

*Ten Timely Reasons  
Why  
An Accurately Selected Student Body  
Is Your Most Valuable Asset*



Will you kindly take a few minutes to consider why a carefully selected student body is a good investment for you and worth far more than it costs?

1. Your new students must have a reasonable foundation of high mentality and character if they are to be a credit to themselves, their parents, and your institution.
2. You lose time, money, friends and prestige when it becomes necessary for you to send a student home. Better far that such a student had never enrolled.
3. A uniform type of student body facilitates operation. Your interests lie in carefully selected students, since dissimilar students retard class progress and break school spirit.
4. You should know the social status of the families from which your students come. This avoids misunderstandings and friction.
5. You should know the financial standing of parents or others who undertake to pay for a student's education. Past due accounts for services are notably hard to collect and lead to dissatisfaction both on the part of the student and the institution.
6. You and your faculty profit by knowing the home life and previous environment of a student who comes to you for an education.
7. You need reliable advance information on the age, health, appearance, potential ability, religious training and individual peculiarities of new students.
8. You save time, work and worry if the student arrives with some knowledge of your school and its regulations, gained at first hand from a dependable and well informed representative of your institution.
9. You gain desirable good will when represented by a person of high standing and training who calls upon the leading families in good residential districts.
10. You have learned that one good student from a community may be a potent help, even to the third and fourth generation. You will agree there is no substitute for proper training and experience in the careful selection of high quality, full paying new students.