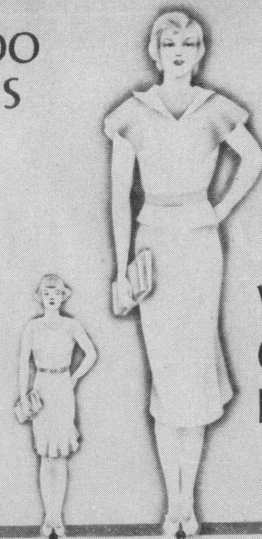


I TREMENDOUS GAINS IN HIGH SCHOOL ENROLLMENT

5,000,000
STUDENTS

2,500,000
STUDENTS



WHAT
OF THE
FUTURE
?

1821

FIRST HIGH SCHOOL

1921 1933

IT TOOK 100 YEARS TO ENROLL
THE FIRST 2,500,000 STUDENTS ... BUT ONLY 12 YEARS TO ENROLL THE
NEXT 2,500,000 STUDENTS

II

RAPID ELIMINATION OF CHILDREN FROM INDUSTRY

THE NUMBER OF CHILDREN IN GAINFUL OCCUPATIONS
DECREASED 75% BETWEEN 1910 AND 1930

CHILDREN ARE BEING EXCLUDED FROM INDUSTRY
THE SCHOOLS MUST MAKE PROVISION FOR THEM.



Fewer Children Work—More Children Go to School: Can it be possible that our high school enrollment has doubled in the past twelve years? The statistics are reliable. We must acknowledge this significant, almost revolutionary social change.

What are the causes of this increasing demand for a secondary education? One of them is illustrated in Part II of the above chart. In 1910, 18.4 per cent of the children in this country ten to fifteen

years of age were employed in gainful occupations. In 1930, this percentage had dropped to 4.7 per cent which is a decrease of 75 per cent in a period of twenty years. Higher standards of living, the demand of society for better trained workers, and other causes have contributed. The school itself has become more attractive and more helpful through its enriched curriculum.

HOW AMERICA'S INCOME WAS SPENT IN 1930

THE INCOME DOLLAR

Category	Percentage
ALL OTHER PURPOSES	62%
PASSENGER AUTOMOBILES	15%
ALL TAXES	14%
LUXURIES (passenger auto excl.)	9%
GENERAL	5%
DEFENSE	3%
HIGHWAYS	2 3/8%
EDUCATION	3 1/8%

EDUCATION cost only $\frac{1}{7}$ th as much as Automobiles and Luxuries

ALL TAXES—national, state and local—were less than the cost of automobiles.

Resolved, that the American Federation of Labor... urge the protection of our public schools and put squarely before fellow citizens the danger in which reduction of school revenues will place their schools. A. F. of L.

A SOCIAL INSTITUTION


*Above all things, I hope the
education of the common
people will be attended to.*
-George Washington

I view education as the most important subject which we as a people can be engaged in.
-Abraham Lincoln

*Religion, morality and knowledge
being necessary to good government
and the happiness of mankind; schools
and the means of education shall for-
ever be encouraged.* -Ordinance of 1787

Education for the children of all the people, extending from the primary grades through the university, constitutes America's noblest contribution to civilization.
-Calvin Coolidge

A NATIONAL OBLIGATION



WOULD WE BE
SATISFIED
with
THE
ROADS OF 1833

THE
TRANSPORTATION OF 1833

THE
COMMUNICATION OF 1833

THE
SCHOOLS OF 1833

SCHOOLS KEEP PACE IN A CENTURY OF PROGRESS

"The Testing Time for American Democracy Has Come"

PHI DELTA KAPPA FRATERNITY

OFFICE OF EXECUTIVE SECRETARY

CHICAGO, ILLINOIS



Schools Are the Foundation of Civilization: Newton D. Baker says, "Schools are the very base rock upon which the success of our modern life and our democratic institutions rests." Gifford Pinchot states that "Education is the soundest social insurance that can be employed, and the nation that neglects it is inviting disaster." "When buildings decay, we can rebuild them. When bridges collapse, we can rebuild them. When material things disintegrate, they can be

reconstructed. But once the morale of an individual has been broken down, it is gone forever. More than the stock market crash, more than lost fortunes, more than want and deprivation and hunger—this is the tragedy of the depression. Schools, libraries, recreation centers—these keep up the morale—and the unemployed are using them! Take them away and what then? Be selfish and be afraid. Watch the cost of crime go up."—*National Municipal Review*.

INVEST IN BOYS AND GIRLS

CHILDHOOD
PREFERRED

Stock
Certificate
1933



[We guarantee this stock
...the American Public School Teachers]

"Childhood Preferred has invest-
ment merit combined with the most
exciting speculative possibilities.
You are sure to get a man or woman;
you may get a great man or a great
woman."
— Bruce Barton

A dime a day from each adult in the
United States pays for all the public schools

THE COST IS ONLY TEN CENTS A DAY

Schools—Our Best Investment: Education, according to H. A. L. Fisher, is the eternal debt of maturity to childhood. Many years ago William Penn said, "For this learning be liberal. Spare no cost; for by such parsimony all is lost that is saved." Governor McNutt says, "The hope for future prosperity and leadership lies in trained

men and women. Roads and buildings may wait, but not the children." Louis Johnson, Commander of the American Legion has said, "In this time of economic distress, it is particularly important that full support be given the education of our children."