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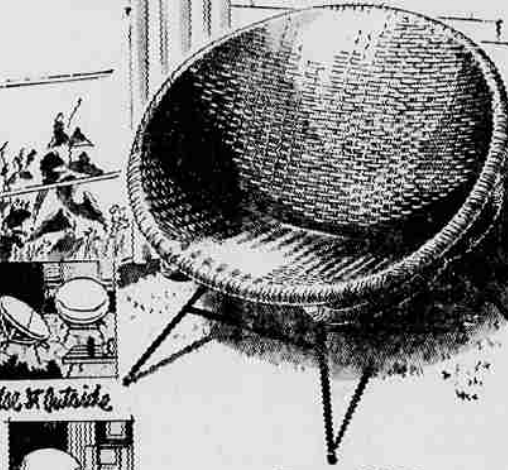
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At the Corner of Eighth and Olive



ATTIRED FOR WORK—Two Italian models garbed in evening gowns step from bus on West German border enroute to fashion show of Italian-made summer designs by Schuberth.

WHAT MAKES ECONOMY TICK?

Rail Employes Attend College

LOS ANGELES (AP)—The president of a large American railroad wants his key employes to know the answer to this question: "What makes our economy click?"

So he sends them to college, on full pay, in the summer.

His idea launched an academic experiment, out of which emerged a short course in the American way of life—probably the only university program of its type.

The University of Southern California will present the course for the third time this summer. It opens June 28 and will run for six weeks. Its students will range from roadmasters to vice presidents, most of whom came up through the ranks without a college education.

were in the group as observers last year, R. G. Rydin, executive vice president, and Jonathan C. Gibson, vice president and general counsel, both of Chicago.

TWO-WAY STREET

"This course," Rydin said, "is a two-way street. Santa Fe men are getting academic instruction. And some of the professors are learning things about railroads they didn't know."

Men who attend the course are selected by high level officials from the group recommended by department heads. Those chosen are not always the promising young men who are due for advancement.

Some, Rydin explained, are older men who have reached their peak position and who are called upon at times to deal with situations involving the American economic system.

'MIDDLE MANAGEMENT'

Fred C. Gurley, president of the Santa Fe Railway, asked USC two years ago to design a course for the railway's "middle management."

He had a feeling most of these men were too busy in their specialized jobs to analyze free enterprise and took the capitalist system for granted. Even if they did understand it, he thought, very few were articulate enough to defend it or to answer questions about it.

Dean Lawrence C. Lockley of USC's school of commerce worked up the course, with the help of five other professors.

Such executives, Rydin said, often find it necessary to answer questions, make speeches and conduct meetings.

Because a large percentage of railroad "middle management" executives came up through the ranks with a minimum of formal schooling, many are at a disadvantage when the questions concern subjects apart from transportation. Few have had any training in public speaking.

Records of those attending the course last year showed that 11 of the 30 finished college.

At a banquet opening the first seminar, Gurley said he wanted his employe-students to learn the answer to this question: "What makes our economy click?"

The first course, given two years ago as an experiment, won a Freedoms Foundation award. Gurley immediately decided to continue the project. Now other big industries are interested.

COURSE TITLE

Lockley calls the course "the analysis of free enterprise capitalism." It covers a multitude of studies, from basic economics to the science of government and international trade.

COURSE SUMMED UP

Ralph W. Ater of Amarillo, Tex., special representative in Santa Fe public relations, sums up the course this way:

"I think one of the very significant side effects is the close association and interchange of ideas between these management men. Some of them gain an insight into the workings of other departments that they might never attain without such an association."

Competition, government controls, communism, fascism, inflation, labor-management relations, money and banking are among topics discussed.

Students come from all parts of the nation where the Santa Fe operates. They bring their wives and children and live together on the campus, in a building which during the winter is a girls' dormitory.

"This is tremendously important in a company as large as ours from a public relations and human relations standpoint."

All employe-students are on full salary and the Santa Fe pays their expenses. Life in the classroom and out, is informal. Faculty and families lunch together, often spend free evening hours together in typical collegiate bull sessions. Special trips are arranged for weekends.

\$1.25 Million Spent by TV On Hearings

NEW YORK (AP)—It cost about \$1,250,000 to put the McCarthy-Army hearings in the parlors of millions of American homes.

And at one time or another, about 15-million fireside television sets were tuned to the production in the Senate caucus room.

Instruction is given in seminar, or open forum, sessions extending from 9 a.m. to 5 p.m. five days a week. The professors work as a team.

TEAMWORK

If, during the morning seminars, the professor of money and banking is discussing the gold standard, the professor of political science may—and will—interpose observations from the viewpoint of his own particular field.

Those are the best estimates of TV network executives, who paid the bills, and the testing services who checked audience response.

It would have cost a sponsor, by educated guess, 10 million dollars to present the same show as it was carried by the four major TV networks.

Evenings are devoted to study, lectures or reading from a special library established in the dormitory expressly for the railroad men. The lectures, given two or three evenings a week, relate to the course and frequently are delivered by experts imported from other colleges or cities.

WRESTLE WITH SOULS

"It's the kind of thing you dream about doing," one TV executive said. But if the chance came again tomorrow "we'd have to wrestle with our souls" as to whether it's worth the cost.

The hearings were carried live and full for 26 days, some 186 hours, by 51 to 73 ABC stations and affiliates and 10 Dumont stations and affiliates. NBC and CBS shared with the cost of the pool pick-up and carried edited highlights during the late evening hours.

A sixth professor, head of the speech department, takes over in the afternoon to teach public speaking and parliamentary procedure.

Wives don't attend the Santa Fe school but many take other courses in the university's summer session. Children have the use of supervised playgrounds and swimming pools on the campus.

Few sponsors were found for the program even after the Senate opened the door for such sale. "It's not surprising," one executive said. "They're reluctant to sponsor anything controversial."

Two top Santa Fe officials,

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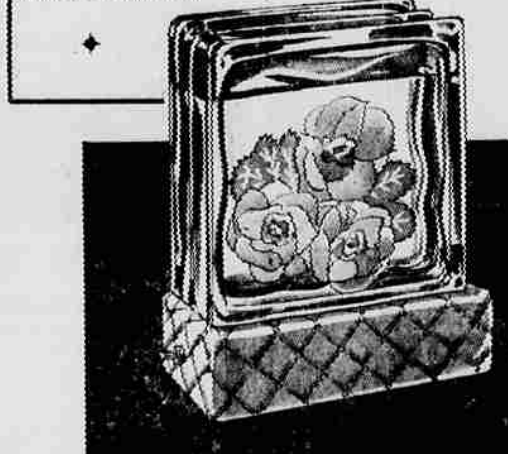
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