

Dr. Ralph G. Nichols, is Head of the Rhetoric Department at the University of Minnesota. He served for 3 years as advisor to the U. S. Air Force in devising their ROTC communications instruction, and for 6 years headed a national committee whose sole purpose was to do research in effective listening. He is a nationally known speaker and writer on problems in communication. He is a former president of the National Society for the Study of Communication, and recently completed a term as president of the Speech Association of America. He speaks frequently at national conventions, college convocations, business and sales conferences. He is the author of scores of articles which have appeared in professional journals and such magazines as "Readers Digest," "Nation's Business," "Colliers," "Harvard Business Review," and others. He is the author or coauthor of eight books, including "Are You Listening?," "Listening and Speaking," and the grade school series, "Learn to Listen, Read and Write." This is Dr. Nichols' first lecture at the Industrial College of the Armed Forces.