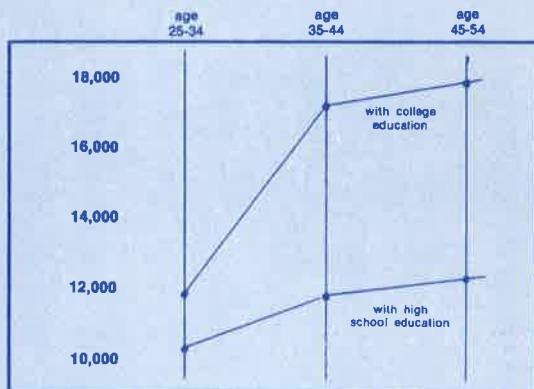


DOES COLLEGE REALLY INCREASE MY EARNING POWER?



Averages above based on the March 22, 1976 issue of the *Chronicles of Higher Education's* report of data for men compiled by the United States Bureau of Census.

- Earning power of the high school graduate seldom rises significantly from initial job.
- College degrees may not add significantly to earning power in the immediate future, yet add dramatically in the long view.

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