

# Roberts Brothers Company

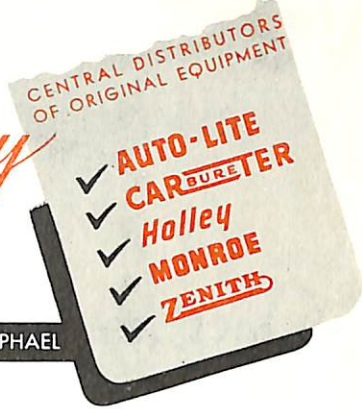
OF WASHINGTON, D. C.

NORTH 7-7900

17TH & U STREETS NORTHWEST, WASHINGTON, D. C.

PRESIDENT FRED S. ROBERTS VICE PRESIDENT RAY B. ROBERTS TREASURER GEORGE D. RAPHAEL

APRIL 29, 1953



To: SUPERINTENDANTS  
VOCATIONAL SCHOOLS

SUBJECT: ROBERTS BROTHERS COMPANY  
AUTOMOTIVE SCHOOLS

*File  
in answer*

THERE IS A NEED FOR TRAINED PERSONNEL IN THE "AFTER-MARKET" SEGMENT OF THE AUTOMOTIVE INDUSTRY, -- THAT PORTION OF THE BUSINESS WHICH BEGINS WHEN A NEW CAR OR TRUCK IS DELIVERED TO ITS OWNER. THE "AFTER-MARKET" IS A VAST INDUSTRY WHICH IS CONCERNED SOLELY WITH MAINTENANCE AND REPAIR OF VEHICLES IN SERVICE.

THERE ARE EXCELLENT SCHOOLS CONDUCTED BY VARIOUS MANUFACTURERS, USUALLY AT THEIR RESPECTIVE PLANTS, BUT WHOSE ENROLLMENTS ARE USUALLY LIMITED TO EMPLOYEES OF DEALERS HANDLING THEIR PRODUCTS.

IT OCCURRED TO THE WRITER THAT OUR LOCAL EDUCATIONAL FACILITY MIGHT BE OF INTEREST TO YOU IN CONNECTION WITH BOYS AND YOUNG MEN WHOSE IMMEDIATE NEED IS FOR SUFFICIENT SPECIAL TRAINING TO ENABLE THEM TO SECURE GOOD EMPLOYMENT.

FOR THE PAST SEVERAL YEARS ROBERTS BROTHERS COMPANY HAS BEEN CONDUCTING IN THEIR SCHOOL-ROOM A SERIES OF CLASSES COVERING THE AUTOMOTIVE SPECIALISTS' FIELD AS OUTLINED BY ORIGINAL EQUIPMENT MANUFACTURERS, SUCH AS THE ELECTRIC AUTO-LITE COMPANY (AUTOMOTIVE ELECTRICAL) AND CARTER, HOLLEY ZENITH CARBURETOR COMPANIES (CARBURETORS) AS WELL AS ON OTHER LINES.

FROM TIME TO TIME WE HAVE HAD REQUESTS FROM THE FIELD FOR THESE CLASSES TO BE EXTENDED TO INCLUDE YOUNG MEN NOW IN SCHOOL OR JUST COMING OUT OF SCHOOL, BUT HERETOFORE THE CLASSES HAVE BEEN RESTRICTED TO PERSONS ALREADY ENGAGED IN THE TRADE AS AUTOMOTIVE MECHANICS.

WE ARE WRITING YOU TO EXPLORE THE POSSIBILITY OF EXTENDING OUR SCHOOL COURSES TO INCLUDE THOSE INTERESTED YOUNG MEN. YOU WHO ARE CLOSE TO THE SITUATION IN THE FIELD CAN GIVE US YOUR OPINION AS TO THE ADVISABILITY AND FEASIBILITY OF SUCH A STEP. WE WILL INDEED APPRECIATE ANY COMMENT THAT YOU MIGHT CARE TO GIVE US.



SUPERINTENDANT OF VOCATIONAL  
SCHOOLS

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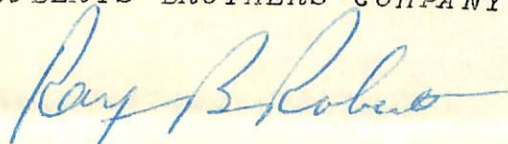
2. A KNOWLEDGE WOULD BE INSTILLED IN THE STUDENTS THAT ONLY GENUINE, ORIGINAL-EQUIPMENT PARTS SHOULD BE USED IN THE REPAIR UNITS SOLD AND SERVICED BY US, -- AND, FURTHER, THAT THE CAR OWNER WOULD RECEIVE SKILLED, HONEST WORK WHEN THE STUDENT GOES TO WORK IN A SERVICE SHOP.

IT SHOULD BE NOTED THAT GRADUATION IN AUTOMOTIVE ELECTRICITY FROM OUR LOCAL SCHOOL WOULD, IN ALL PROBABILITY, ENABLE THE GRADUATE TO ATTEND THE MORE EXTENSIVE SCHOOL MAINTAINED BY THE ELECTRIC AUTO-LITE COMPANY AT TOLEDO, OHIO. THIS IS A THREE WEEKS COURSE AND A STUDENT WOULD NEED TO SUSTAIN HIMSELF FOR THAT PERIOD. THERE IS NO TUITION FEE BUT ENTRANCE IS OPEN ONLY TO EXPERIENCED MECHANICS WHO WANT HIGHER TRAINING, - OR TO A LIMITED NUMBER OF GRADUATES FROM A FACILITY SUCH AS OURS.

WE WOULD APPRECIATE YOUR FULL AND FRANK OPINION IN THE MERITS OF THE FOREGOING.

YOURS VERY TRULY,

ROBERTS BROTHERS COMPANY



RAY B. ROBERTS  
VICE PRESIDENT AND GENERAL  
MANAGER

RBR:RBB  
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