

Business Doesn't Move Fast Enough For Collegians

Business organizations today offer more opportunity for individuality than they have in the past—but not enough to satisfy impatient young college graduates, an experienced management trainer said at the

University of Michigan. E.T. Keough, of Western Electric Co., suggested that one of the major reasons for the alienation of young people from the business world is an unavoidable lack of perspective on their part.

"I doubt that the fear of loss of individualism is the main reason that many college students are not turned on by the prospect of a business career," Keough declared.

Keough cited three problem areas involved in the alienation of young people from business and society:

The newness of the affluent society.
The authoritarian nature of organizations.
The inherent interest of available jobs.

"A FUNDAMENTAL problem is the nature of our society and the place of business in it," Keough said. "Business has produced goods and services at a profit with such effect that we have an unprecedented level of affluence. Those of us who grew up in an economy of scarcity can appreciate and enjoy this economy of abundance."

"Many young people who have

not known scarcity see abundance not as an opportunity for choice and variety, but as a materialistic glut, with too much for some people and not enough for others."

Where the businessman sees profit as a measure of successful management, as a return to the investor, and as a source of capital for future growth, Keough continued, "Many young people seem to view it about the way the medieval church did, as a form of usury."

"If the student sees our whole society as materialistic, selfish, and unfeeling, he rejects the whole system and business along with it as the chief mover and provider of this society." A second problem, Keough stated, "is the conflict between the essentially authoritarian nature not only of business but of all organizations, and the growing demand for a more participative approach to decision-making."

He defined a feeling of alienation on the part of college and high school students, and industrial workers as well, as "a feeling of alienation from an over-producing system."

"THE DESIRE for participation results, I am sure, from the increasing level of education and sophistication of our population, and from a gradual process of democratization," Keough said. "Some observers have said, the result of attaining a degree of freedom is not satisfaction, but a demand for more freedom."

Historically, the young man entering business in a subordinate position achieved greater independence and self-direction by working his way up in the organization, Keough said, adding:

"If future generations of students cannot accept this process, there is going to be conflict. While business organizations may be moving in the direction of more democratic attitudes, more delegation of authority, more participation in decision-making at lower levels, I do not see this movement as moving as rapidly as more impatient student would like."

A THIRD PROBLEM, he suggested, is to provide jobs which are intrinsically interesting and involving for the worker. Over-all prescriptions won't work, Keough said, because of the differences in individual interests.

Keough emphasized that a 10-year Harvard study concluded that "This is probably the first age in history in which such high proportions of people have felt like individuals."



HEAD PREXY—Stephen E. Thorne, of 35607 Dover, Livonia, an employee of the Detroit Edison Company, begins operations as President of the Industrial Editors of Detroit with the first meeting of the fall. Other officers serving for 1969-70 are Vice-Presidents Bob Pollock, of the Ford Motor Company, Jack Carollo of Fisher Body Div. of G.M., Tony Malta of Michigan Consolidated Gas Company; Treasurer, Don Maske of Fisher Body Div. of G.M.; and Mrs. Christina Taylor of Blain Memorial Hospital as the Secretary for the group.

Mt. Clemens Man Heads LIT Grads

Anthony F. DeMaggio, of 35437 Albert, Mt. Clemens, has been elected president of the Alumni Association of Lawrence Institute of Technology. He will serve for 1969-70.

DeMaggio, who was vice president last year, received two degrees from LIT. He earned a bachelor of science degree in aeronautical engineering in 1959 and mechanical engineering in 1958. He is a quality control engineer with Chrysler Corp.

The new president has been an active alumnus and was president of the association in 1959. He received an Alumni Achievement Award at commencement exercises in 1966.

Other new LIT Alumni Association officers are John Fawcett, 18630 Nadol, Southfield, vice president; Keith F. Baker, 19037 Hittler, Southfield, treasurer; Arthur J. Sutter, 17137 Mulrind, Detroit, recording secretary; and W. Frank Goode, 2939 Moraine Drive, Brighton, corresponding secretary.

On the board of directors are Sam E. Dukes, 17227 Chapel, Detroit; Albert Yee, 15562 Levan, Livonia; Donald A. Corgel, 8072 Farnum, Warren; John F. Austermann, 1280 Harvard, Berkley; Robert Olenstein, 18161 Cambridge, Lathrup Village; Arthur W. Fischer, 10731 Edinborough, Detroit; and William B. James, 10054 Abington, Detroit.

New Safe Boating Class To Start

United States Coast Guard Auxiliary Flotilla 12-5, which has been offering Spring Safe Boating Classes in Livonia for the past seven years, is offering Fall classes for the first time.

The eight-lesson Basic Seamanship Course will start at Stevenson High School, 35500 Six Mile Road, Livonia, on Tuesday, Sept. 10, with registration at 7 p.m. Classes will be held on Tuesday evenings and are of two-hour duration, starting at 7:30 p.m.

Instructions will be offered in Rules of the Road, Safe Motorboat Operation, Legal Responsibilities, Charts and Compass, Aids to Navigation, Federal and State Regulations, Knots and Splices and Nautical Terminology.

4,000 Swim In Livonia's New Pool

A beautiful municipal swimming pool opened its doors to the public over the Labor Day weekend and over 4,000 children and adults took advantage of the program.

Botford pool, built by the Livonia Parks and Recreation Department on Lathers Road, north of Seven Mile, between Middle Belt and Inkster, is another example of recreation facilities built by the city as the result of its \$4.4 million Parks and Recreation Bond Issue.

Supt. John Dufour, of the parks and recreation department said that the pool will be open during the week from 4 p.m. to 9 p.m. weather permitting, and on Saturday and Sunday from 10 a.m. to 10 p.m. during the month of September. Admission is 25 cents for children and 50 cents for adults, and swimming is restricted to Livonia residents and their guests.

Because of the delay in construction, the 50-meter pool, located in Clement Circle Park at West Chicago and Harrison Avenue, will not be opened until next Memorial Day.

On Reserve Duty

Major D. Worcester, local design supervisor of the Bendix Aerospace Program, is presently on a two-week tour of duty with the US Army Reserve at the University of Nevada in Reno.

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