

U-M Students Pick Heroes -- Good, Bad, But All Rich

ANN ARBOR -- If they had their druthers and could have lived the life of any great entrepreneur, business history at The University of Michigan would most have liked to have been J. Pierpont Morgan, Henry Ford, John D. Rockefeller, Bernard Baruch, or James "Jubilee Jim" Fisk.

Other businessmen whose shoes students would have liked to have filled were George Washington, Andrew Carnegie, Peter Cooper, James J. Hill, A.P. Giannini, Charles M. Schwab, "a colonial merchant-tilt gentleman of Boston," and the "international Jew" who, in Henry Ford's imagination, profited from all wars.

THE STUDENTS were polled by Prof. David L. Lewis at the last session of his winter term class on the entrepreneur history.

Many students said that they would have liked to have been Morgan because of the "great power and influence which enabled him to organize or re-organize such firms as U.S. Steel, International Harvester, and General Electric." Others were impressed by Morgan's ability to lead the "good life"--taking trips to Europe and Africa, collecting art--while amassing a great fortune.

"Anyone with all that money," said one student, "can't be all bad." Added another: "He had a cool middle name."

Ford was named by many because "his life was so full of accomplishment, excitement, and emotion that even the mistakes and heartbreaks which went with it would have made living his life well worth the privilege."

Other students lauded him as a "magnificent nonconformist" with "abundant self-confidence" and "great authority and respect."

Rockefeller's life appealed to students because, "using modern management tools, he had the ability to get people to accept his ideas." "Besides," added one student, "he was able, extremely successful, very rich, and liked to give money away."

Several admired Baruch because he was both a successful stock market speculator and public servant. "Just think of it," said one student, "his

was not only made him millions in Wall Street, but also earned him the privilege of advising every President from Wilson through Johnson. What more could one ask out of life?"

FISK, an improbable scamp who milked the Erie Railroad so successfully that it could not pay dividends on common stock for 69 years, appealed to a few students because of the "grandeur of his larceny and his unbridled approach to life, whether in the boardroom or the boudoir." "Jubilee Jim receives my vote," bragged one student, "because we have a lot in common."

Washington was admired for his ability to launch and successfully manage diverse business enterprises, as well as for the high regard in which he was held by his countrymen.

Students wanted to have lived Carnegie's life "because he was one of the few highly successful businessmen who was cultured, intellectual, and altruistic." "I feel," commented one student, "that he had all of Henry Ford's strengths, with none of his weaknesses. And he was a true Christian."

PETER COOPER, one of the two businessmen elected to the Hall of Fame for Greater America's first successful commercial locomotive, the Tom Thumb, and for his philanthropy. Railroad magnate James J. Hill won votes for having done more to build the Northwest than any other man.

STUDENTS bent on banking careers said they would have liked to have been Giannini because of the "very worthwhile contribution he made to society by introducing banking services to the poorer classes." Schwab was admired for his administration of Bethlehem Steel, his government service during World War I, and for "selling business to the public."

"The relaxed pace" of the colonial gentleman-merchant appealed to several students. "Just think," said one, "even a 'busy merchant,' such as Thomas Hancock, handled an average of only 15 transactions per week--leaving most afternoons free to enjoy 'spirits' at the local coffeehouse."

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Save Tags From New Clothing

Most tags on new clothes are wasted on the wastebasket--which can neither read nor wear clothes.

Consumers who wear and care for clothing tend to ignore the manufacturer's recommendations, says Bernette Kahabka, textiles and clothing specialist with the Cooperative Extension Service at Michigan State University. The multitude of tags may be one of the reasons for this lack of interest.

"Labels and tags accompany a garment from its fiber stage to its retail stage with new information added at each step in the process," explains Miss Kahabka.

"FIBER MANUFACTURERS want to be sure their product names are recognized and bought. The same holds true for the yarn and fabric manufacturers who use the fibers. Retailers also want to protect their store names, and legislative requirements are placed on manufacturers for such things as fiber content of articles."

"Most retailers simply add their own tags to the larger manufacturers' labels, because of the prestige and selling power added by nationally advertised trademarks."

Occasionally, a garment comes to the retailer with contradicting tags attached to it, Miss Kahabka admits. The clothing industry is working on ways of eliminating such problems, but a few slip by.

A fiber by itself may be able to withstand any type of washing but not be made into a washable fabric. The spinner of the yarns may mix other fibers with it or the weaver or knitter may use a construction which will shrink or change shape in washing.

DYES USED in printing fabrics can transform a washable fabric into an article which is "dry cleanable only." Trimming, lining, interfacing and other components also can have this same effect, the specialist explains.

The fiber maker labels his washable fiber, the weaver or knitter marks his washable fabric along with instructions on caring for it, the finisher tells how to care for his particular dye or perhaps water repellent process, and the garment maker changes the whole story by constructing an article which, to be safe, calls for a label that reads "dry clean only."

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