

# Plants Launch New Training Techniques

By REYNOLDS KNIGHT - Conventional teaching methods are going by the boards in the training programs of many major corporations as a result of the latest development in education — programmed learning.

The new technique, which relies upon special textbooks and learning machines rather than classroom lectures, is being widely adopted by U.S. industry to speed its employe and distributor training. Programmed learning presents subject matter in small segments, and students test themselves immediately after studying each segment. Educational researchers believe the technique increases the student's retention level by permitting him to set his own pace, and by reassuring him immediately that he has retained what he just studied.

AN ESTIMATED 100 companies have adopted programmed learning to train personnel in such diverse fields as pharmaceuticals, steel, chemicals, photography, electronics and rubber. Some companies have established their own staffs to prepare course materials; others have subscribed to outside programmed-learning services.

The impact of the new technique has caused at least a dozen publishing companies to expand their activities within recent months. Several companies have announced special home study courses for the general public — offering basic academic and "adult enrichment" subject matter in place of industrial programs.

PRODUCT PEEKS — The use of X-rays, radioisotope "cameras" and other nondestructive testing devices — commonly needed to comply with military contract requirements — is being increasingly applied to "civilian" production by American industry.

"This swing is resulting in consistently better products for the American consumer," said John A. Reynolds, technical director of Picker X-Ray Corp., a leading producer of such equipment. It has been estimated that the use of non-destructive testing devices will save American industry \$300 million this year, Reynolds pointed out.

THESE DEVICES are being used by industry to "find things that shouldn't be there" in products ranging all the way from candy bars and drugs to missiles, he said.

"A major drive is being conducted in American industry toward producing flawless products," Reynolds said. "Non-destructive testing makes this flawlessness possible by affording a means of inspecting products inside and out without destroying them," he said.

Critical industries, such as missiles and aircraft, have been leaders in the swing toward non-destructive testing, but more companies are now integrating these devices and techniques into their regular manufacturing, it was noted.

TOUGH TIRE — Chances are we won't see any "tractors in the sky" for a while, but it won't be because they haven't tires strong enough to land on.

The B. F. Goodrich Co., using nylon-cord reinforcement of the same type that permits aircraft to land safely, now has developed just such a tire, according to Lou Brubaker, the company's farm tire sales manager.

The new tire — called the B. F. Goodrich Power Grip — will replace the Power Grip rayon tire, currently the company's most popular replacement tire for tractors.

BFG engineers said the tire's aircraft nylon-cord body distributes the force of sudden shocks or blows over a broader area, resists damage from moisture admitted to the tire through old holes or gashes, resists damage from barnyard acids, and — pound for pound — is stronger than steel.

How's the market for BFG's new tire? One source estimated that 60,000 tractors are joining America's "fallow fleet" annually, and that there are at present almost 5,000,000 tractors in use across the country.

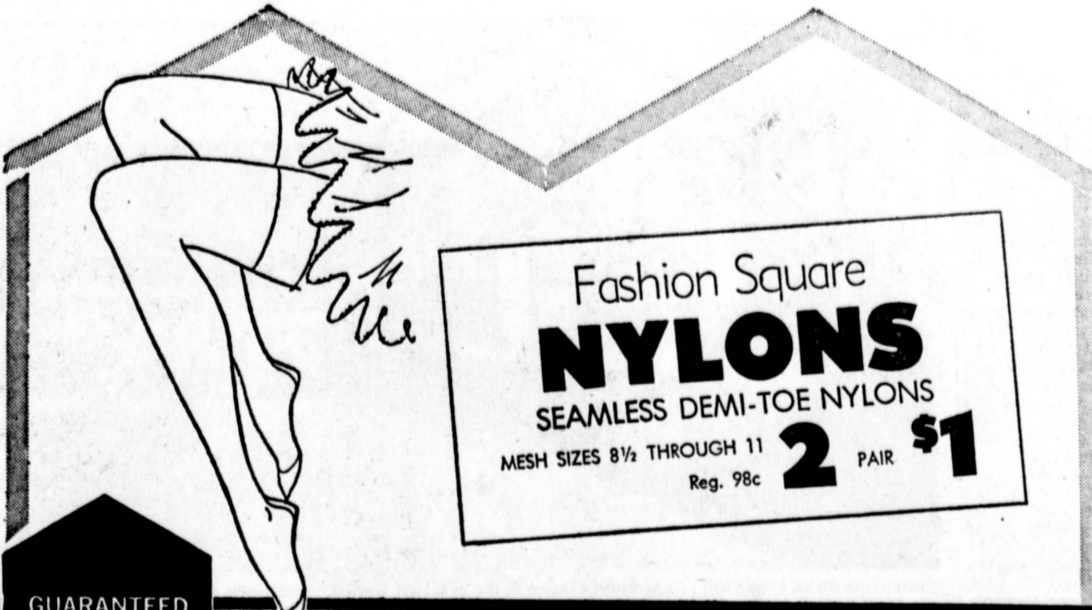
THING TO COME — Budding scientists will be able to perform as many as 100 experiments with a new electronic science kit recently marketed by a California firm; the kit includes solid state components, solar cells and other materials for students in the 10-18 age group. . . . A motorized seat to give housewives a rest while they do the family shopping has been developed; the seat attaches to a standard shopping cart and cruises at 1 1/4 mph. . . . A stainless steel auto muffler with a built-in tuning chamber that automatically adjusts to driving conditions has been introduced recently.

LAST RESORTS — An unlikely economic boom is shaping up on the slopes of many Southern mountains. Southern resort owners, who previously relied on summer vacation dollars for the bulk of their annual incomes, have taken to spraying slopes with snow and making artificial ice-skating ponds to attract winter sports enthusiasts. The new approach has improved the economy of many chronically-depressed areas; some resort owners report they are making more money now than they do in a typical summer season.

BITS O' BUSINESS — Private housing starts during January dropped to 1.29 million, lowest since May last year, according to a recently published government report. . . . Publicly owned corporations paid \$1.05 billion dollars in dividends to stockholders last month, an increase of 6 per cent over January 1961 payments, the Commerce Department announced last week. . . . Airline traffic scored its greatest advance in two years last month: trunk airlines flew 2.6 billion passenger miles, up 11.5 per cent over January 1961.



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