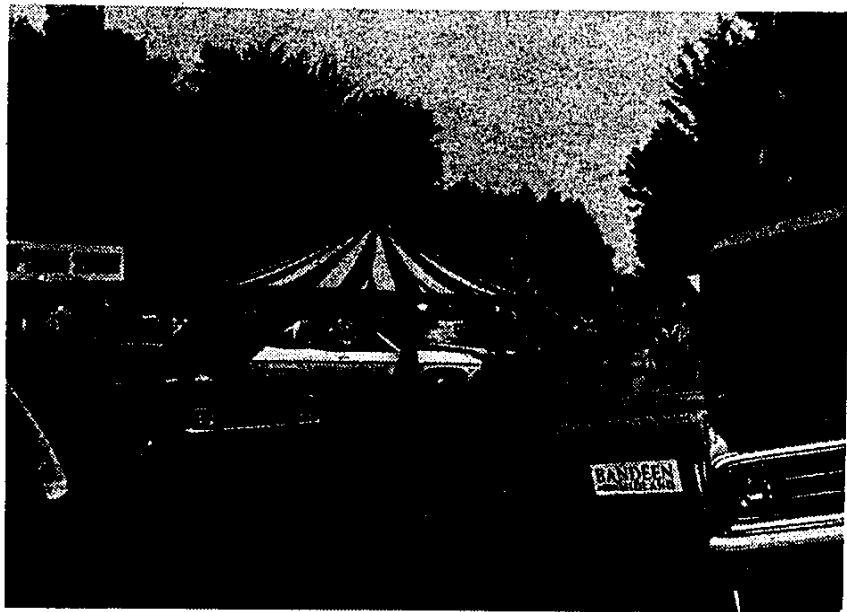


Auto Service Industry Changing By Degrees — 'Academic,' That Is



The car-conscious students at Northwood Institute in Midland, Michigan, held an auto show on their attractive campus. Northwood's interest in autos also extends to their unique curriculum training automobile aftermarket executives, giving the industry a good source of manpower.

This is a report on what one institution of higher learning is doing to prepare young folks for the executive and management careers that are opening up for them in the important, growing Car Care Servicing Industry. Others among the rising number of two-year community colleges are becoming active in this area.

The automotive service industry is changing by degrees -- academic degrees. Preparation for careers in car servicing is now becoming a job for colleges starting with Northwood Institute in Midland, Michigan.

The Midland campus is adding to its curriculum, the first full time college program of study dedicated to the auto service industry. Its goal is to upgrade the qualifications of men and women who enter the field.

Included in the curriculum, in addition to regular liberal arts and business

courses, will be five courses in automotive service. Students will study the history of transportation, organization and management of the auto service industry and merchandising.

According to Dr. Arthur E. Turner, President of Northwood Institute, the demand for trained personnel in auto servicing is insatiable.

The industry represents an estimated 25,000 firms which range from manufacturing to distribution of thousands of parts for the nation's 100 million cars and trucks.

Objective of the Northwood program is to encourage young people to see the potential opportunities in the industry, which is constantly looking for sources of executive and management personnel.

The Northwood Institute course is the latest the service industry is undertaking to upgrade the quality of service personnel.



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