

*The Journal of Industrial Training*, published bi-monthly, is the official publication of the American Society of Training Directors.

Editorial communications and correspondence concerning subscriptions and advertising should be sent to the editor and business manager, Joseph H. Jackson, 160 East 48th Street, New York 17, New York. Correspondence on other Society matters should go to the Secretary-Treasurer, Russell L. Moberly, University of Wisconsin, Madison, Wisconsin.

Subscription price to individuals, \$3.00 per year. Single copies, 75c. Position wanted ads run free of charge for members. Arrangements for reprints of articles appearing in the *Journal* may be made with the permission of the editor.

Copyright 1952 by American Society of Training Directors.

Chairman of Publications Committee, H. Walter Shaw, McGraw-Hill Book Company, 330 West 42nd Street, New York 36, New York.

Printed in the United States of America by the Montclair Printing Company, Montclair, New Jersey.

## President's Message

### INAUGURAL

It is an honor and a genuine pleasure to serve as the Society's presiding officer for the next two years. A sincere effort will be made to deserve the confidence of the members in all thirty-one chapters of the organization. The elected officers are cognizant of the fact that we accept both the opportunities and obligations which accompany our positions in this international association.

As you know, ASTD has enjoyed a history of continual growth and progress as a professional organization. Its services to members have expanded year by year. With the enthusiastic assistance of affiliated chapters and individual members, services will continue to expand, and other worth-while benefits will be added.

Financially, the Society started from scratch, and its modest bank balance has gradually but steadily increased. Considering the limited income of the past, much has been accomplished. To a large extent, future projects, programs, and services will depend upon the financial strength of the organization. To take its proper place as a progressive international group, ASTD needs a full-time, salaried, executive secretary to carry out a broad program. As a result of a long-felt desire of several past and present officers and directors,

(Continued on page 33)

*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.*

## President's Message

(Continued from page 1)

definite plans for establishing a headquarters with a capable executive will be one of our major objectives.

The new officers intend to *plan* and *follow* a program of action, in which it is hoped that *all ASTD members will actively participate*. Sixteen committees—regular and special—are being established or renewed and chairmen appointed. Individual members are cordially invited to indicate an interest in serving on one or more of these committees. Each group will be requested to report its progress at regular intervals through the *Journal*.

It is strongly recommended that each member utilize the services of his chapter officers, district representative, and regional vice president by asking questions and making suggestions concerning Society matters. As a professional trainer each ASTD associate appreciates the value of effective two-way communications in *understanding* and *teamwork*. If elected officers and representatives are kept informed, they will be in a position to take appropriate action for the best interests of the Society and its members. The board of directors will meet in September or October, and your representative(s) will appreciate receiving, before the board meeting, your comments and suggestions relative to ASTD.

Best wishes for a pleasant summer and an enjoyable vacation, and we shall all look forward to another successful fall and winter season.

W. C. Christensen



## HOLMES INSTITUTE

Supervisory Training Specialists  
in Leadership and Human Relations

through one of the  
Soundest Home Study Training Programs  
Ever Developed

**H**OLMES TRAINING brings the guidance of nationally recognized experts right into the homes of your employees, with no loss in production time. It is short, comprehensive, and down to earth, getting *results* and eliminating guesswork. Through Holmes training you can spot the employee who is serious, and who wants to get ahead.

If you are not already using this plan, or if the plan you are now using costs you more than \$60 per man, you are overlooking a sensationally productive kind of program . . . a program that is now creating amazing results for many leading national companies, and which will give your company more for your training dollar than you ever thought possible.

Write to me, personally, for our descriptive brochure which explains how easily and quickly the Holmes program may be installed. No obligation, of course.

These essentials available in the Low-Cost Holmes Plan:

- Man Management
- Situation Handling
- Job Management
- Production Control
- Speaking
- Salesmanship
- Blueprint Reading
- Simplified Accounting

## HOLMES INSTITUTE

O. D. McKenzie, Vice President

3224 16th Street, N.W. • Washington 10, D. C.