

Cites Industry's Dependence on Education

A plea for increased cooperation between business and education to meet the challenge of America's future, was made Friday by F. C. Reith, vice president of Ford Motor Co., and general manager of the Mercury division, before the Greater Des Moines Chamber of Commerce.

Speaking at a luncheon honoring Drake University's 75th anniversary, Reith declared: "We in business feel deeply the immense, immediate, practical and long-range significance which our educational system has for industry. Because the success of industry in the future is so utterly dependent upon the type of product our schools turn out, we are obliged to, and we should, give our educators every support possible."

AN ALUMNUS of Drake, Reith earlier in the day had addressed the university's student body in a convocation meeting on campus. A practical method of developing cooperation between business and education is for businessmen to invite professors into their plants and acquaint them with the latest methods now in use, Reith said.

"Our experience has shown that educators are on the aggressive to acquire more knowledge and a better understanding of the nature of the new and enlightened capitalism which is coming into vogue. They have told us that without this knowledge and understanding they cannot effectively teach students how to live or to make a living in today's industrial society."

CONVERSELY, Reith said, industry needs "all the help we can

possibly get from our institutions of higher education, not only in the technical fields, but also in explaining and interpreting to us his amazing and complex industrial civilization."

FROM THE remarks of the professors after the course, we believe they got a new understanding of the type of students they must produce if these students are to be prepared to assume positions of responsibility in business and industry," Reith said.

"We at Ford believe the forum was a great success and the professors indicated they agree with that conclusion. We were so impressed with its value that we plan to hold it again this year and perhaps will make it an annual event."

With a shortage of technical skills at many levels of industry

knowledge, who have developed the capacity to reason clearly, the ability to deal easily and creatively with facts and ideas and who have the courage of their ideas and convictions.

In short, we expect our colleges to produce balanced capable, adaptable young people who have a sound knowledge of the world around them, who have a pretty good idea of how to live effectively and who are fully prepared to learn how to make a living.

INDUSTRY itself is pretty well set up to take over technical education where the colleges leave off, Ford Motor company, for example, provides more than 200,000 hours of classroom and on-the-job training each month and we employ a training staff of some 250 persons just to meet our own special requirements.

"What we do seek from our colleges are young people well-grounded in fundamentals—in science, mathematics and English. We seek students who have gained a familiarity with many fields of

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JOHN GILLIAM, 1963 Bennaville, Birmingham, was one of the "1955 Detroit Edison Scholarship" winners honored recently. Early last year John was awarded one of the company's 35 one-year college grants to attend the Michigan collegiate institution of his choice. A graduate of Birmingham high school, John is now a first year student at Wayne university.

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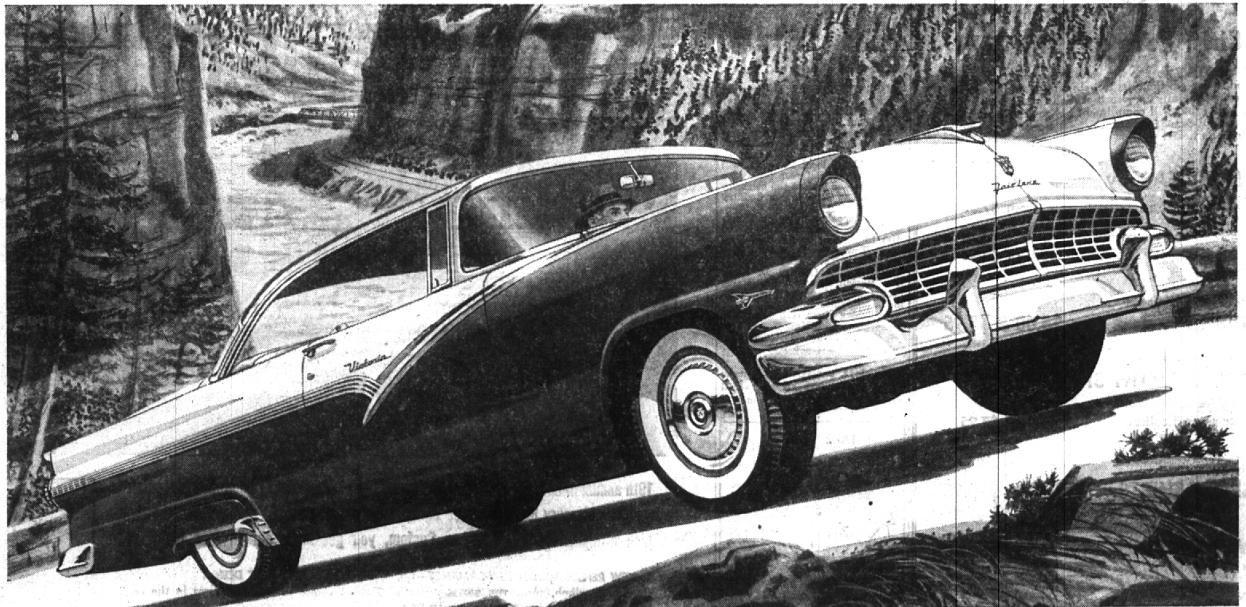
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