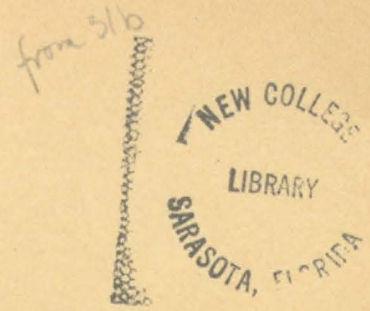


-----D R A F T-----



TIME ad

December 29, 1966

IF NEW COLLEGE DID NOT EXIST, IT WOULD BE NECESSARY TO INVENT IT

Know why your car has an electric starter, your kitchen an automatic refrigerator, your new camera an electric eye?

Only because the times demanded it or were ready for it.

The same is true for education.

Need for a fresh approach to education, with an awareness of past experience, but stressing new looks at today's and tomorrow's problems and how to educate our young men and women to cope with them.

New College gives students a chance for self-discovery, responsibility, self-discipline, and freedom to pursue their own education in the best ways for them.

Ask yourself if you wouldn't have liked a college education with those opportunities or challenges.

Ask yourself, too, if you would not like to have your youngsters show progress based on competence rather than just credits, for them to have an opportunity to dig into areas of interest as far as they like.

These ideas have attracted good students and good faculty. They cost money to provide. Good education comes dearly. Being a private institution, we can foster such ideas. Being private means needing many friends.

There is room for many more friends.

New College
Sarasota, Florida