

M E T R O N

**Design and evaluation of
the services of management**

EMPLOYEE EDUCATION

PUBLIC RELATIONS

RESEARCH ORGANIZATION

INVESTOR INFORMATION

A D V E R T I S I N G

"the proper use of men and measures"

. . . for the design and evaluation of the services of Management

METRON : designs services

Assists in planning
Prepares reports
Devises systematic procedures
Counsels on personnel
Recommends outside skills and organizations, domestic and overseas

METRON : evaluates services

Locates difficulties
Measures performance
Arranges for outside appraisals
Finds alternative strategies
Reduces costs and uncertainties

METRON :

Works in confidence
Selects research methods to meet the problem, espousing no "favorite" technique
Provides access to auxiliary consultation and outside services

Employee Education

Employee communications, training programs, morale and attitudes, civic education, scholarship programs.

Public Relations

Speeches, public issues, opinion measurement, rumors, governmental questions, foundation and corporate philanthropy, overseas problems.

Investor Information

Investor profiles, information development, proxy problems, communications with stockholders, overseas operation planning.

Research Organization

Relation of research to operations, research management, cost control of research, research personnel, relations with external private and public research agencies, research programming, communication of research to management.

Advertising

Media selection, message policies, agency relations, program content, overseas publicity.

through the proper use of men and measures . . .

Metron consists of an experienced, senior group of behavioral scientists who manage businesses or direct research agencies in the United State and abroad. A small coordinating and research staff administers operations from Princeton, New Jersey. Metron is a New Jersey corporation whose aim is to bring to the problems of private and public business outstanding consulting and research talents that are usually beyond the reach of commercial and service firms. Metron's charges are in line with the quality of services it offers, but represent in the absolute sense a decidedly economical method of increasing the efficiency and profitability of an enterprise. References from outstanding American and foreign companies and government agencies are available.

For further information address

MRS. PATRICIA KLENSCH, Secretary

M E T R O N

Post Office Box 186

Princeton Jct., N. J.

Cable Address — METRON, Princeton, N. J.