



WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the big salary and the bright future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay a fair, competitive salary.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually forced into other fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years, possibly sooner.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you—and for your children—to know more about what the impending college crisis means. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

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