

# A Library of Business

**T**HE following list, prepared by Robert Cousins, book editor of Arthur C. Croft Publications, offers a representative cross-section of the hundreds of books dealing with economics, management, and labor published during the past year. Because of limitations of space many worthwhile titles of special appeal have had to be omitted from this issue of SR.

## BIOGRAPHY AND HISTORY

**THE WRITINGS OF THE GILBRETHS.** Edited by W. R. Spriegel and C. S. Meyers. Richard D. Irwin. \$7.35. Frank and Lillian Gilbreth's achievements extend much beyond that of having a book about them selected by the Book-of-the-Month Club ("Cheaper by the Dozen"). When they weren't busy counting little Gilbreths they pioneered in the field of scientific management. This volume assembles many of their major writings on their subject, including "Primer of Scientific Management," "Applied Motion Study," and "Psychology of Management."

**FORD AT FIFTY.** Simon & Schuster. \$2.95. This handsomely-illustrated, house-sponsored book in commemoration of the company's fiftieth anniversary is as eye-pleasing as a new-model Ford and is probably more expensive to produce than three Lincolns packed with "extras."

**THE WHOLE MAN GOES TO WORK.** By Henry L. Nunn. Harper & Bros. \$3. The personal story and industrial philosophy of one of the nation's progressive businessmen, who rose from a \$17.50 a week bookkeeper to the head of a large shoe company. Includes recollections of Mr. Nunn's participation in several Government missions.

**SIDNEY HILLMAN: Statesman of American Labor.** By Matthew Josephson. Doubleday & Co. \$5. Biography of a controversial labor pioneer who founded the first garment workers' union and became one of the foremost advisors on labor matters in the nation.

**A PICTORIAL HISTORY OF THE AUTOMOBILE.** By Philip Van Doren Stern. Viking Press. \$7.50. A glittering array of motors and motorists since the turn of the century. Those early cars really weren't bad little buses when they ran and didn't catch fire.

**THE AMERICAN LIFE CONVENTION: A Study in the History of Life Insurance.** By Carlyle Buley. Appleton-Century-Crofts. Two vols., \$15. A beginning-to-present history of a trade association of life insurance companies whose members hold more than 95 per cent of the legal reserve insurance in the United States and Canada. There's more insurance data packed here than in an agent's handbook.

**A HISTORY OF MECHANICAL INVENTIONS.** By Abbott Payson Usher. Harvard University Press. \$3.50. Professor Usher traces the development of inventions through the nineteenth century, with lengthy descriptions of critical inventions such as the loom, lathe, stationary steam engine, and printing press.

**STUDY IN POWER: John D. Rockefeller, Industrialist and Philanthropist.** By Allen Nevins. Charles Scribner's Sons. Two vols., \$10. This is much more than another life story of John D., written by Mr. Nevins. From letters and reports made available to him for the first time, Mr. Nevins reconstructs Rockefeller's methods of organization, and how he worked and achieved a \$30-million-a-year income.

**REVIEW AND REFLECTION: A Half Century of Labor Relations.** By Cyrus S. Ching. B. C. Forbes. \$3.95. The former Federal mediator reviews fifty years' participation in industrial relations.

## ECONOMICS

**THE ECONOMIC IMPACT ON UNDERDEVELOPED SOCIETIES.** By S. H. Frankel. Harvard University Press. \$5. A foreign economist appraises the Point Four Program in terms of economic development, colonization, and social change abroad.

**AMERICAN FOREIGN ASSISTANCE.** By William Adams Brown, Jr., and Redvers Opie. The Brookings Institution. \$6. Traces United States foreign assistance programs from lend-lease to mutual security, analyzes policy issues that arose, and investigates results achieved.

**RESOURCES AND THE AMERICAN DREAM.** By Samuel H. Ordway, Jr. Ronald Press Co. \$2. A conservationist's discussion of our current drastic demands upon our natural resources. Mr. Ordway contends that overconsumption stems more from the increasing demands of an expanding

economy than from population pressure. He does not hold with the theory that the earth is an inexhaustible storehouse of raw materials. Limits can be reached, he warns, unless we use planning and industrial rationing and bring consumption into better balance with supply.

**WE TOO CAN PROSPER.** By Graham Hutton. Macmillan Co. \$2.75. Seeking to spur British industry to greater productivity, Mr. Hutton describes the factors which account for the extraordinary output of American industry. The American worker, he reveals, produces two to five times as much as the British or West European worker.

**AMERICAN INCOME AND ITS USE.** By Elizabeth Hoyt, Margaret Reid, Joseph McConnell, Janet Hooks, and Walter Muelder. Harper & Bros. \$4.50. Due for publication in February, this book reveals how the Government and the average family spend. A study by the National Council of Churches.

**DEFENSE AND THE DOLLAR.** By Albert G. Hart. The Twentieth Century Fund. \$2. Recommendations by the Twentieth Century Committee on Economic Stabilization on how the country can be economically strengthened by sound fiscal policy.

**THE ECONOMIC BASIS OF OUR AMERICAN CIVILIZATION.** By Shepard B. Clough. Thomas Y. Crowell Co. \$4. The concept and the forces which have been responsible for America's economic development; how prosperity can be maintained; and what dangers threaten it.

**ORIGINS AND DEVELOPMENT OF THE AMERICAN ECONOMY.** By E. A. J. Johnson and Herman Kroos. Prentice-Hall. \$5. Designed primarily for college study, this text traces the economy from its simple origins to the present complex system.

**THE STANDARDS WE RAISE.** By Paul Mazur. Harper & Bros. \$2.50. Reviewed in this issue.

**THE REGULATION OF BUSINESSMEN.** By Robert E. Lane. Yale University Press. \$3.75. The social relations aspects of government regulations, showing how economic control involves the regulation of business and those who run it. Professor Lane of Yale traces patterns in government regulation, the relationships between bureaucrat and businessman, and offers a plan for accomplishing regulation with less friction.

**THE ECONOMIC ALMANAC 1953-1954.** Prepared by the National Industrial Con-

ference Board. Thomas Y. Crowell Co. \$3.95. An up-to-date reference handbook of facts and statistics about business, labor, and government here and abroad.

**BIG BUSINESS: A New Era.** By David E. Lilienthal. Harper & Bros. \$2.75. Mr. Lilienthal warns against outdated attitudes towards big business, and describes how efficient and responsible enterprise, in cooperation with labor and government, can help attain greater prosperity, security, and social progress.

**THE WORLD WHEAT ECONOMY 1885-1939.** By Wilfred Malenbaum. Harvard University Press. \$6. Against the background of past experience, the director of the India Program at MIT outlines a policy for using American wheat to spur economic development in various countries.

**SOURCE READINGS IN ECONOMIC THOUGHT.** Edited by Philip C. Newman, Arthur D. Gayer, and Milton H. Spencer. W.W. Norton & Co. \$7.95. The history of economic thought and doctrines in Europe, presented via representative writings of leading economists.

**SAVINGS IN THE MODERN ECONOMY.** Edited by Walter W. Heller. University of Minnesota Press. \$5. Papers of an economic conference weighing the effects of savings in our economy, particularly the question of savings in relation to inflation.

**ECONOMIC CONTROLS AND DEFENSE.** By Donald H. Wallace. The Twentieth Century Fund. \$2. The encroachments and perils of Government economic controls, and how they endanger national security.

**THE MECHANISM OF ECONOMIC SYSTEMS.** By A. Tustin. Harvard University Press. \$5. A technical study for dyed-in-the-wool economists, applying recently developed statistical principles

and techniques to economic stabilization policies.

**INTRODUCTION TO MALTHUS.** Edited by D. V. Glass. John Wiley & Sons. \$2.75. An evaluation of the nineteenth-century English economist's theories, with reprints of his "Principles of Population" and "Proposed Bill for the Amendment of the Poor Laws."

**POLITICS, ECONOMICS, AND WELFARE.** By Robert A. Dahl and Charles E. Lindblom. Harper & Bros. \$5. An appraisal of present-day economic systems and their interrelationships with political policy. Economic planning is investigated in detail.

**THE ECONOMIC STATE OF NEW ENGLAND.** A Report by the Committee of New England. Yale University Press. \$6. An independent research group of educational and industrial leaders examine the economic health of New England, which seems to be suffering from fits of recession. Getting down to the heart of the problem, these experts investigate New England's agricultural, financial, and human resources; they find some "flutters" and prescribe a course for action.

**ESSAYS IN POSITIVE ECONOMICS.** By Milton Friedman. University of Chicago Press. \$5.75. An economics professor at the University of Chicago provides a scholarly account of price theory and monetary theory and policy. An introduction covers the methodology of positive economics.

**THE ORGANIZATIONAL REVOLUTION.** By Kenneth E. Boulding. Harper & Bros. \$3.50. The growth of large organizations in American life—business, labor, agriculture, veteran, fraternal—causes and consequences of the development, and the effect upon the individual.

**STUDIES IN ECONOMETRIC METHODS.** By William C. Hood and Tjalling C. Koop-

mans. John Wiley & Sons. \$6. This isn't a book for 9:00 A.M. to 5:00 P.M. economists. But those who like to burn the midnight oil might decipher and profit by the methods and problems associated with the simultaneous equations approach to the estimation of behavior constants in economic theory.

**RELIGION AND ECONOMIC RESPONSIBILITY.** By Walter G. Muellder. Charles Scribner's Sons. \$3.50. The dean of the Boston University School of Theology brings religion and economic responsibility into a living relationship to one another. He describes the relation of the Church to the economic scheme of things, the ethics of labor unions and their role in industry and politics, and from a comparison of the American and Russian economies he points out lessons to be learned.

## LABOR RELATIONS

**UNION CONTRACT CLAUSE FINDER.** Edited by the Staff of the Employee Relations Bulletin. National Foreman's Institute. \$7.50. A quick, convenient way to put your finger on tested union provisions, each designed to protect management rights, assure reasonable freedom of operation, and assure acceptance by the union. Represented here are the collective techniques and experience of the nation's top industrial relations men.

**AMERICAN LABOR FROM DÉFENSE TO RECONVERSION.** By Joel Seidman. University of Chicago Press. \$5.50. Changes in collective bargaining and in union strategy from pre-World War II through the postwar years, described by an assistant professor of social science at the University of Chicago.

**RETIREMENT AND THE INDUSTRIAL WORKER.** By Jacob Tuckman and Irving Lorge. Bureau of Publications, Teachers College, Columbia University. \$2.75. The

