

workmen's compensation, the experience under present laws, industrial accidents and their prevention, classification of risks, policy contracts and methods of calculating premiums. The latter portion of the course will cover accident and health insurance and miscellaneous forms of casualty insurance, including automobile, steam boiler and plate glass insurance. Lectures, assigned readings, reports. Prerequisite, Sophomore standing. Open to graduate students. Both terms. Two hours. Two units. Assistant Professor RIEGEL.

INSURANCE 7. *Actuarial Science*.—The construction and statistical application of mortality tables. Development of formulæ for calculating the probabilities of life. Conversion tables. The construction of commutation columns. Development of formulæ for their use in determining premiums. Valuation. The application of the principles of actuarial science to present-day life insurance problems. Text-book, assigned readings, individual reports, lectures. Both terms. Two hours. Assistant Professor KNIGHT.

## MERCHANTISING

MERCHANTISING 1. *Merchandising*.—The organization of markets and the distribution of goods, with special emphasis on the selling problems involved. The various methods employed by manufacturers in creating a market for their goods; advertising and salesmanship relations of the manufacturer, wholesaler, and jobber with the retailer; the business of the chain store. The uses of advertising in enlarging markets; the organization of selling campaigns; the selection, training, and management of salesmen, and the correlation of mail order, advertising, and salesmanship departments are studied in relation to increased selling effort. Sophomore standing. Both terms. Three hours. Three units. Professor HESS.

MERCHANTISING 2. *Advertising*.—The psychological and economic principles of a successful advertising campaign. Publicity and agency problems confronting the advertiser are analyzed. Trips will be taken through newspaper, electrotype, engraving and publishing plants. Choice of mediums, appealing copy, cuts, paper, illustrations, prices, follow-up systems, etc., are among the practical subjects discussed. The final work of the student consists in the preparation of a complete advertising campaign organized in relation to the involved marketing and merchandising problems. Both terms. Three hours. Three units. Prerequisites, Merchandising 1, or Commerce and Transportation 1. Junior standing. Professor HESS.