

Communications play role in an ever-changing world

By RALPH E. CUDMORE
 ("A speech given at the annual meeting of the 4-H Club Council.")

Most pleased to receive an invitation to address this group and while I am not in a position to deal comprehensively with all facets of training, I believe that by virtue of my many years of exposure to various types of training in industry—I'm able to leave you with a few useful sidelights from a different point of view.

After studying the programs of the extension branches of several provinces, I am sure that in your field there is a parallel recognition of the necessity for programs on a continuous basis to keep abreast of the tim-

es in all aspects of job knowledge and perhaps more importantly to develop receptivity to change.

In my view the greatest challenge to each of us in this fast moving world of today is not only to accept change as the inevitable, but to be willing and able to use and promote the new knowledge, new systems, and techniques to obtain effectiveness in our jobs.

Any of you who have recently attempted to help your high school age children with their physics problems will know what I mean. Frankly, I have difficulty conceiving the possibility of landing on the moon or the techniques and technology involved in transferring a man from one

space capsule to another in the outer realm.

NO MENTAL BLOCKS
 However, you will find that a youngsters of today have no mental blocks to this sort of thing.

This reminds me of a cute anecdote which I think makes the point.

Mother was explaining to her five-year-old that grandpa and grandpa had just won a trip around the world. "Isn't it wonderful?" mother said enthusiastically. The little lad said: "Sure is. How many times?"

We are living in a fabulous age. Scientists and engineers are developing new products, new productive machines and new techniques which are continually changing our way of life and work. As an illustration, I would like to draw a parallel between the growth of knowledge and the development in speed of travel which deals with the rapid increase in man's ability to travel from point A to point B. It should be of major impact to you.

For thousands of years, man's primary means of moving from one place to another was his horse. By means of the motive power, he was able to travel the distances which he was required to travel at approximately three to four miles per hour. Needless to say he did not stray very far from home.

HORSE POWER

Later in history man's prime means of motive power was the horse. By means of the horse he was able to increase his speed to somewhere between 10 and 15 miles per hour. Man's legs and the horse remained the two magic means of cross country travel right up to the 17th century. In the late 17th century the first effective steam powered engine was developed and by the 18th century—man was capable of moving some 100 miles per hour. In the first world war major steps in the development of the aircraft occurred. However, even here air speeds did not exceed 100 miles per hour by a very large margin.

By the early 1940's, air speeds of some 350 miles per hour were achieved. In the 1950's man was

able to travel faster than sound and also broke the sound barrier, bringing his capabilities into the vicinity of 1000 miles per hour. Now in the 1950's we have arrived in the space age and man has now travelled in excess of 17,000 miles per hour.

Man was able to increase his speed only some 10 miles per hour in all the thousands of years in his early history. He was able to increase his speed of travel some 90 miles an hour in a space of 200 years between the mid-seventeenth century and the early nineteenth century. In the 25 years between the first and second world wars, he was able to double or triple his rate of travel—and then wambo! In just twenty short years he has increased his speed some forty to fifty times.

I think you can picture what it would look like if you were to chart this course of man's development in speed of travel. It is a fact that the sporadic development of knowledge in the sciences would show an almost parallel growth line.

STRESS URGENCY

In general terms, it is these rapidly advancing fields of knowledge and thought that stress the urgency for continuous training, a re-training and upgrading of ourselves and the people around us if we are to be capable of fulfilling our responsibilities.

The bulk of the in-job training in industry follows a very familiar theme to all of us and that is "Learn by doing". Of course, this is a continuous process and the effectiveness is in direct relationship to the calibre of management and supervision and in turn not only how interested that supervisory management is, but how well these people are trained at each level of job knowledge, techniques and attitudes. In industry today increasing millions of dollars are being spent in training and employee development. In the highly competitive and complex business world of today, progress—and yes, even survival—is dependent on building capable management teams.

Recently in an address at the annual business forum at the

University of Western Ontario in London, our president, Karl Scott said, "It is no longer possible for any sizeable business to be run by one or two outstanding individuals. What such a business must have, if it is to be able to meet every contingency, and progress along properly organized lines, is highly skilled management in depth. Such depth is not achieved by happenstance, crash recruiting programs or pivoting from other businesses."

It is achieved by a well-designed, systematic program of management development. In which existing managers play a most important role. It must be a primary duty of every manager to develop people for advancement."

Our company as with other firms which sell their products through a franchised dealer organization encounters the heaviest training responsibility with the dealer organization. We have been aware for some time that success in selling our products to the increasingly sophisticated rural customers would be more and more dependent on the development of a high calibre dealer organization. The field of farm mechanization, as with other branches of agricultural technology, has made tremendous strides in the past few decades.

All through industry today the problem of job obsolescence is growing in magnitude. Up until the turn of this century, generally speaking, a man could learn all there was to know about a trade during his apprenticeship, and then he was secure in his trade for the rest of his life. Today in almost every field of endeavour the relentless pace of new developments can in a few short years obsolete the education, training or experience of any one of us regardless of the field of activity.

Almost overnight our industry has moved from the so-called blacksmith era to one demanding a high degree of skill and understanding of such subjects as hydraulics, complex transmissions and diesel injection systems. Hand in hand with increasing complexity of the products, the



KEY TO WIDE UNDERSTANDING IS BETTER COMMUNICATIONS

Thousands of 4-H Members Pledge

- HEAD to clearer thinking
- HEART to greater loyalty
- HANDS to larger service
- HEALTH to better living

- learning to do
- doing to learn
- earning to live
- living to serve

CALL AT
Mount Stewart Garage
 FOR ALL YOUR REPAIRS
 HAM DOUGLAS, PROP.

ANGUS BREEDERS ASSOCIATION

Congratulations to the 4-H Clubs on the occasion of the 50th anniversary of 4-H Clubs in Canada

1913 - 1963

A link between country and city folk has been materially strengthened through 4-H activities in the past 50 years. We look for a continuation of this work and wish success to everyone associated with 4-H work.

ANGUS BREEDERS ASS'N

Head... Heart...
 Hands... Health



... Symbol of 4-H Clubs in Prince Edward Island

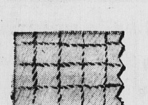
AUTHORIZED SURGE SERVICE DEALER



HAM DOUGLAS BROS. & JONES INC.
 155 KENT ST. DIAL 2-1234

Moore & McLeod Ltd.

third floor



4-H SPECIAL

DAN RIVER GINGHAMS

So feminine, so lovely, with Wink-shed and dri-don features. It resists soil and creases, colorfast to washing and dries in a wink, 36" wide and was reg. to 1.50 per yd.

SPECIAL 98¢ yd.

Means one True...

4-H girls who learn to sew find satisfaction and economy in fashioning clothes for themselves . . . and often for other members of their family. Through such projects they develop a knowledge of color, fabrics, and design . . . assets of basic value, whether they're used for careers in business or in the home.

CHOOSE FROM THESE FABRICS:

DENIMS

Your favorite rugged wear—learn one fabric retentive finish for crease resistance, colorfast to washing, dries quickly, 36" wide.

\$1.25 yd.

LINENS

You'll find it makes into good looking suits, dresses and two pieces, colourfast to washing and comes in widths of 36" and 45".

\$1.59 yd. & \$1.98 yd.

BORDER PRINTS

Tropical skirtings to suit every whim and personality in practical cotton, colorfast to washing and requires little ironing . . . 36" wide.

79c yd. to \$1.35 yd.

ARNELS

Combed cotton and arnel, smart in dresses, two pieces and children's wear. They're colorfast to washing, drip dry and need little ironing, crease resistant too. About 44" wide.

\$1.75 yd. to \$2.25 yd.

SKIRTINGS

Pure all wool skirtings in plain colors, tweeds and tartans. Comes in 54" width

Priced from 3.75 yd. to 7.95 yd.

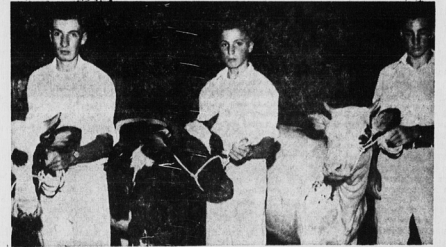
STORE HOURS:

Mon., Tues., Wed. Thurs. 9-5 Fri. 9-9 Sat. 9-11:30

ON THE ISLAND IT'S

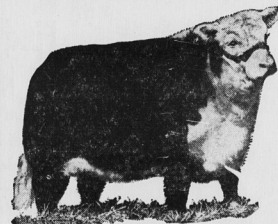
MOORE & McLEOD LTD.
 "YOUR FAVORITE SHOPPING CENTRE"

A SALUTE TO 4-H CLUBS of PRINCE EDWARD ISLAND



Our Association extends best wishes to all 4-H Clubs on the Island for their accomplishments and achievements in the past year . . . and extend special congratulations on the 50th anniversary of 4-H Clubs in Canada . . . 1913 to 1963.

PRINCE EDWARD ISLAND ARTIFICIAL BREEDING ASSN.



P.E.I. HEREFORD Breeders Association

4-H members, through their work, set an example of industry and achievement . . . and also play their part in making our country a finer, greater nation.

- HEAD** To Clearer Thinking
- HEART** To Greater Loyalty
- HANDS** To Larger Service
- HEALTH** To Better Living

In 4-H club work there is unity and strength. We Salute all such clubs and their members on the occasion of the 50th anniversary of 4-H work in Canada . . . 1913 to 1963.

P. E. I. Hereford Breeders Ass'n.