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President's Message

YOUR INFLUENCE ON ASTD DIMENSIONS

One of these days you'll receive word that dues for 1953 will be gladly accepted by your chapter secretary-treasurer or by Russ Moberly. As you know, ASTD dues will be eleven dollars starting with our 9th year. The increased dues were established as a result of a mail ballot vote just before mid-year. Eighty per cent of the members voting favored the increment in an effort to amplify and extend services to members. For example, starting in 1952 complete proceedings of the Annual Conference were mailed to *all* members. This practice will be continued, and other *valuable benefits* to members and their companies or organizations *will be superimposed* on present services and activities. It is sincerely hoped that *each member* will support the '53 program by maintaining his paid-up status and that he will send in his annual dues on "the first call." The Society's financial health is dependent on YOU and every other member. To reassure your belief that membership is a good investment, compare the annual dues and services of this organization with other professional, scientific, or technical groups.

To further strengthen ASTD, the membership Committee—with the assistance of the affiliated chapters—is launching a program designed to attract a substantial number of new associates who are qualified for membership. YOU are invited and encouraged to lend a

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You are cordially invited to become a Member or an Associate Member of the American Society of Training Directors, an organization devoted to the advancement of training and education, especially as it applies to the American industrial system. The avowed purpose of the Society is the development of the profession of training. It functions as a coordinator of activity, a publisher of important and timely training information, a sponsor of Research; its JOURNAL provides a medium of exchange of ideas and publishes the results of special studies, training programs, and analysis of training and related activities.

place in industry and that this right entails a definite responsibility. Their right to a place in industry depends directly upon their contribution to industry. This does not mean the ability to produce alone. It means the ability to produce in cooperation with others. This involves human relations training.

It requires the realization that each benefits from productive effort correlated to the productive effort of others. It is necessary to develop the ability to understand and to be understood.

Awareness of the importance of communication, call it by any name, is a major step in the right direction. That awareness, together with a basic knowledge of the various specific techniques

involved, will go far toward enabling the graduates of our schools to adapt themselves readily and easily to our industrial processes. It will enable them to better assimilate the additional and possibly more complex technical training which it may be necessary to give them. It will make them productive participants in our free enterprise system.

Altogether, effective communication is of vital importance to industry. Communication enters into every process in industry, be it simple or complex, technical or non-technical. We have communication. The problem is to promote increasingly effective communication toward the end result of more efficient production.

President's Message

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hand to A. A. Daly, the Membership Committee, and chapter officers, by stimulating interest in ASTD and by recommending prospective members who will be "credits" to the Society. These people will, in turn, thank you for their opportunities to participate in the plus values of the organization.

Yes, your decisions and actions on Society matters during the coming weeks will definitely influence ASTD's dimensions for 1953. Today, we are stronger in terms of members, finances, services, and worth-while committee projects than at any time in our history. The officers are confident that YOU will assist with the overall objective and program for continuous growth.

W. C. Christensen

Vice President Region III

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At present, Steinie is Director of Sales Training for the Reynolds Metals Company and is located at their General Sales Office, 2500 South Third Street, Louisville 8, Kentucky. His responsibilities are the development and supervision of training programs dealing with industrial salesmen, specialized packaging sales engineers, consumer product salesmen and sales administrative employees.

Steinie has given professional direction to many Community Fund, U.S.O., and Red Cross campaigns. He has been active in many phases of personnel work as a hobby, having been a trustee of the National Vocational Guidance Association and active in the American Personnel and Guidance Association.