SYMPOSIUM ON MEASUREMENT OF CONSUMER WANTS

Presented at the
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FOREWORD

The papers and discussions in this Symposium on Measurement of Consumer Wants were presented at the Twentieth and Twenty-second Sessions of the Fifty-fourth Annual Meeting of the American Society for Testing Materials held in Atlantic City, N. J., June 21, 1951. The Symposium was arranged for the Administrative Committee on Ultimate Consumer Goods by P. S. Olmstead, Bell Telephone Laboratories.

The Administrative Committee, on the premise that standards for consumer goods must be based on what consumers want, arranged this symposium to acquaint engineers with scientific development in the methods of want determination. The first two papers were secured from the U. S. Quartermaster Corps and discuss problems associated with determining soldier wants. The last four papers cover researches in measuring consumer wants. The papers were arranged with the cooperation of Pendleton Herring of the Social Science Research Council.

The Twentieth Session was presided over by Colonel Albert E. Dennis, Quartermaster Corps, as chairman and Pendleton Herring and Past President H. J. Ball as honorary chairmen. Professor Ball acted as chairman of the Twenty-second Session.
NOTE — The Society is not responsible, as a body, for the statements and opinions advanced in this publication.
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