GENERAL ELECTRIC EDUCATIONAL AND CHARITABLE FUND OFFERS:

A new way of giving colleges
the financial help they need

The G-E Educational Fund announces a
plan to match an employee's giftsto his
college, up to $1000 in one year.

One out of every two colleges and universities in the
U.S. is today operating in the red, and rapidly increasing enrollments mean they face a mounting
deficiency every year.

To American industry, which depends on healthy
schools for its trained manpower, the question is,
"How can we help—and encourage others to help?"

A "Corporate Alumnus Program" is now announced for 1955 by the Trustees of the General Elec-
tronic;ducational and Charitable Fund. Here is how
the plan works:

For every gift made by a G-E employee to an
accredited four-year U.S. college or university, when an employee leaves his college,
his gift is backed up with a annual check.

For more information on the Program
Address to: General Electric Educational
and Charitable Fund, Department
3-103, Schenectady, N.Y.

which he has earned a degree, the Fund will make
a gift to the same school. Within the limits of the
plan, it is the intent to match each employee's con-
tributions, up to $1000 in one year, on a dollar-for-
dollar basis. This is in addition to the scholarships,
fellowships and grants-in-aid provided by the Fund.

The Corporate Alumnus Program will not itself
lift the college's dollar burden, but it will be a good
start in stimulating increased alumni and industry
support—and, as we see it, a good example of prog-
ress in the American way.