

## LISTENING IS GOOD BUSINESS

28 August 1964

COLONEL AUSTIN: General Schomburg, Scholars: Last Friday when Dr. Reichley, the Director of our Resident School, was briefing you, he told you that we have a general studies program that will run concurrently with the other courses throughout the year. The next hour and one-half is, of course, as you know, a part of that program.

Last year a renowned educator on this platform stated, "learning is a function of the learner." Over 300 years ago Galileo stated, "You cannot teach a man anything; you can only help him to find it within himself."

This morning the next hour and one-half, I think, exemplifies each statement. You will have before you in just a minute the world's foremost authority on a neglected function called listening. He will give you the latest body of research on the subject, including a formula evolving from the research for improved listening. However, whether you and I benefit from it depends on you. So, if you listen carefully for the next 50 minutes, you may listen better the rest of your life.

It is a pleasure to have you here, Dr. Nichols.

DR. NICHOLAS: Thank you, Colonel Austin, for that very pleasant introduction. Good morning, Gentlemen.

Away back in the year 1940 Dr. Harry Goldstein at Columbia University completed a very interesting piece of research. It was underwritten by one of our educational foundations. It was very carefully drawn and was designed to compare the relative efficiency of reading and listening, the two media through which we do the bulk of our listening. At the end of his study he made two observations of a good deal of interest.