Where Do
Great Ideas Come From?

From its beginnings this nation has been
guided by great ideas.
The men who hammered out the Constitution
and the Bill of Rights were thinkers—men of
vision—the best educated men of their day.
And every major advance in our civilization
since that time has come from minds equipped
by education to create great ideas and put
them into action.

So, at the very core of our progress is the
college classroom. It is there that the imagina-
tion of young men and women gains the in-
tellectual discipline that turns it to useful
thinking. It is there that the great ideas of
the future will be born.

That is why the present tasks of our colleges
and universities are of vital concern to every
American. These institutions are doing their
utmost to raise their teaching standards, to
meet the steadily rising pressure for enroll-
ment, and provide the healthy educational
climate in which great ideas may flourish.

They need the help of all who love freedom, all
who hope for continued progress in science,
in statesmanship, in the better things of life.

And they need it now!

If you want to know what the college
means to you, write for a free
booklet to: HIGHER EDUCA-
TION, Box 36, Times Square
Station, New York 36, N.Y.

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