STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

RESEARCH CENTER IN ECONOMIC GROWTH
423 Encina Hall

September 15, 1969

Professor Julius Margolis
Economics Department
Wharton School
University of Pennsylvania
Philadelphia

Dear Professor Margolis:

Sorry to have been so long in writing, but our first child just arrived, and things have been hectic.

I remain much interested in your public policy analysis institute, although I want to give the question whether my interests (and capabilities) are consistant with your goals some more thought.

Enclosed is a short paper in the form of a comment on Ayres and Kneese; this is a short version of a somewhat longer paper I am still working on. A Vita is also enclosed.

Sincerely,

Bruce M. Owen

Bruce M. Owen

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

RESEARCH CENTER IN ECONOMIC GROWTH
423 Encina Hall

September 22, 1969

Professor Julius Margolis
Fels Institute
Wharton School
University of Pennsylvania
Philadelphia, Penn. 19104

Dear Professor Margolis:

Thanks for your letter of the 18th. Enclosed is a copy of the R.E.S. comment -- hardly a seminal contribution!

The fields of interest on my Vita are in no particular order. I am interested in microeconomic theory, industrial organization, public finance, and urban problems with about equal intensity. History and macro should be at the bottom.

I have become increasingly interested in the general problem of public goods and externalities, as it relates to public provision of these goods. When efficiency requires that production and allocation decisions be "internalized" at the appropriate level of regional integration, there remains an important question of efficiency within the governmental body which results. I think that I would be quite excited about an opportunity to study the behavior of such bodies, up to and including the national public corporation.

Enclosed is a very rough initial draft of a paper along these lines in the communications field. I hope to expand this into a more intensive survey of the present structural problems and of the pricing scheme that is proposed. The next step is to study the ways in which extant public allocation takes place for urban and other services. In particular, I worry whether the "x-inefficiency" and incentive problems of public enterprise are more or less severe than the costs of private markets in the presence of externalities and public goods.

If work along these lines fits in with your objectives, than I would very much like to remain on your list of candidates.

Sincerely,

Bruce

Bruce M. Owen

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

DEPARTMENT OF ECONOMICS

September 30, 1969

Professor Julius Margolis
Fels Institute of Local and State Government
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear Julie:

I am pleased to write in response to your inquiry about Mr. Bruce Owen. From the earliest point in his career in the graduate program here, Bruce Owen has impressed me most favorably. Owen has a real flair for hard thinking and painstaking research on interesting, and overlooked empirical problems. Almost immediately upon his arrival here from Williams, he undertook a little study on historical, industrial and regional variations in the extent of multiple shift work. Aside from the fact that this was an essentially independent project, pursued at his own initiative, the thing that really impressed me was that he turned up a body of unworked B. L. S. data on multiple shift work, going back into the interwar years, and quickly determined that in order to analyze it properly he had to first try to extend the theory of the firm to treat the problem of the allocation of labor and other inputs over time. It was quite a performance for a first year student.

When I returned this fall after fifteen months on leave, I was struck by the strides Owen had made since his first year. He has a very firm grasp of the basic, and indeed some of the more sophisticated theoretical and quantitative tools of the trade. This is in some measure reflected by his performance on comprehensive exams, which has been quite exceptional: A's in all fields but one represents no mean achievement. I am still inclined to believe that Owen's talents are most pronounced in fields of applied work, particularly applied price theory. However, if his creative capabilities do not lie in the realm of pure theory, he is certainly technically well equipped to handle the range of undergraduate micro and macro theory courses, and to teach microeconomics at the graduate level. From what I have learned, Owen did an outstandingly good job as a teaching assistant last year, for which we rewarded him by exploiting him to do somewhat more teaching than is usual.

This year he is teaching in the Department as an Acting Assistant Professor. I can think of only 3 other students during the past three years who have been given such a position. This as much as anything I

might write should indicate the high esteem in which Bruce Owen is held by the members of the Department.

For what it's worth, I can add that I find his personal manner very easy: He is conscientious and takes his work seriously, but his manner is relaxed and he has a very well developed sense of humor. I should think he'd make a very positive contribution to your department.

Yours sincerely,

Paul

Paul A. David
Director of Graduate Study

PAD/z

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

RESEARCH CENTER IN ECONOMIC GROWTH
423 Encina Hall

October 13, 1969

Professor Julius Margolis
Fels Institute of Local and State Government
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear Julie:

I am responding to your letter of September 18 concerning Bruce Owen.

As you know, I give Bruce my highest recommendations. He is bright, industrious, imaginative, congenial, productive and well trained. He shows every prospect of being a good teacher and his research habits and writing skills are already well-developed.

His dissertation research, "The Price Effects of Mergers," is very nearly completed and has been passed in oral examination. It's a workman-like job filling an important gap in the literature of industrial organization and adds significant empirical work to its theoretic contribution. His fields of interest are not limited to industrial organization; he has very strong interests in public finance, urban economics, and economic history and would not be out of place teaching in micro theory. Within industrial organization he has spent a good bit of time studying mass communications industries and is teaching a seminar in the Department of Economics this year on the economics of mass communication. He will also be teaching undergraduate courses in micro theory and industrial organization in the Department this year.

All in all I think he is a first-rate candidate and one that I would like to see stay at Stanford.

I hope that you have gotten settled at Penn and that your work is proceeding well. I am finding my year off productive and peaceful.

Cordially,

James N. Rosse

JNR/b

UNIVERSITY INTRAMURAL CORRESPONDENCE

FELS INSTITUTE OF LOCAL AND STATE GOVERNMENT

October 15, 1969

TO : Almarin Phillips

FROM : Julius Margolis

IN RE : Bruce Owen's candidacy for an Assistant Professorship of Economics

Bruce Owen is now an Acting Assistant Professor at Stanford while he completes his dissertation. He is likely to be ranked number one among the Stanford students coming onto the market this year.

He attended the course in Urban Economics taught by me and Mel Reder. My semester of the year course had about fifty students and I found that I played the conventional role of a teacher to all students but Owen. When he spoke I listened to the arguments with the sense that a mature and creative analyst was at work. Reder's semester was smaller, about fifteen students. A couple of times he volunteered the information that Owen was excellent.

Rosse ran the most active of the Stanford workshops - on micro-economic analysis. He was extremely enthusiastic about Owen's contributions to the discussion on the papers of others, several small papers he presented, as well as his dissertation. Other professors have commented on his energy in pushing through fairly large jobs in a short period, and the output always being interesting.

I am prepared to propose Owen for an appointment in Fels. However, as you can see by his letter he has some uncertainty about his relative roles between economics and public policy analysis. If he should come here I believe he would also be able to do some work for the Annenberg School as well. He is now teaching a joint seminar between Economics and Communications. Despite the many roles he might play, once here, I would like to get the Departmental response to a straight appointment in Economics as well as a joint appointment with Fels. If a Fels appointment is made it would be with the assumption that he may be of tenure material which would eventually require a committment by Economics. Therefore, I hope the Department gives him serious attention right now.

If the Department wants more documentation, please let me know. I have written to Ronald McKerinon for another letter.

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

Wharton School of
Finance and Commerce

DEPARTMENT OF ECONOMICS

October 24, 1969

Dr. George Gerbner
The Annenberg School

Dear George:

I am enclosing a memorandum from Julius Margolis to me concerning Bruce Owen, an Acting Assistant Professor at Stanford. Also attached are some supporting materials.

I am interested in the possibility of appointing Owen as an Assistant Professor. I would be very pleased to cooperate with you as well as with Margolis in this appointment if you feel that Annenberg would be interested.

I would like to get a letter off to Owen quite promptly. Do you want me to mention the possibility of some work in the communications area?

Sincerely,

Almarin Phillips
Chairman
Department of Economics

AP:fb
enc.

cc: Dr. Julius Margolis

October 28, 1969

Dr. Almarin Phillips, Chairman
Department of Economics
Wharton School of Finance and Commerce

Dear Al:

I read the materials by and about Bruce Owen, and his paper on "The Future of Public Policy in Communications."

On the basis of what I have read, I would say that there would be a definite interest in his work in the communications area. As you know, capable and research-oriented attention to communications economics, especially in relation to public policy in communications, is a long-felt need in our program. I am still convinced that sooner or later we will find the right person to meet that need. A cooperative solution with economics and the Fels Institute would be a satisfactory solution for us, provided the individual has a sufficient commitment to pursue teaching and research in that area to fill our needs. The minimum solution for us would be one course for graduate students of communications with no previous work in economics, and an advanced seminar plus the supervision of a few thesis projects, not necessarily all at the same time. One of these courses a semester would be sufficient, but one a year would not constitute an adequate solution to our problem.

I just wanted to give you some indication of the general nature of our needs. We are currently considering several alternative possibilities, and if Owen responds positively and it appears that a cooperative arrangement might be satisfactory all around, it would be helpful to discuss the matter again before the end of the year.

With best regards.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

CC: Dr. Julius Margolis

Owen

MEMORANDUM

TO: Members of the Executive Committee
Professors Haydn, Hoben, Sheyon, Tannenbaum, Worth, Wright

FROM: Dr. George Gerbner

DATE: December 15, 1969

As you know, Bruce Owen is giving a joint Communications-Economics Seminar on Wednesday, December 17 from 11 a.m. to 1 p.m. in Room 124. Some members of the Economics Department and Fels Institute faculties will also attend.

You may recall that Owen is being considered for a joint appointment.

Visits will individual members of the committee can be arranged between 2 and 4 p.m. Please let me know if you wish to meet with Owen, and at what time.

GG:kaf

INTERESTED FACULTY AND STUDENTS ARE INVITED TO A

JOINT COMMUNICATIONS - ECONOMICS SEMINAR

Public Policy and Emerging Technology in the Media

Bruce Owen
Assistant Professor of Economics
Stanford University

The Annenberg School of Communications

Room 124

11:00 a.m. to 1:00 p.m.
Wednesday, December 17, 1969

January 20, 1970

Mr. Bruce M. Owen
68-D Escondido Village
Stanford, California 94305

Dear Mr. Owen:

I am sorry to say that we will be unable to offer you an assistant professorship for next year. As you know, I was quite hopeful that some sort of joint arrangement between this Department and Annenberg would make an offer possible, but this has proven not to be the case. As you well realize, budget and staffing problems are terribly difficult this year.

Best wishes.

Sincerely,

Almarin Phillips
Chairman
Department of Economics

AP:fb

cc: Dean George Gerbner

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

Wharton School of
Finance and Commerce

DEPARTMENT OF ECONOMICS

January 20, 1970

Dean George Gerbner
Annenberg School of Communications

Dear George:

We reviewed very carefully our staffing problems for next year at a Department meeting on Friday, January 16. Bruce Owen was among those considered and, somewhat as a surprise to me, the Department felt that we should not offer him an assistant professorship. Given the limited number of positions we are likely to have available in the foreseeable future, it was the Department's view that persons other than Owen should be given priority.

Sincerely,

Almarin Phillips
Chairman
Department of Economics

AP:fb
enc.

MEMORANDUM

TO: Members of the Executive Committee
Professors Haydn, Huber, Shryock, Tannenbaum, Korth, Wright

FROM: Dr. George Gerbner

DATE: January 26, 1970

The enclosed is self-explanatory. Such are the hazards of depending on inter-departmental appointments. However, this means that we can now proceed on our own, if we wish.

Our next meeting will be tomorrow, Tuesday, January 27, at 10:00 a.m. in my office.

GG:kef
enclosure