



HOLIDAY TREAT . . . As a special treat for youngsters during the holiday season, Food Co. Markets at 2655 Pacific Coast Hwy. (at Crenshaw) and other stores in the Rolling Hills Plaza Shopping Center will feature 10 rides from the Crafts Shows including a gigantic 89-foot high double Ferris wheel recently featured at the Seattle World's Fair. All rides will be offered at half price through the courtesy of the Foods Co. and other stores. Discount tickets may be obtained at any of the stores. The rides, now open, will remain until New Year's Eve.

Professor From Torrance Addresses Psychologists

Automated, programmed instruction soon will replace the traditional classroom lecture in job training programs for American industry, according to A. T. Polin of Torrance, director of USC's Research Institute for Business and Economics (USCRIBE).

Dr. Poplin, of 409 Via La Soledad, outlined recent advances made in this direction when he addressed members of the California Psychological Assn. recently in Los Angeles.

"INDUSTRY TODAY is concerned as never before with the cost of its job training programs because we are in an era of rapid technological change involving many job skills that are short-lived," Dr. Polin told the psychologists. "We can no longer afford either the time or the expense of traditional job training," the USC business researcher declared. "Using new techniques in learning from automated, programmed materials, employees are able to learn job content more quickly and with much more meaning. There is the future advantage that programmed material can be assimilated at the student's own rate and without the necessity of teaching supervision."

DR. POLIN presented the psychologists' group with the

report of a research study he conducted with the General Telephone Co. of California. "For the past year a successful project has been proceeding with company employees themselves trained and functioning as fulltime programmers in the development of on-the-job training programs. These have been far more effective and far less costly than previous methods," Dr. Polin said.

USCRIBE is continuing its research in this area, Dr. Polin reported. A unique program in

Health Department Reports Diseases

Four cases of measles were reported in Torrance during the week ending Dec. 15 by the Los Angeles County Health Department.

There was one of each of the following reported also: gonococcal infection, hepatitis, pertussis, scarlet fever, hemolytic, and syphilis.

shorthand training currently is being field-tested for use in industry. This program will allow employees to acquire the equivalent of one year of a college-level course in shorthand with only the use of a manual.

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