

education doesn't necessarily produce a successful person. Ralph J. Cordiner, chairman of General Electric, expressed the attitude of top business management toward education this way: "Two of our most outstanding presidents, Mr. Wilson and Mr. Coffin, never had an opportunity to attend college. Although some of our present officers have doctor's degrees, twelve out of forty-one have no college degrees. We are interested in competency, not diplomas." A diploma or degree may help you get a job, but it will not guarantee your progress on the job. "Business is interested in competency, not diplomas."

To others, education means the quantity of information a person has stashed away in his brain. But the soak-up-facts method of education won't get you where you want to go. More and more we depend on books, files, and machines to warehouse information. If we can do only what a machine can do, we're in a real fix.

Real education, the kind worth investing in, is that which develops and cultivates your mind. How well educated a person is, is measured by how well his mind is developed—in brief, by how well he thinks.

Anything that improves thinking ability is education. And you can obtain education in many ways. But the most efficient sources of education for most people are nearby colleges and universities. Education is their business.

If you haven't been to college lately, you're in for some wonderful surprises. You'll be pleased at the wide course offerings available. You'll be even more pleased to discover who goes to school after work. Not the phonies, but rather really promising persons, many of whom already hold very responsible positions.