

# METRON

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80 East 11th Street  
New York, New York 10003

Tel. 477-7600-7601

"the proper use of men and measures"

## CONFIDENTIAL MEMORANDUM

January 6, 1965

### GENERAL REORGANIZATION AND REFINANCING PLAN FOR METRON

1. Metron, Inc. (New Jersey) publishes The American Behavioral Scientist (founded 1957, circulation 3,000 plus 4,500 "New Studies" supplement, est. readership 12,000), an influential professional journal for all social and behavioral scientists and associated laymen. Metron also engages in research and development, especially in the field of information retrieval. Its spending in 1964 approximated \$35,000. A six per cent profit was earned. The concern is owned largely by Professor Alfred de Grazia of New York University.
2. Metron is now prepared to expand directly in six well-explored areas:
  - a. The Universal Reference System: The computerized production of a great many indexes and reference lists in all fields of knowledge, beginning with the social sciences. The prototype "Codex" has been completed and other major works are scheduled for publication in the next six months. This is called The Universal Reference System.  
Reference System:  
Est. First-year volume                   \$     70,000.00  
Est. Third-year volume                   \$  1,000,000.00  
Est. Date of net return: Calendar year 1965
  - b. International Scientific Publication Archives: The printing, publication, and distribution of original scientific studies of less than book length in automated form:  
Subscribers and purchasers are furnished lists of the new archives works, which they then request. Low inventory, low production costs, high accuracy targetting of documents to audience, great speed, unlimited volume and storage possibilities.  
Est. Volume First Year:                 \$     35,000.00  
Est. Volume Third Year:                 \$  1,200,000.00  
Est. Date of first net return: Calendar year 1966
  - c. International Basic Science Language Publications: Machine translation in basic science languages of Metron's CODEXES.  
Est. Volume First Year:                 \$     80,000.00  
Est. Volume Third Year:                 \$  1,400,000.00  
Est. Date of first net return: Calendar year 1966
  - d. World Trend Indicators: Newsletter, presenting and updating weekly a different selected number from hundreds of quantitative indices of basic social, economic, political, and demographic change around the world.  
Est. Volume First Year:                 \$     50,000.00  
Est. Volume Third Year:                 \$  1,000,000.00  
Est. Date of first net return: Calendar year, 1966
6. Research and Development. Metron, Inc. has had numerous opportunities

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for research and development work, which it has not taken up. With the general expansion, some of these opportunities can be naturally accepted and the work ensuing will grow into a separate research division.

Est. Volume First Year:	\$	30,000.00	
Est. Volume Third Year:	\$	300,000.00	Est. Date Net 1966

f. The American Behavioral Scientist will continue to expand. It acts as a catalyst, as a G2, and as a public relations arm for the other operations, as well as in its own right.

Est. Volume 1965:	\$	40,000.00	
Est. Volume 1967:	\$	100,000.00	Est. Date Net 1966

3. Personnel: Personnel is a vital ingredient in this type of organization. Metron has an abundance of talents of high order available. Presently associated with and thoroughly committed to the program are:

Dr. Alfred de Grazia

Mr. George McCune, Vice President, Macmillan, Director, Free Press; Sales, Production

Mr. John Simeone, Computer Systems Expert

Mr. Walter Huist, Procedures and Systems Expert

Mr. Kenneth Lill, Demographer, Controller

Mr. Theodore P. McNulty, Information Director, Educational Testing Service, Princeton, New Jersey. Projects Development.

Mrs. Juliette Abeloff, Secretary of the company and Office Manager

Miss Sara Miller, Advertising Director

Mrs. Barbara Cohen, Editor

Mr. Stephen Gershenson, Documentation Editor

Mr. Vasilio Sotirovich, Documents Coordinator

Mr. William Ellis, News Analyst

Mr. John Appel, Methods Analyst

Mr. John Logsdon, News Analyst

Dr. W. Glenn Campbell, Hoover Library - Advisory Board

Dr. Hadley Cantril, Institute for International Research - Advisory Board

Mr. Stuart Chase, Georgetown, Connecticut - Advisory Board

Mr. August Heckscher, Twentieth Century Fund - Advisory Board

Professor Harold D. Lasswell, Yale Law School - Advisory Board

Dr. David Sills, Editor of the new International Encyclopedia of the Social Sciences - Advisory Board

Professor Herbert A. Simon, Carnegie Institute of Technology - Advisory Board

Dr. William L. C. Wheaton, University of California - Advisory Board

Mr. John Dryfoos, Partner, Filor, Bullard and Smyth; Financial Advisor

Mr. Jerome Gottlieb, Comptroller, Rassco; Auditor

Dr. Livio Stecchini, Historian of Science and Editorial Associate

Dr. Earl Johnson, Social Science Educator Consultant and Editorial Associate

Dr. Janice Hopper, Consultant on Scientific Associations

Others are associated with the enterprise, as for instance, boards of experts on each system described above. Several persons of the highest calibre, not mentioned here, are also available for employment on the programs.

4. New Capital is B as follows:

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\$125,000	At this time
\$100,000	September 1965
\$200,000	January 1965
<u>\$500,000</u>	November 1966
\$925,000	Total

Profits are expected, with dividends on the new capital, by the end of 1965. Net income expected under the proposed financing for all programs is estimated at \$40,000 for 1965, \$500,000 for 1966, and \$1,000,000 for 1967.

5. It is possible to organize the program along functional lines into six different companies.