# Objects of the Taylor Society Incorporated

The objects of this Society are, through research, discussion, publication and other appropriate means:

- 1. To secure—for the common benefit of the community, the worker, the manager and the employer—understanding and intelligent direction of the principles of administration and management which govern organized effort for accomplishing industrial and other social purposes.
- 2. To secure the gradual elimination of unnecessary effort and of unduly burdensome toil in the accomplishment of the work of the world.
- 3. To promote the scientific study and teaching of the principles governing organized effort, and of the mechanisms of their adaptations and application under varying and changing conditions.
- 4. To promote general recognition of the fact that the evaluation and application of these principles and mechanisms are the mutual concern of the community, the worker, the manager and the employer.
- . 5. To inspire in labor, manager and employer a constant adherence to the highest ethical conception of their individual and collective responsibility.

### Membership

Membership in the Taylor Society may be either individual or firm. The following is a statement of membership classes. The fees and dues for members in other countries than the United States are one-half of those specified. The exception is the organized branch which is permitted to remit one-quarter of the regular fees for each of its individual or firm members. Application for membership should be made on a regular form which may be secured from the Society. New members may be elected directly to the grades marked\*.

- \*Member: An individual interested in the development of the science and the art of management as
  engineer, executive, operative, scientist, investigator or teacher. Minimum age 28. Initiation Fee. \$15.
  Annual dues including subscription to the Bulletin, \$15.
- 2. \*Junior Member: A younger member. A Junior Member may become a Member without payment of additional initiation fee at 28 years of age and must change to Member at 30 years. Initiation Fee, \$5. Annual dues including subscription to the Bulletin, \$7.50.
  For any of the above grades a person engaged in educational work, state service, government service or the service of any other non-commercial enterprise of an eleemosynary nature shall pay one-half the initiation fee and one-half the annual dues of the grade to which elected.
- 3. Honorary Member: A member elected by the Board of Directors for exceptionally distinguished service in the advancement of the science and the art of management.
- 4. \*Life Member: Any member who has prepaid all dues by the payment of \$500.
- 5. \*Firm Member: A firm or organization interested in the advancement of the science and the art of management which desires to make the service of the Society available to members of its organization. A firm member designates two representatives (who may be changed from time to time at the organization's discretion) who have all the rights and privileges of membership except the right to vote and to hold office. Annual dues, including two subscriptions to the Bulletin, \$30.
- 6. \*Contributing Member: Any individual, firm or organization desiring to promote the work of the Society by an annual contribution of \$100 or more. A contributing member has all the privileges of personal or firm membership, as the case may be, including one subscription to the Bulletin for each \$15 contributed.
- 7. \*Student Associate: A regularly enrolled student of management in any school of engineering, business administration, commerce or arts, of collegiate rank, or a graduate of such institution who has applied for membership not later than one year after graduation, elected upon recommendation of the instructor in charge of management courses. A Student Associate may become a Junior Member, without payment of initiation fee, any time after graduation and must become a Junior Member at the age of 25. Annual dues including subscription to the Bulletin, \$3.

All dues are payable in advance, either annually or in semi-annual instalments. The fiscal year is November 1 to October 31. Members elected other than at the beginning of the fiscal year are charged pro rata (quarterly) for the first year.

## BULLETIN OF THE TAYLOR SOCIETY AN INTERNATIONAL SOCIETY TO PROMOTE THE SCIENCE AND THE ART OF ADMINISTRATION AND OF MANAGEMENT Published by the Taylor Society Incorporated at Engineering Societies Building 29 West Thirty-ninth St., New York Cable address: Taysoc The BULLETIN OF THE TAYLOR SOCIETY is included in the indeaging of the Industrial Arts Index which is obtainable at Publik Libraries. The reprint of extracts up to 50 per cent of the whole of any article herein is authorized, provided the source is mentioned. In return the Society appreciates complimentary copies of the publications containing such reprints. Permission to reprint more than 50 per cent must be arranged through the office of the Society. Copyrighted 1933, by the Taylor Society Incorporated. Published every other month. Per year to Members \$2,50; to others \$3.00. This issue \$.25. atter, Dec. 17, 1921, at the Post Office at New York, N.Y. under the Act of March 3, 1879. DECEMBER: 1933 XVIII Contents Philippine Management Society The Impetus to Market Research By Jean F. Carroll Necrology

### Philippine Management Society

We are very happy to have received a request from the Philippine Management Society to affiliate itself with us as a branch of the Taylor Society. This indication of the interest in Scientific Management in the Philippine Islands should be received with keen interest by our members.

As our contribution to the development of a management library, we have forwarded to them a copy of "Scientific Management in American Industry," and Copley's "Frederick W. Taylor, Father of Scientific Management" and an incomplete set of the back issues of the Bulletin. These are all that we can spare at the present time but we hope our members who have extra copies of the Bulletin and other books on management which they are willing to donate will forward them to Mr. Pedro R. Romero, President, Philippine Management Society, School of Business Administration, University of the Philippines, Manila, P. I.

It gives us pleasure to welcome the Philippine Management Society and we hope that this marks the beginning of a long period of co-operation.

#### Comment

In THREE periods of American history there has been an outpouring of pamphlets, special articles, public addresses, editorials, letters to editors and similar utterances which mark the making of a new social philosophy and of new institutions expressing it. One of these periods was that of the Revolution and the construction of the Constitution: another preceded the Civil War: we are now in the third. Each of these periods has been characterized by a break in the trend of secular affairs.

AMONG the statesmen of today who see clearly and think clearly is the Hon. Henry A. Wallace, Secretary of Agriculture. We are reminded of this fact by two recent addresses: one in Philadelphia on December 28, the other in Boston on December 29. The American Engineering Council is to be congratulated for having made them available to its members in mimeographed form. We give our readers some excepts from one of them—"The Social Advantages and Disadvantages of the Engineering-Scientific Approach to Civilization."

HE ENGINEERS and the Scientists have given us the instruments and the methods whereby we can escape much of the grind (of livelihood). . . . The men who invented our labor-saving machinery . . . would have been bitterly disappointed had they seen how our social order was to make a mockery of their handiwork. I have no doubt they feel they were directing their talents to free mankind from the fear of scarcity, from the grind of monotonous, all-absorbing toil, and from the terrors of economic insecurity. Things have not worked out that way.

WOULD like to suggest that the very training which made possible the enormous material expanse of the past century may to some extent have made impossible the building of a just social system for the prompter and more uniform distribution of the wealth produced by the system. Most of the scientists and engineers were 'trained in laissez faire, classical economics, and in natural science based on the doctrine of the struggle for existence. . . The scientists and inventors have an intense kind of religion of their own—certain standards to which they like to be true—and as long as they could get enough money to pursue their researches, why should they care how someone else handled the social and economic power derived from these researches?

HERE ought to be more than a little hope, it seems to me, in the fact that our engineers have demonstrated so successfully their skill in planning. In many great industries, the engineers have been able to mark out the contours of expansion and development ten to fifteen years ahead. If in the past they seemed to be guided by purely material and mechanical considerations, that has doubtless been because such considerations were necessarily the chief ones so long as we were conquering a continent . . . we must take into account the qualitative as well as the quantitative expansive aspects. . . . It is difficut to see how the engineer and the scientist can much longer preserve a complete isolation from the economic and social world about him. . . . Science and engineering will destroy themselves and the civilization of which they are a part unless there is built up a consciousness which is as real and definite in meeting social problems as the engineer displays when he builds his bridge. Would that we had someone with the imagination of Sir Isaac Newton to develop the higher calculus of the engineering of life which is so necessary if our increased productive power is to increase total human happiness!