

# Businessman Challenges S'craft Grads

By DENNIS L. PAJOT

A plant manager of the world's largest manufacturing corporation challenged Schoolcraft Community College graduates to better society, at a time when many have said they can do better than American free enterprise.

"If your generation can make as much progress, in as many areas, as the last two generations, you should be able to solve a great many of the world's ills," H.T. ("Bing") Price said as commencement speaker on campus Sunday.

Price, who is general manager of Chevrolet Spring and

Bumper plant, a division of General Motors, and a community college trustee in his home area, delivered a formula in the next breath.

"If you believe that America is a good country, that the American free enterprise system has earned a chance to prove itself again, that our technological genius can serve people rather than the other way around, that democracy means freedom and responsibility in the same breath, then you had better do something about it."

**CONCEDING THAT** "our business system is obviously in need of improvement in many areas," Price struck his main theme. "We must begin to suspect the motives of those who seek to abandon a strong system to cure its weaknesses."

He made the point that all of the graduates will "have some close relationship with business... an important stake in it," a considerable amount of influence in shaping its character.

"An individual in business who seeks to promote desirable change must have the kind of courage and realistic toler-



H.T. ('BING') PRICE Challenges Graduates

ance that a demonstrator or a professional critic wouldn't even understand," he said among five points he used to contradict fashionable campus criticism of business.

**HIS OTHER FOUR** were: "The profit motive provides the incentive without which no system can function in the public interest."

"Business is truly a social institution. No firm can survive without public acceptance of its products or services, or public approval of its actions."

"The public already controls business conduct in line with our concept of free competitive enterprise. Strict central business activities diminishes its responsiveness to the public will. Perhaps the critics should re-read the history of World War II or look to the other corners of this planet for a comparison of which system works best."

He made the point that today's college graduates will take part in social actions of the 21st century, which he named "the inter-solar age."

"SIXTY-FIVE PER CENT of you will be working in positions and industries that don't exist today. Young people will become more conservative and socially responsible."

Price noted that many of the material goods, the synthetic fibers, television, antibiotics, contact lenses, polio vaccines, space travel, automatic stoves, electric toothbrushes and overseas vacations for the middle classes were non-existent 35 years ago.

"You no longer have to fear epidemics of flu, typhus, diphtheria, smallpox, scarlet fever, measles, or mumps that your parents knew in their youth. The dreaded polio is no longer a medical factor, while tuberculosis is now almost unheard of."

"Because you parents were materialistic, you will work fewer hours, learn more, have more leisure time, and have more of a chance to follow your life's ambition."

"Your parents have built thousands of high schools, colleges and universities. They have improved existing education, hired and trained tens of thousands of teachers and professors."

**HE CITED A FEW** things yet to be done.

"Your parents and your grandparents have had some failures. They have not found an alternative for war, nor for racial hatred and distrust."

"They have not found the answer for remaining killer diseases that include cancer. They have not found the answer to the problems of inflation, of unemployment, or of efficient mass transportation."

He introduced his challenge with these remarks:

"They have found that the combination of confrontation politics and extremism is not an efficient way to change things in a free society. They have found that money and affluence do not automatically buy happiness."

"Perhaps you and your contemporaries will solve many of these problems. Perhaps you will perfect the social mechanism in which all men may follow their ambitions without the threat of resort to force, so that all the world will no longer need police to enforce the laws, nor armies to prevent nations from trespassing against others."

The initiative you have demonstrated in completing your studies at Schoolcraft indicates you are ready to participate in the American experiment. Now all you have to do is prove that you can make the difference," said Price.



**SCHOOLCRAFT COMMENCEMENT** honored staff almost obscure the men and women of the hour in this view of Schoolcraft Community College commencement exercises. Dr. Robert Keene, vice president for academic instruction, presented awards to 350 students who had completed work during spring and summer of 1969 and through the winter semester of 1970.

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## They Win Schoolcraft Honors

Six Observerland residents were conferred honors upon graduation from Schoolcraft Community College Sunday.

They were among 380 students receiving associate degrees or program completion certificates in the fifth commencement exercises on the campus.

Richard Urbanski of Livonia won two honors for outstanding science scholarship. He was presented a \$200 tuition award by the Eastern Michigan University Board of Regents to continue his studies for the next two years.

**HE WAS ALSO** one of the four science students recognized by the Schoolcraft science award committee for outstanding performance.

He and Alfonso Almon of Westland, Donald Weigand of Plymouth and Kimberly Colman of Livonia received \$10 cash awards and will have their names inscribed on a permanent campus plaque.

Karen Nixon of Livonia won the Plymouth Symphony Society music award, which includes cash and her name inscribed on a campus plaque.

Miss Waltrand Schabestiel of Garden City won a \$100 award from the Phi Beta Kappa national scholastic honorary society.

## Edison Has Mall Exhibit

Area homeowners will have the chance to see the latest in home comfort equipment when Detroit Edison holds its six-day traveling electric heat show at Livonia Mall, Seven Mile and Middle Belt.

The show will be held from 10 a.m. to 9 p.m. daily May 11 through 16.

Nine different types of electric heating equipment will be displayed. Included will be heat pump, baseboard unit, wall panel, forced air, ceiling panels, electric furnace and boiler, humidity control devices, and insulation and vapor barrier displays.

## Harmony A Must

Gifts of silver holloware should be chosen in a pattern that harmonizes with the bride's flatware pattern.

# Hear Shirley Eder interview the stars.

In her syndicated newspaper column Shirley Eder talks about the celebrities. But with her tape recorder, she talks with them... in their homes, on glamorous world-wide movie locations, and in the film studios. So on Wiid, Radio 1090, you get Shirley Eder and Steve McQueen and Faye Dunaway and Dustin Hoffman and all the others... in person. Listen to Shirley Eder as you Ride with Wiid, Radio 1090.

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