

Immediate Release

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DULUTH-- Dr. Cecil H. Meyers, professor and head of the UMD Department of Economics, has authored a college textbook on "Elementary Business and Economic Statistics."

The text has been published by Wadsworth Publishing Company, Inc. of Belmont, California.

The book is designed for a beginning course in business statistics and is the result of 10 years of writing, experimenting and rewriting and 20 years of teaching experience.

"All (the years) were aimed at finding the best manner of presenting concepts both as to the order of presentation and the way in which ideas are stated," said Dr. Meyers, "as well as designing problems and experiments to make the materials meaningful and realistic to the student."

Dr. Meyers explained that his book differs from similar texts in that it combines both textual materials and the laboratory exercises into one unified presentation.

"The text aims at conciseness by eliminating the traditional high school review topics used in many textbooks and begins directly with college level statistics," said Meyers.

"It is aimed at presenting the most widely used forms of statistical analysis in a manner which allows all of the necessary topics to be thoroughly covered in the usual college course without going into unnecessary detail.

"It also is designed to be useful for students who are not primarily mathematics oriented, but nevertheless require a good knowledge of statistics

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for understanding the business world."

Meyers is co-author of the Duluth Business Index which has been published monthly since May of 1964. He is currently working on methods to measure business acitivity for St. Louis County.

Meyers was appointed to the UMD faculty in 1949 as an assistant professor. He became an associate professor in 1953 and a full professor in 1957.

Meyers earned his B.A., M.A. and Ph.D. degrees in consecutive years (1947-49) at the State University of Iowa.