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The University of Dayton and the McCall Corporation of New York Discuss a Working Relationship

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The University of Dayton, Dayton, Ohio, and the McCall Corporation of New York, printers and publishers, are discussing a working relationship for the research and development of educational and information handling systems. W. L. Schubert, Vice President Corporate Planning for McCall said that "the program under consideration involving the McCall Information Services Company, a subsidiary of The McCall Corporation, and the University of Dayton would include the establishment of a data processing communications center and network."

Services and programs would be available to educational and business institutions in the area and it is contemplated that linkage might be provided with a regional research library.

The University of Dayton's interest lies in the earliest application of modern technology to the manifold and growing problems of education, particularly at the university level.

As publishers and as one of the nation's largest printers, McCall occupies a unique position in the creation, reproduction and distribution of information in the knowledge industry. At its Data Center in Dayton more than twenty million names and addresses are maintained on computer files. The Data Center has an annual budget of about six million dollars for the servicing of its own and customers' requirements. McCall prints a wide variety of material including textbooks, telephone books, and in the Dayton Plant magazines at the rate of over four million copies per day.

Among the objectives of the proposed cooperative program are the application of advanced information handling and communication techniques to meet a broad range of educational needs in administration, research, instruction and libraries.

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