection of the Month. If you want this tape, do nothing—it will be shipped automatically. If you want other tapes, or no tapes, indicate your choice on the Card provided, and return it by the date specified.
- **Send no money!** Just choose 3 of the 50 top-label hits shown here; we'll bill you \$4.95 plus small shipping-service charge later. You can cancel membership after accepting four more tapes . . . or keep enjoying savings of one-third for years to come with no obligation to buy.



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D112522

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Yes, please accept my application for trial membership in The RCA Stereo 8 Tape Club, and send me the 3 cartridges I have selected for only \$4.95 plus small shipping-service charge. I understand I need buy as few as four more cartridges within a year to fulfill my trial membership after which I will get one tape of equivalent value FREE for every two I buy at regular Club prices.

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3-M7