

**VOTE  
YES  
NOV. 5TH.**

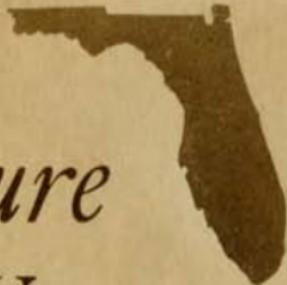


**COLLEGE  
AMENDMENT**

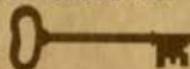
# **2**



# *Florida's Future depends on You*



You —the Florida Voter — hold the  
KEY to the future for our youth



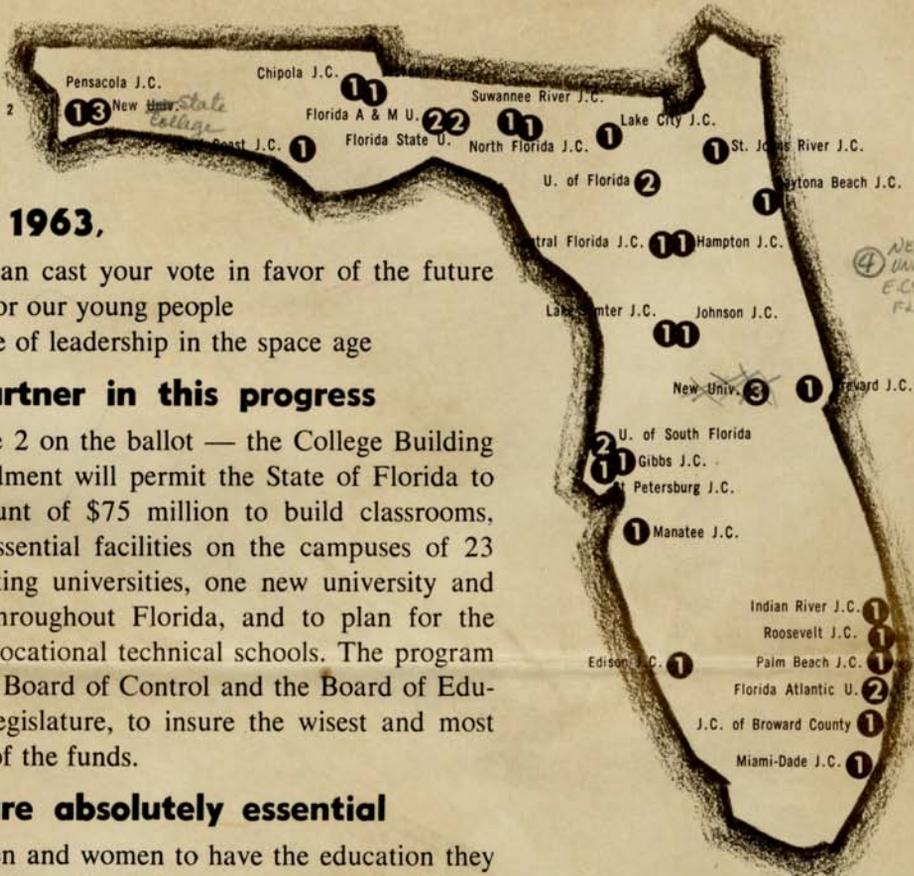
The KEY is Issue 2 on the ballot  
on November 5, 1963

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**VOTE "YES" FOR ISSUE 2**  
**the college building amendment**

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COLLEGES AND UNIVERSITIES  
WHICH WILL BENEFIT FROM ISSUE 2



## On November 5, 1963,

you, the Florida voter, can cast your vote in favor of the future  
... insure an education for our young people  
... secure Florida's place of leadership in the space age

## You can be a partner in this progress

by voting "Yes" for Issue 2 on the ballot — the College Building Amendment. This amendment will permit the State of Florida to issue bonds in the amount of \$75 million to build classrooms, laboratories and other essential facilities on the campuses of 23 junior colleges, five existing universities, one new university and one new state college throughout Florida, and to plan for the orderly development of vocational technical schools. The program will be supervised by the Board of Control and the Board of Education, as well as the Legislature, to insure the wisest and most economical expenditure of the funds.

## These buildings are absolutely essential

if we want our young men and women to have the education they need to earn a living. Without these classrooms our youth will not be able to compete with the young people of other states which are spending far more than Florida on educational opportunities.

## The need is very great right now

for business and industry are competing for well-trained minds and highly developed skills. Florida, with its rapidly growing population, has a rich natural resource which we must develop through education and training. Florida's college-age population will double by 1970. The booming rise in the birth rate since the early 40's will swell the college ranks enormously from now on. This year 43,914 students were graduated from high school. In 1964, 52,136 will be graduated, and by 1970, 85,468 will be knocking at college doors.

THERE WILL BE NO FUTURE FOR FLORIDA OR FOR OUR YOUTH IF WE DO NOT BUILD NOW

VOTE YES ON ISSUE 2

- ① JUNIOR COLLEGES
- ② STATE UNIVERSITIES
- ③ NEW STATE UNIVERSITIES
- ④ SITE NOT YET SELECTED

## Why does Florida need to issue bonds for college buildings?

If Florida were to try to meet even the most urgent needs for college expansion out of current revenues, taxes would have to be raised immediately and every citizen would feel the pinch.



Through the College Building Amendment, Florida will be able to finance its educational program just as every great industry and business does, by issuing bonds to build for long range needs in an orderly fashion and by paying back over a long term. The repayment of these bonds will be shared by tomorrow's taxpayers — the students whose future will be assured by the educational opportunities these bonds provide.

## Where will the money come from to repay bonds and interest charges?

Since 1931, a 1½ per cent tax has been levied on the gross receipts of utility companies. The College Building Amendment earmarks this tax to pay back the bonds and interest charges. *There will be no new taxes.* Provisions are written into the amendment to make certain our borrowing never goes above a safe limit so we can be sure the utilities tax will be more than enough to pay the cost.

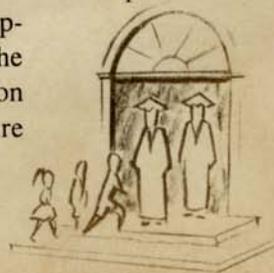
## How much will it cost each one of us?

Experts in state finance have set the cost of paying back the bonds and interest at less than \$5,500,000 each year. This will be the cost even if the State of Florida has to pay the maximum interest allowed in the amendment, 4½ per cent. There are five million, five hundred thousand people in Florida. This means that the cost of this program will be less than **ONE DOLLAR PER PERSON PER YEAR**

and even this cost will be lowered as Florida's population continues to grow and as our per capita income increases.

## Has Florida ever used bonds for education before?

In 1952 Florida voters overwhelmingly approved a constitutional amendment providing for the issuance of bonds to construct public school buildings. It was this step that made it possible for Florida to keep pace with the nation in providing good schooling for the bumper crop of children who are now reaching college age. We are now doing the same thing at a different level of education. A "Yes" vote for Issue 2 on November 5, 1963, will repeat the Florida success story of 1952 and insure the Future of Florida.



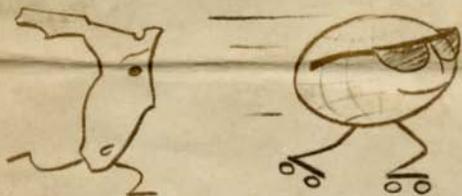
## Industry's role and higher education

Every family in Florida benefits financially with each new industry that locates in Florida. Every Florida businessman and employee, in every field of the state's economy — agriculture, industry, real estate, services, professions — benefit from each new industry. Families on fixed incomes benefit from Florida's prosperity, for the tax burden can then be shared by more people. Is there a citizen in Florida who wouldn't be willing to contribute a dollar a year to guarantee an education for our young people?



But today's industries depend upon trained brainpower and skilled workers. There is just no job today for the unskilled and the untrained.

Florida will capture and keep new industries which pay high wages only when we provide colleges and universities large enough to handle the numbers of students seeking an education and great enough to provide leadership in the discoveries yet to come.



## The time for action is right now

By tomorrow, Florida will be left behind in a world that is changing so rapidly that we will never catch up. Since the turn of the century, the need for unskilled workers has steadily decreased while the demand for trained men and women has opened up unlimited opportunities.

The skills we need to develop and the professions we must prepare for require a type of education largely unknown 20 years ago. The opportunities of the 60's and 70's are for those with the training only junior colleges, universities and technical vocational schools can provide.

**THIS IS THE CRITICAL YEAR**

**YOUR VOTE IS THE CRITICAL VOTE**

Let's meet at the polls on November 5, 1963, and vote "Yes" on Issue 2.

**— THE COLLEGE BUILDING AMENDMENT —**

**VOTE YES ON ISSUE 2**

## On November 5, 1963

Your Vote "Yes" on Issue 2 — the College Building Amendment — means education and prosperity for Florida.

The alternatives are bad — either we

1. Raise taxes far beyond today's level to pay for urgently needed college buildings — or
2. Do nothing — deny our youth an education, scare industry out of Florida, and bring Florida's progress to a standstill.

The Choice is Yours — The Choice is Clear  
Vote "Yes" on Issue 2 on November 5, 1963

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**REMEMBER** - Voter registration closes October 5, 1963.  
Be sure you are registered to vote.

CITIZENS FOR FLORIDA'S FUTURE  
a cooperative citizen effort to insure passage  
of Issue 2 on the ballot.  
THE COLLEGE BUILDING AMENDMENT

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Chairman

Honorary Chairmen

*For further information, write:*

Citizens for Florida's Future  
Address  
Fort Lauderdale, Florida  
Phone:

**CITIZENS FOR FLORIDA'S FUTURE**

**ATLANTIC FEDERAL BUILDING**

**P. O. BOX 1700**

**FT. LAUDERDALE, FLORIDA**

**WORKING FOR ISSUE TWO  
THE COLLEGE BUILDING AMENDMENT**

CITIZENS FOR FLORIDA'S FUTURE

# KICKOFF LUNCHEON

**ISSUE 2**

**The College Building Amendment**

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**Citizens for Florida's Future  
Atlantic Federal Building  
P.O. Box 1700  
Ft. Lauderdale**

**Floridan Hotel  
Tampa, Florida  
Noon  
Sat. Sept. 7, 1963**