

do not answer your questions, write to the colleges for more information.

4. Visit college campuses. Urge your son or daughter to visit several col-

leges that sound desirable. Every school has a "tone" or personality all its own. It isn't such a bad idea to "fall in love" with a college.

5. Use your own judgment. Don't choose a college simply because a relative or friend strongly recommends it, but don't pass up their advice al-

together. Aunt Emily or that favorite teacher might have a point.

6. For the husband-seeking coed. Some colleges are better for this than others. If this is one of your daughter's reasons for going to college, double-check that guide book. Some schools have lots more men than women!

Help your son or daughter to choose the right college, and you will be sure that your favorite freshman has a firm foothold on the ladder of success.

Many Good Books Available to Help You Select the Right College

Here is a list of directories and other books containing helpful information about colleges and college scholarships:

General Information

"Accredited Higher Institutions." Bulletin No. 3, U.S. Dept. of Health, Education, and Welfare, Washington, D.C.

"American Universities and Colleges." American Council on Education, Washington, D.C.

"College and Private School Directory of the United States and Canada." Vol. XXIV, Educational Bureau Publishing Co., Chicago, Ill.

"College Blue Book." Christian E. Burckel, Yonkers, N.Y.

"College Handbook." College Entrance Examination Board, Princeton, N.J.

"Fine's American College Counselor and Guide." Prentice-Hall, Inc., Englewood Cliffs, N.J.

"How to Prepare for College Entrance Examinations" by S. C. Brownstein and M. Weiner. Barron's Educational Series, Inc., Brooklyn, N.Y.

"Industry Cooperation with Education." Studies in Business Policy, No. 34, Industrial Conference Board, New York, N.Y.

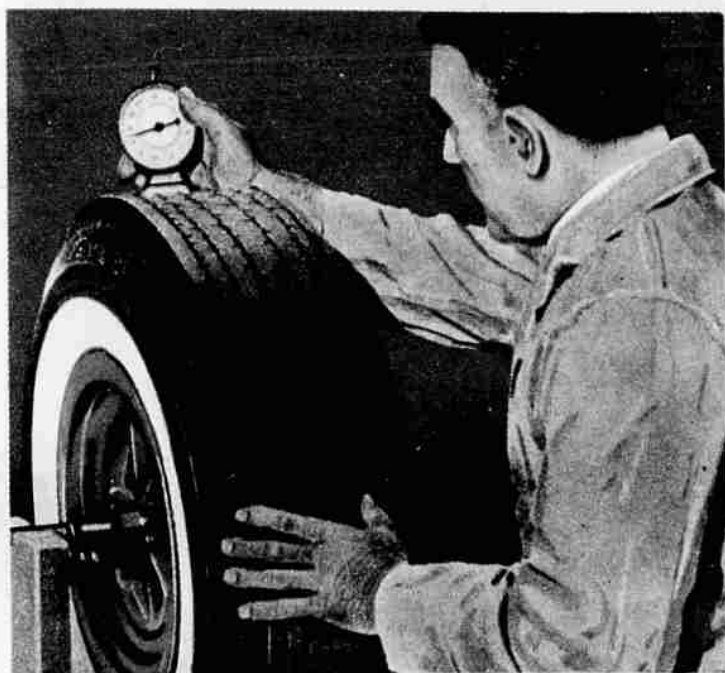
"Lovejoy's College Guide." Simon & Schuster, Inc., New York, N.Y.

Scholarship Aid

"Financial Aid for College Students—Undergraduate." Bulletin No. 18, U.S. Dept. of Health, Education, and Welfare, Washington, D.C.

"Scholarships and Fellowships Available at Institutions of Higher Education." Bulletin No. 16, U.S. Dept. of Health, Education, and Welfare, Washington, D.C.

"Scholarships, Fellowships, and Loans" by S. Norman Feingold. 3 vols. Bellman Publishing Co., Boston, Mass.



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