Can your child go to your college?

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Every one of us has the hope that his son or daughter may be so well prepared that the admission officer will say: "Your application is accepted. We will look forward to seeing you in the fall." But sometimes plans go amiss.

We at General Electric have for years been urging youth to aim high, work hard, master the basic subjects, and go on to college.

Recently, we sent a questionnaire to 100 college-admission officers. We asked: "What are the reasons some high-school students are admitted and others rejected?" The 78 replies we received contained a great unanimity of opinion.

We have summarized those replies in a booklet, Start Planning Now for Four Careers; the illustration on this page, taken from the booklet, gives a clue as to its content.

GENERAL ELECTRIC

We believe that the alumnus can work for the best interests of his college by sending to that college young people prepared to receive a higher education.

We further believe that our summary of opinions of admission officers is so persuasively compelling that the boy or girl who reads it must ask himself whether he is choosing his courses wisely and getting high enough marks.

Perhaps with this booklet in hand and supporting it with your own experience, you can help persuade your child, or another child in whom you have an interest, to prepare against the day when an admission officer will review his record. We invite you to write for a copy (or copies) to Dept. 2-119, General Electric Company, Schenectady, New York.