



# American Institute of Electrical Engineers *Central Illinois Section*

Presents: W. H. Harrison, Jr.  
Associate Director, Social Research, Inc.

Speaking on: Testing and Selecting Engineering Trainees

The Speaker: Mr. Harrison is a graduate of Columbia University with a Master's degree in Sociology. He was formerly: Personnel Counselor and Supervisory Training Director, Westinghouse Electric Company, Hawthorne Plant; Lecturer, Illinois Institute of Technology; Major, U. S. Army, Plans and Training Division. He has also done extensive work in the fields of organization, morale, training, executive selection and development for many well-known industrial corporations.

The Subject: Mr. Harrison will discuss various methods of psychological testing of employees. Particular emphasis will be placed on projective techniques used as a selection method, also their utilization in training and placement within an organization.

YOU AND YOUR FRIENDS ARE CORDIALLY INVITED TO ATTEND.

Date: Tuesday, October 18, 1955

Time: 7:00 P.M., C.S.T.

Place: Springfield, Illinois,  
Sangamo Electric Company  
Auditorium. Enter through  
Converse gate between 9th  
and 11th Streets.

Extra: Coffee and donuts will be  
served after the meeting.

COME AND BRING A GUEST



## SOCIAL RESEARCH, Inc.

is a research team devoted  
to probing the basic question . . .

## WHY DO PEOPLE THINK AND ACT AS THEY DO?

and to explaining how the answers can solve many problems  
business faces in dealing with people . . . as employees,  
customers, and citizens:

- |   |                                  |
|---|----------------------------------|
| Which men have the best potential for you to hire or train as executives?   | — EXECUTIVE SELECTION *          |
| How good is workers' morale? How can it be boosted? How can cooperation be improved?                                    | — MORALE INVENTORIES *           |
| Why doesn't your organization function more effectively?  | — MANAGEMENT CONSULTING *        |
| Why do people buy particular products and brands? What kind of ads and promotion will persuade them?                    | — CONSUMER MOTIVATION RESEARCH * |
| What kinds of people do particular publications and programs attract? What interests them? How should you talk to them? | — MEDIA AUDIENCE ANALYSIS *      |
| What does the public think of your company?—your industry? How do people feel about business in general?                | — PUBLIC OPINION SURVEYS *       |

