1!

2/28/ German draft 1932

Dear Mr. Tracy (in charge of Social Sciences at Rockefeller Foundation)

I was requested by the Paris office of the Rockerfeller Foundation to present to you briefly my plans for my stay in the United States. As you probably know from my application certificate, I have, in connection with my trip, two main intentions:

/ The study of American institutions in which psychology is applied to economic problems,

/ the study of American institutions in which psychology is applied to social problems.

I should thus like to learn, on the one hand, those methods in America used in connection with market analysis, salesmen training, advertisement technic, etc.; on the other hand, the technic of the social Surveys which has made possible the investigation of social classes, relations between races, and special problems of community life.

Insofar as I am informed, Columbia University devoted a good deal of attention to problems of market analysis, salesmen training and the psychology of advertisement. I should therefore like to spend the first part of my time in New York, also because certain professors in Columbia, Professor Watson and Prof. Lindt are interested in my work, and have kept in connection with me during the past year. From the extra I am particularly familiar with, from reading, with the investigations of Prof. Lysterion concerning Style, a problem which is of great interest to me. I should also very much like to visit the Department of Labor in New York--the research done there is very much spoken of in Europe-- and the Bureau of Business Research of New York University, also familiar to me from the literature, published on the work done there. Finally, there is, so far as I know, a large number of private Bureaus of Market Analysis, Salesmen Schools, and Advertisement Agencies which, without doubt, would be very instructive, and from which I could acquire considerable

As you probably know, my function in Europe consists of directing a Research Bureau of Economic (Business ?) Psychology, which has its central office in Vienna, where the psychological methods of investigation are worked out. In addition, there are branch offices other cities, such as Zurich, Berlin, Stuttgart and Budapest, wh our methods are applied to problems of industry and commerce.

The second city in which I should like to spend a certain time, is Chicago. The investigations of Prof. Thomas and Prof. Burge in social psychology have been the model for a series of Surveys whic I myself have carried through in connection with our Research Bureau. am sending you the Survey of Unemployment, which has just appeared, which will show you what kinds of American problems we have discussed in it.

In connection with these Surveys, I have come across the Investig of Prof. Bogardus, at the University of Southern California. I should very much like to become familiar with his work during the third part my stay in the States. His compendium on methods, which he wrote in connection with his Survey of the races on the pacific coast, convinces me that Southern California would be a very valuable place o study for me.

If I may express my request concerning time, may I say that I sho like to stay in New York until about the end of the year 1933, then unt about Easter in Chicago, and from Easter till the end of the universit year in Southern California.

During the trips which I shall, according to these plans, have to take, I should like to spend a few days in Boston (Harvard) to study th market analysis organizations there, of which one hears so much in Europe.

I assume, however, that there are a number of organizatio in America, of which we know nothing here, and I should naturally be mo

(weuclen)

happy to accept any advise or suggestion for a change in plans which the Hockerfeller Foundation might care to make.

Respectfully yours,

P.L.