

From the News Service
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Wroe Alderson, partner of Alderson & Sessions, Philadelphia marketing and management counsel, has been appointed Visiting Professor in the School of Industrial Management of the Massachusetts Institute of Technology, it was announced last night by Professor E. P. Brooks, Dean of the School.

Mr. Alderson, whose appointment will be effective for the first semester of the coming academic year, will participate in the development of the program of research in marketing currently being undertaken by the school. He will also teach on the graduate level.

"This appointment," Dean Brooks said in making the announcement, "is in pursuit of our announced policy to invite the participation of outstanding industrial executives to help achieve our educational objectives. Mr. Alderson's extensive professional experience, broad vision and wide range of interests are ideally suited to the School's interest in the field of marketing."

Mr. Alderson has received several distinguished honors in this field, including annual awards from the American Marketing Association in 1947 and 1949 and the Pabst Award of 1944.

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Born in St. Louis, Mr. Alderson holds the degree of Bachelor of Arts from George Washington University; he has done graduate work there and at the University of Pennsylvania.

A partner of Alderson and Sessions since 1944, he was a business specialist with the Department of Commerce from 1925-34 and a market analyst with the Curtis Publishing Company from 1936-43. During World War II he served as an economist with the Board of Economic Warfare.

Mr. Alderson is a member of the American Economic Association, the American Statistical Association, the American Sociological Association, the Philosophy of Science Association, the Institute of World Economics, and the American Marketing Association which he served as Vice-President in 1947 and President in 1948.

He is also a member of the Corporation of Haverford College, a member of the Board of Governors of the Parlin Memorial Lecture, and a member of the Philadelphia Yearly Meeting of Friends.

Mr. Alderson has written extensively in the field of marketing and has contributed many articles to leading professional publications. He is the co-author of "Marketing" and of "Theory in Marketing."

He makes his home at 501 Oakley Road, Haverford, Pennsylvania, with his wife, the former Elsie Star Wright, and three children, Asia, Maya, and Evan.