DO COLLEGES HELP BUSINESS AS MUCH AS BUSINESS HELPS COLLEGES?

Yes, they do. But not in the same proportion. Business contributes about 15% of the total voluntary support received by colleges.

But today, business gets half the college-trained men and women who are employed. Tomorrow, it will need even more.

As a result, businessmen should think seriously about increasing the level of corporate giving to education. Can you think of a better investment?

For the latest national figures on corporate giving to higher education, write on your letterhead for "CFAE Survey of Corporation Support of Higher Education," and enclose $2.00 to help cover costs. Mail to: Council for Financial Aid to Education, 6 East 45th Street, New York, N.Y. 10017.

Give to the college of your choice. Now.

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