



Mark: My Word

MARK ALBERT, EXECUTIVE EDITOR

Sixty Years Of Technology Transfer

The first issue of MODERN MACHINE SHOP appeared sixty years ago this month. Then, as now, it was "pocket-sized" and mailed free to qualified readers, two innovations that were rather daring in 1928. "It is planned to give the readers of MODERN MACHINE SHOP the best information concerning machine shop tools and methods that can be obtained," the first editor, Howard Campbell, and his publisher, Don Gardner, announced on page 3 of that first issue. That is still our plan; that is our continuing challenge.

It was also the original intention of the magazine's founders to encourage its readers to apply what they read by using these new tools and methods in the shop. Today, this issue of 'technology transfer' remains an urgent one. There is a gap between what we *can* do in our factories, and what we *are* doing.

One reason for this gap is that new technology is not always easy to understand, especially when it comes from sources far removed from the plant floor. Computer products are the prime example. The benefits of such advances may

not be readily apparent to shop managers and how to make best use of them can be a mystery.

Explaining new technology is, therefore, our central mission as it has been for six decades. As often as possible, we have tried not only to tell our readers about new tools and methods, but also show them how shops are turning these innovations into a decisive competitive advantage.

If there has been a common theme running through the editorial presentations in this magazine over the years, it is this: having the latest equipment on the shop floor isn't enough—applying these resources wisely, even shrewdly, makes the difference. To put it another way, you have to know the strategic impact of every technical decision and the technical impact of every strategic decision. There are no quick fixes, no easy answers.

We are marking this anniversary not with fanfare, but by simply continuing to do what Howard Campbell and Don Gardner set out to do a long time ago. It was an exciting adventure then and it is an exciting adventure today.