

A Word About Our Face-Lifting

ASTD's *Training Directors Journal* has a new look and a new title.

The new look is more than an effort to make our publication more attractive. It should add to the recognition value of the Society's torch symbol and commonly-used abbreviation "ASTD." The same artistic style is being carried out in all of ASTD's printed materials so that the Society's "trade mark" will be as familiar to people concerned with training as the ubiquitous "Coca Cola" is to everybody.

The new name is more convenient than the former *Journal of the American Society of Training Directors* — not quite half as many letters. More importantly it recognizes that our journal is *the* publication in the training field instead of a mere "house organ." In the future it should be found more easily in lists of periodicals where it should be indexed under the descriptive key word "training."

The editorial pages of the *Training Directors Journal* will maintain their high quality level but the package will be more in keeping with the contents. And your profession and your professional association will acquire increased prestige as "ASTD" becomes more widely and easily recognized.

GORDON M. BLISS
Executive Director