

NEW BOOKS

McGRAW-HILL

ON **ECONOMICS**

Samuelson—ECONOMICS
Samuelson, Bishop, Coleman—READINGS IN ECONOMICS
Smithies—THE BUDGETARY PROCESS IN THE UNITED STATES
Ruggles—NATIONAL INCOME ACCOUNTS AND INCOME ANALYSIS
Burns—GOVERNMENT AND ECONOMIC SECURITY

ON **FARM ECONOMICS**

Schickele—AGRICULTURAL POLICY

ON **FINANCE**

Beckman & Bartels—CREDITS AND COLLECTIONS IN THEORY AND PRACTICE
Hoagland—REAL ESTATE PRINCIPLES
Koontz & Gable—PUBLIC CONTROL OF ECONOMIC ENTERPRISE
Cochrane & Bell—THE ECONOMICS OF CONSUMPTION
Powelson—ECONOMIC ACCOUNTING
Smith & Ashburne—FINANCIAL AND ADMINISTRATIVE ACCOUNTING

ON **STATISTICS**

Sprows—ELEMENTARY STATISTICS
Dornbusch & Schmid—A PRIMER OF SOCIAL STATISTICS
Adams—BASIC STATISTICAL CONCEPTS

ON **INDUSTRIAL RELATIONS**

Whitehill—PERSONNEL RELATIONS
Luck—PERSONNEL AUDIT AND APPRAISAL
Phelps—INTRODUCTION TO LABOR ECONOMICS
Haire—PSYCHOLOGY IN MANAGEMENT
Smith—PSYCHOLOGY OF INDUSTRIAL BEHAVIOR

ON **INSURANCE**

Mowbray & Blanchard—INSURANCE

ON **GEOGRAPHY**

Cressey—LAND OF THE 500 MILLION

ON **MARKETING**

Hepner—MODERN MARKETING
Dunn—ADVERTISING COPY AND COMMUNICATIONS
Barker, Anderson, Butterworth—PRINCIPLES OF RETAILING

ON **INVESTMENTS**

Clendenin—INTRODUCTION TO INVESTMENTS

These are only a few titles on display at our exhibit.

VISIT
OUR
BOOTH

McGRAW-HILL BOOK COMPANY, INC.

330 West 42nd Street

New York 36, N. Y.

1
9
5
5
program
of
annual meetings

Economic and Allied Social Science
Associations

NEW YORK CITY