

**NATIONAL SOCIETY FOR VOCATIONAL
EDUCATION: BULLETIN NO. 32. PROCEEDINGS
OF THE JOINT CONVENTION OF THE
NATIONAL SOCIETY FOR VOCATIONAL
EDUCATION AND THE VOCATIONAL
EDUCATION ASSOCIATION OF THE MIDDLE
WEST, CHICAGO, FEBRUARY 19, 20, 21, 1920**

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SECTION I

SIGNIFICANCE TO VOCATIONAL EDUCATION OF THE PRESENT ECONOMIC UNREST

I

THE PUBLIC AND THE CONSUMER

A. J. TODD

Labor Manager, B. Kuppenheimer & Company, Chicago

Among the causes of economic unrest to which we must make an educational approach, there are certain prevalent phenomena, such as the well-nigh universal discontent of the normal human being, sometimes a vague discontent, sometimes pretty definite and concrete, the discontent which we think of as one of the prime motive forces for human progress. There is also such a mental canker as the worker's uncertainty about his job, particularly aggravated in a time of industrial transition and readjustment, but always present to a greater or less degree. Along with this uncertainty and partly to be considered as a cause of it, is ignorance on the part of the worker of the higher operations of business finance and management with, of course, a proportionate suspicion which is not altogether counterbalanced by native human loyalty or inertia. This ignorance takes the form of suspicion of ulterior purposes in even the simplest things but is particularly active with regard to new plans or operations. There is often a general undercurrent of fear of exploitation which expresses itself in a more or less conventional attitude of wondering "what the bosses are trying to slip over now." There is also to be reckoned now, as in all other times, the influence of the chronic sorehead and professional agitator, although I am convinced that their influence is now and always has been grossly overestimated. Moreover, it is to be remembered that the professional agitator is likely to make his strongest impression upon tired minds and bodies. Fatigue leaves men more or less