

COLLEGE SCHOLARSHIPS ARE WAITING FOR YOU!

By JOSEPH N. BELL

Lack of money shouldn't stop a high-school graduate from continuing his schooling; \$60 billion worth of scholarships are available, and here's how to find one suited to your needs

AT EACH of the four major highway entrances to Fall River, Mass., is a sign reading: "Welcome to Fall River—The Scholarship City." The signs look fresh and new—much newer than the town itself, once one of the largest cotton-mill centers in the world, but presently struggling to recover from the damaging migration of much of its industry to the South.

Fall River has earned the title of "The Scholarship City" because of a unique and effective local organization called the Citizens' Scholarship Foundation of Greater Fall River. This organization is devoted to helping high-school graduates—who couldn't otherwise have made it—to obtain a college education.

An unusual and highly commendable scholarship plan, it was begun in 1957 by Dr. Irving A. Fradkin, a Fall River optometrist who believes that democracy can be preserved only through education. "The people must learn," says Dr. Fradkin, "that solving the nation's problems is in their hands. Education can show them the way."

The elements of his plan are simple enough. Individuals and organizations unite to create a grassroots scholarship fund for the purpose of helping local students in need of financial assistance to get through college. One-dollar memberships (and up) are offered to individuals, while more expensive memberships are offered to cultural and educational organizations.

Applications for aid can be made by any high-school graduate in the Fall River area. The applicants are chosen on the basis of need, scholastic achievement, unusual family circumstances, leadership potentialities, and initiative (in that order). The available money is allocated by a distinguished

committee of local citizens, and students are expected to pay back the money when they are able, thus perpetually replenishing the fund.

The idea caught on slowly at first. Dr. Fradkin started "selling" it personally. He talked to factory workers during their lunch hour, businessmen in their offices, acquaintances and strangers on the street. A youth movement to help the plan was conceived and directed by Adrienne Levine, a high-school senior. She began by sponsoring dances, cake sales, and subscription drives to raise money for the scholarship fund.

At the end of the first year, 24 local youngsters proudly accepted scholarships. Since then, the plan has gathered momentum steadily. Last year, more than 10,000 individuals contributed dollar bills to the fund—in addition to widespread organizational support.

What has happened in Fall River is important to every American for three reasons:

First, the Fall River plan can be modified to fit any community in the U.S. Already a number of other towns and organizations are putting similar plans into operation.

Second, Fall River has come to grips in a practical, workable way with one of the most serious difficulties facing America today: the absolute necessity of upgrading our educational system to meet the growing challenge from Russia.

Third, the citizens' scholarship idea circumvents a basic objection to broadening our educational base: the feeling among many Americans that the federal government should keep hands off education. The Fall River plan depends entirely on private contributions from local citizens and groups.

However, the real significance of Fall River is

that citizens have recognized the tremendous importance to the United States of making sure that all our academically able young people have the opportunity to get a college education.

Educational authorities agree that each year about 200,000 high-school graduates in the U.S. who should go to college don't. Most of them don't because they can't afford to. The average cost of college tuition has risen some 70 percent in the last decade. But far too many Americans don't realize that the number and value of scholarships available have also been rising steadily—not in proportion to costs, it's true, but significantly just the same. In the past 20 years, the total value of scholarships has jumped from \$10 to \$60 billion.

We need more Fall Rivers in this country, but we also need to recognize other sources of student help that are available today. These sources fall into four principal groupings: business and industry; private organizations; local, state, and federal government; and the schools themselves. Let's look at each more closely.

Business and Industry

Almost all large American corporations, and quite a few small ones, now have scholarship funds. Usually there are very specific conditions attached. The most common are that the applicant must intend to enter business or industry when he graduates from college. Some corporate scholarships apply only to certain schools, require the applicant to enter a certain type of business, or are restricted to children of employees of the sponsoring company.

Here are three examples, taken at random. There are hundreds of others similar to these: