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NEW YORK, January 14 -- Emphasizing the importance of educating the youth of free nations in the methods of creative industrial administration, Professor Erwin H. Schell, head of the Course in Business and Engineering Administration in the School of Industrial Management at the Massachusetts Institute of Technology, called for a reawakening of the pioneering spirit of adventure which led to the development of our own country.

Professor Schell spoke at the Annual Dinner of the National Management Council at the Hotel Plaza tonight, where he was presented with the Wallace Clark Award "for distinguished contribution to scientific management in the international field."

Professor Schell has for many years been actively interested in the international aspects of scientific management. In 1935 he attended the Sixth International Management Congress in London as an official delegate of the United States. Since this time he has served as Chairman of the Program Committee for the United States Delegation at International Management Congresses in Stockholm and in Brussels; and continues in this capacity for the oncoming Congress at Sao Paulo, Brazil.

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Award
to
Schell

In 1933 Professor Schell instituted the first of a series of annual industrial tours of Europe for Technology students, covering plant visitations and executive conferences in many European countries.

He is at present a Director and member of the Executive Committee of the American Management Association, and Vice-President and a member of the Executive Committee of the National Management Council, an affiliate of the International Committee for Scientific Management.

Speaking about the far-flung, flourishing exchange of ideas on better management between leaders of free countries of the world, Professor Schell urged expansion of this type of international commerce, including exchange visits of industrialists from the various countries.

"The vehicle for these tidal movements of administrative thought," he said, "has not been primarily the written word. Rather has it been word of mouth. During recent years, under the auspices of the Mutual Security Agency and the National Management Council, large numbers of industrialists from foreign countries have visited our shores, seen with their own eyes the day-to-day application of American managerial principles, and talked at first hand with the top management of our industries.

"Simultaneously, our men of management have been visiting manufacturers in other lands, learning of their points of view and procedures, and in turn have met with many European industrialists to compare these principles and practices with those of the United States."

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Discussing opportunities for the future, Professor Schell said, "My hope is that we in the United States may remain not only awake to the great opportunities for strengthening international relationships now laid at our doors, but that we shall foresee and prepare for those future opportunities which less clearly but no less importantly loom before us in order that we may act with greater wisdom and statesmanship in the days to come.

"A vital contribution to the distant future will be the early education of the youth of the free nations in the ways of creative industrial administration. It has been said that we cannot control the present without planning the future. Likewise, we may not safeguard the future without preparing in the present to deal constructively with it.

"One of the qualities which we must reawaken, nourish and strengthen in the coming generation is that pioneering spirit of adventure which had so much to do with the development of our own country. While man has crossed most of the earth's geographical frontiers, that does not mean that there are not unlimited opportunities for exploration and discovery yet before us.

"There is still adventure in rich measure to be found in the United States. Our frontiers, while no longer geographical, are steadily advancing in the realm of the sciences. It is interesting to note that the products of one of our most progressive industries carry the names of some of our greatest adventurers of the past.

"There are those who are concerned with the lack of this spirit in the youth of our time -- those who feel that too many young men seek jobs today on the basis of security -- pensions, insurance, continuity of employment. Be this as it may, I am

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Professor Schell - M.I.T.

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assured from a knowledge of the European lads who have visited this country and of our students at M.I.T. that there are in the older countries as well as in the United States many young men in whose breasts the fires of the pioneer still burn.

"A fascinating challenge lies before us in the United States -- that of extending to the nations which stand with us for freedom, opportunity for their younger generation of potential managers to come to our country for extended stays and to learn at first hand of the spirit of creativeness, of organized adventure, of scientific pioneering, no less than the method which underlies the profession of modern management in the United States. Our more than two hundred colleges, schools and departments of business administration should have no difficulty in absorbing annually up to five thousand of such young men for year-long sojourns to our country incorporating study in residence and collateral experience in industry. The constructive effect of such a commerce carried on during the next decade with those soon to hold positions of leadership in friendly nations cannot but be profound."