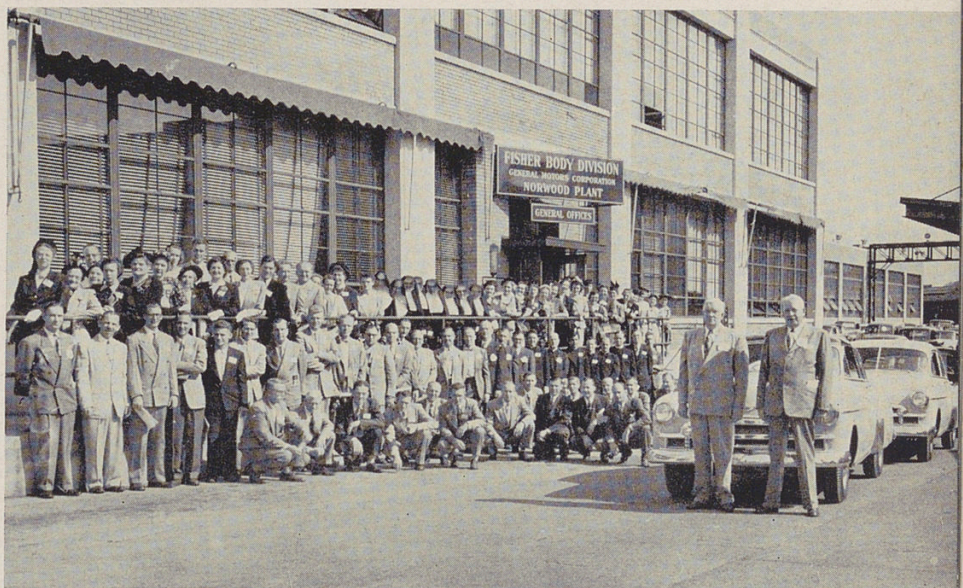


b. i. e. d a y

B.I.E. Day! That was the title given the day on which Dr. Carl M. Horn's plan to create a better understanding between business and education was realized. **Teachers** were to acquire first hand knowledge of **industry** by taking specially-guided tours through various factories and stores. This idea, worked out successfully in several cities, came to Cincinnati from Dayton. The activities, supervised by the Chamber of Commerce B.I.E. Day Committee, began early Wednesday, October 18, when nearly 2000 teachers from all the Hamilton County High Schools assembled in Music Hall to receive a short outline of the day's schedule. The teachers were then taken by chartered busses to their assigned companies where they were told the corporation's background and organization. Tours through these factories or stores ended with special luncheons at which corporation officials lectured briefly. Soon after lunch the teachers returned to Music Hall ending this very stimulating and entertaining day. Cincinnati's initial B.I.E. Day, which was considered a real success, was followed on April 19 with a reciprocal arrangement with businessmen visiting the schools to learn how they function.



The educators met at Music Hall before embarking on their tours.



Almost eighty businesses and industries in Cincinnati were visited.

