

SCHOLARSHIPS, FOOD STORES AND HOMEWORK

The food store clerk in the Washington, D. C. area paying special attention to the way he packs your groceries may be more than just extra obliging—he may be doing his homework.

Giant Food Department Stores is in its second year of providing scholarships annually for seven students at American University in a program designed to help produce good Store Managers. Giant has thirty stores in this area and has plans for several more. The students work at Giant stores full time during the summer holidays, and part time during the school year.

The company, started in the District in 1936, feels it is fulfilling a civic duty as well as improving its service by promoting this training program. The group awarded the scholarships was screened by a committee composed of John Morrison, general supervisor of Giant; William F. Rogers, the company's personnel director; Dean Nathan A. Bailey of American University's School of Business Administration; Prof. Harold B. Wess, the school's program director, and Stafford H. Cassell, assistant to the president of the University. Those selected went to work at summer jobs as cashiers, grocery men stocking shelves and receiving goods, and in other positions.

At the School of Business Administration they take such courses as marketing, business law, statistics, accounting. These are among courses required for a business degree. The University also requires such studies as business math-

ematics, psychology, American government, literature and science. The company is presently putting up \$5,000 a year to carry out the program. Tuition, textbooks and other expenses are defrayed for the seven scholarship holders. The seven scholarship students see the retail food industry as a promising one for a career. Store Managers' salaries begin at \$7,020 and go beyond \$10,000.

The scholarship program is only one of many employee training programs conducted by this food retailing organization which employs between 2000 and 3000 personnel. In full page newspaper advertisements several months ago the Giant Food Stores announced to the public of the Washington Metropolitan area this motto in large bold type:

IN TRAINING TO

SERVE YOU BETTER

Selection —

To select the kind of employee you wish to have serve you—that is our aim. We use personal interviews, work and character reference checks, tests, tryouts, and supervisory evaluations.

Development —

Store expansion plans and Giant promotion-from-within personnel policies, make necessary extensive training. From Store Clerk to Store Manager, there is a training program for each.

A BETTER PLACE TO WORK IS

A BETTER PLACE TO SHOP

The page also carried the names of employees receiving training in the following order: 7 as store managers, 13 as meat managers, 4 as delicatessen managers, 10 as produce managers, 14 as grocery managers, 3 as receivers, 15 as head cashiers, and 7 as apprentice meat cutters. Other employees receive day to day instruction from their supervisors.

The foregoing training operations appear to be the work of a training director. Well, yes and no. Mr. Rogers, Personnel Director at Giant, is his own training director. He is known nationally as Bill Rogers of ASTD; charter and current member of the Washington, D. C. Chapter of ASTD; formerly with the Navy Department.

POSITION OPEN

MUNICIPAL TRAINING OFFICER WANTED; experienced in industry or government. Must be able to analyze needs and plan programs. Minimal instruction responsibility. Salary from \$5700 to \$7000 per annum, depending upon qualifications. **City Civil Service, Room 453, Civic Center, San Diego, California.**

POSITION OPEN

INDUSTRIAL RELATIONS ASSISTANT in Training, Education and Management Development. To be responsible for development and coordination of company-wide training and educational programs for executive and supervisory personnel. Substantial experience in supervisory training and in training research required. Experience with company-sponsored university programs desired. Advanced degree in psychology or related field preferred. Midwestern multi-plant steel company. **Box 199, Journal of the American Society of Training Directors, 2020 University Avenue, Madison 3, Wisconsin.**

PSYCHOLOGY'S RULES OF LEARNING

(Continued from page 7)

equal age, the older idea will not be forgotten as rapidly as the newer idea.

The application to training is obvious. For instance, if there are two different methods—one older and one newer—which have equal association with an objective, and if both methods are given the same amount of attention, the older method will probably benefit more from the training than the newer method. Similarly, the older method will not be forgotten to as great an extent as the newer method.

20. *Learning something new can interfere with the remembering of something learned earlier.*

Psychologists refer to this as retroactive inhibition. As a hypothetical case, if you study French for an hour and then study Italian for an hour, your ability to recall the French will probably be less than it would have been had you substituted an hour's interval of rest in place of the hour's study of Italian.

We should not just blindly apply every one of these principles to the field of training. However, we can point out certain applications that these principles suggest to the training practitioner.

After all, individuals exposed to training and people used in all learning experiments are much the same kind of people; and all are reacting to materials that someone wants them to learn.