

JOINT PROGRAM

Annual Meetings Allied Social Science Associations

- AM Academy of Management
- AEA American Economic Association
- AFEA American Farm Economic Association
- AFA American Finance Association
- AMA American Marketing Association
- ARIA American Risk and Insurance Association
- ASA American Statistical Association
- BS Biometric Society, ENAR
- CEA Catholic Economic Association
- ES Econometric Society
- IRRA Industrial Relations Research Association
- IMS Institute of Mathematical Statistics
- RSA Regional Science Association

New York City
December 27-29, 1961

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GENERAL INFORMATION

All sessions and activities are arranged in the summary and in the program in the following manner: first, by day and time of the start of the session; second, by headquarters in alphabetical order: Belmont Plaza, Biltmore, Commodore, New York University, and Roosevelt; and third, by sponsoring association in alphabetical order where feasible. Where a session is sponsored jointly by two or more associations, the sponsors are listed in alphabetical order and placed where the first would occur in this arrangement.

For convenience, the summary lists the session or activity by title only and refers to the page on which the detailed description of the session will be found.

The list of participants shows in alphabetical order the names of all persons participating in the program and the pages on which their names appear.

If any changes in the program are made subsequent to the time this booklet went to press, they will be printed in an addendum. It may be advisable to check at the information desks of the various associations for information on activities that may not be listed in the program or addendum.

Associations and Headquarters

<i>Abbreviation</i>	<i>Association</i>	<i>Headquarters</i>
AM	Academy of Management	New York University Graduate School of Business Administration
AEA	American Economic Association	Commodore
AFEA	American Farm Economic Association	Commodore
AFA	American Finance Association	Commodore
AMA	American Marketing Association	Biltmore
ARIA	American Risk and Insurance Association	Biltmore
ASA	American Statistical Association	Roosevelt
BS	Biometric Society, ENAR	Roosevelt
CEA	Catholic Economic Association	Commodore
ES	Econometric Society	Commodore
IRRA	Industrial Relations Research Association	Belmont Plaza
IMS	Institute of Mathematical Statistics	Roosevelt
RSA	Regional Science Association	Biltmore

Registration

All persons attending the meetings are required to register. The registration fee of \$3 will entitle registrants to admission to all meetings (except invitation or fee events) sponsored by any of the participating associations. Registration may be completed at the desks maintained for the purpose at each of the three headquarters hotels listed below, at the hours indicated. A member of any association may register at any of the three hotels. However, persons who registered in advance by mail may obtain their badges and programs only at the special registration desk at the headquarters of their association.

Headquarters	Days and Hours of Registration					Registration Desk Location
	Tuesday	Wednesday	Thursday	Friday	Saturday	
Biltmore	6 p.m.- 10 p.m.	8 a.m.- 5 p.m. 6 p.m.- 10 p.m.	8 a.m.- 5 p.m.	9 a.m.- 12 noon	19th Floor
Commodore	6 p.m.- 10 p.m.	8 a.m.- 5 p.m.	8 a.m.- 5 p.m.	8 a.m.- 12 noon	Foyer, near Main Ballroom
Roosevelt	6 p.m.- 10 p.m.	8 a.m.- 5 p.m.	8 a.m.- 5 p.m.	8 a.m.- 5 p.m.	8 a.m.- 12 noon	Upper Lobby
*New York University, 100 Trinity Place	8:30 a.m.	8:30 a.m.	Lobby

*Academy of Management only

Information desks and locator register

The information desk at each hotel is located near the registration desk. While a member of any association may register at any hotel, the information desk at each hotel is equipped to provide information regarding only the associations with headquarters at that hotel.

At the bulletin board adjacent to each information desk there is a locator register, in bound volumes, which indicates the hotel address and telephone number of all registrants. This information will be brought up to date periodically during the convention. The locator registers are being prepared by the Service Bureau Corporation, a subsidiary of the International Business Machines Corporation.

Employment register

The Professional Placement Center of the New York State Employment Service, in cooperation with the United States Employment Service, is extending its placement services without charge to members and guests of the Allied Social Science Associations. The placement area will be at the Biltmore Hotel and will be operated from 9 a.m. to 5 p.m., December 27 and 28 in the Music Room, and December 29 in the Biltmore Suite.

Association members who filed applications or orders with local offices of their State Employment Service prior to the meetings *must* report their convention addresses in person at the appropriate desk in the placement area. Others should file applications or orders at the earliest practicable moment.

Folders containing descriptions of vacancies and applicant qualifications will be available for inspection only to those who have checked in. After reviewing folders, employers wishing to arrange for interviewing space should reserve time at the schedule desk in the employer room. Applicants may check with the schedule desk in the applicant room to find when and where employers will be located.

Those who do not wish their orders and applications to be made available to others should not register. They may file with the Professional Placement Center of the New York State Employment Service, where records are confidential.

Press services

Services and facilities for the convenience of press representatives are available in Parlor F on the Main Ballroom floor of the Hotel Commodore for associations meeting there. A press room will also be provided in Section B in the Vista Room on the 18th floor of the Biltmore for associations with headquarters at that hotel. Press room facilities for the Hotel Roosevelt are located in Vanderbilt 7 and 8.

Fee and invitation events

Fee and invitation events are listed in the main body of the program and in the summary in their appropriate chronological places. *Events for which a fee is charged or for which attendance is by invitation are identified by asterisks.* Tickets for association-sponsored breakfast, luncheon, and dinner meetings may be obtained at the information desk of the sponsoring association. They should be purchased at the time of registration to facilitate arrangements.

Tours and special events

The Visitor's Gallery and Exhibit Hall of the New York Stock Exchange, 20 Broad Street, will be open Monday through Friday from 10 a.m. to 3:30 p.m.

Tours of the Federal Reserve Bank of New York, 33 Liberty Street, will be available Monday through Friday, at 10 a.m., 11 a.m., 1 p.m. and 2 p.m. Registrants wishing to make arrangements for a tour should call RE 2-5700, Extension 289.

An art exhibition sponsored by the National Planning Association and St. Martin's Press will be on display Wednesday through Friday, December 27-29, at the Hotel Commodore. This is the first time that an exhibition of this kind has been presented. The exhibition will include paintings and sculpture by members of the American Economic Association.

An exhibit, *The Story of Banking*, may be seen at The First National City Bank of New York, Park Avenue and 54th Street. Animated displays show how banks serve people, business, government, and world trade. The exhibit will be open Monday through Friday from 10 a.m. to 6 p.m. and Saturday from 10 a.m. to 3 p.m.

SUMMARY OF JOINT PROGRAM

TUESDAY, DECEMBER 26

<i>Time and Hotel</i>	<i>Sponsor</i>	<i>Session or Activity Title</i>	<i>Page</i>
4 p.m. Roosevelt	ASA	*Board of Directors and Council Dinner Meeting	18
6 p.m. Commodore	AEA	*Executive Committee Dinner Meeting	18
8 p.m. Market Admin. Office	AFEA	Executive Committee Meeting	18

WEDNESDAY, DECEMBER 27

<i>Time and Hotel</i>	<i>Sponsor</i>	<i>Session or Activity Title</i>	<i>Page</i>
7:30 a.m. Commodore	AFEA	*Breakfast Meeting	18
8 a.m. Commodore		*Breakfast Meeting—Allied Social Science Associations Secretaries	18
8:30 a.m. Roosevelt	ASA	The Commission on Money and Credit—Some Staff Statistical Studies	19
9 a.m. Biltmore Commodore	AMA	What Are Ethical Standards of Conduct in Marketing? Coffee for Members and Friends—Metropolitan (N. Y.) Economic Association	19 19
Biltmore N.Y.U.	ARIA AM	Executive Committee Meeting Greetings—Academy of Management	19 19

* Fee or invitation event.

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<i>Time and Hotel</i>	<i>Sponsor</i>	<i>Session or Activity Title</i>	<i>Page</i>
9:30 a.m. Biltmore Commodore	RSA AEA	Behavioral Studies in Regional Science International Transmission of Business Cycles: Problems and Policies	22 22
Commodore Commodore Commodore Commodore	AEA AEA AFEA AFA	Tax Problems Problems of Economic Development The Scope of Farmer Cooperatives Accumulation Through Equities for Pensions	22 23 23 23
Commodore Commodore Commodore	ES ES ES	Investment and Expectations Statistical Problems Recent Advances in Mathematical Programming: Three Surveys	25 25 25
N.Y.U.	AM	Management Education	28
10:30 a.m. Roosevelt Roosevelt	ASA ASA	Computer Uses in Social Statistics Panel Session—Summer Institutes and Conferences in Statistics for College and University Teachers	28 29
Roosevelt	ASA	Diffusion and Timing of Business Cycle Turning Points	29
Roosevelt	ASA	Meeting of Task Group No. 16, American Society for Testing and Materials	29
Roosevelt Roosevelt	ASA,BS IMS	Medical Health Surveys Contributed Papers—IMS-1	32 32
10:45 a.m. N.Y.U.	AM	Panel Session—The Information Explosion	33
N.Y.U.	AM	Panel Session—Measuring Managerial Performance	33
N.Y.U.	AM	Panel Session—Intangible Factors in Management and Their Measurement	33
N.Y.U.	AM	Panel Session—Forces Shaping the Future of Management	33
N.Y.U.	AM	Panel Session—Management Information Center	33
11 a.m. Biltmore	AMA	New Behavioral Science Concepts Applicable to Marketing Research	37

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11 a.m. Biltmore	AMA	Contribution of Selected Behavioral Sciences to the Teaching of Advertising	37
11:30 a.m. Brass Rail		*Luncheon Meeting—Members of the Association for the Study of Soviet-type Economies	37
12 noon N.Y.U.	AM	Reports of Panel Chairmen	37
12:30 p.m. Biltmore Brass Rail	AMA	*Vice President's Luncheon	41
		*Luncheon Session—American Transportation Research Forum	41
Commodore		*Luncheon Meeting—Editors of the Social Science Journals	41
2 p.m. Biltmore	AMA	Use of Behavioral Disciplines in Teaching and Practicing of Marketing	41
Biltmore Roosevelt	AMA ASA	The Ethics of Retail Price Advertising	41
		Measuring the Balance of International Payments	43
Roosevelt	ASA	Panel Discussion—Report of the Technical Committee on Broadcast Ratings	43
Roosevelt	ASA,BS	Some Theory in Agriculture—Related Problems	43
Roosevelt	ASA,IMS	Bayesian Inference-1	45
2:30 p.m. Biltmore	RSA	The Property Tax and Urban Land Use	45
Commodore	AEA	Soviet Economic Planning	45
Commodore	AEA	Systems of Economic Accounts and Analysis for Urban Regions	46
Commodore	AEA,AFEA	Rural Poverty and National Policy	46
Commodore	AEA,ASA	The New Encyclopedia of the Social Sciences	46

* Fee or invitation event.

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		American Transportation Research Forum—Transport Cost and Pricing Policy	49
Commodore	ES	Monetary Studies	51
Commodore	ES	Problems in the Estimation of Simultaneous Economic Relationships	51
Commodore	ES	Econometric Studies-1	53
Commodore	ES	Stability and Growth	53
N.Y.U.	AM	Management and International Business	53
3:30 p.m. Biltmore	AMA	Marketing in Underdeveloped and Developing Economies	57
Biltmore	AMA	Improving Marketing Teaching Effectiveness	57
Biltmore	AMA	The Changing Logistics of Market Structure	57
4 p.m. Biltmore	AMA	Open Meeting—Comparative Marketing Study Committee, American Marketing Association	58
N.Y.U.	AM	Chase Manhattan Bank Tour	58
Roosevelt	ASA	Economic Growth: Statistical Problems in the Great Debate	58
Roosevelt	ASA	Bayesian Statistics in Advertising and Marketing	58
Roosevelt	ASA,BS	Mathematical Biology	58
Roosevelt	ASA,IMS	Reliability Analysis	62
5:15 p.m. Biltmore	AMA	*President's Reception—Social Hour and Refreshments	62
5:30 p.m. Commodore		*Reception—Yale University	63
5:45 p.m. Commodore		*Reception—University of Chicago	63
6:15 p.m. Columbia University Club	AMA	Dinner Meeting: Dutch Treat	63

* Fee or invitation event.

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7 p.m. N.Y.U. Faculty Club Roosevelt	AM IMS	*Dinner Meeting—Council of the Institute of Mathematical Statistics	63 63
8 p.m. Biltmore	AMA	Government-Marketing Relations in an Evolving Economy	64
Biltmore	RSA	Studies of the Urban Region	65
Commodore	AEA	Presidential Address	65
Commodore	AFA	Meeting	65
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9 p.m. Commodore		*Smoker—University of Illinois	67

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Commodore		*Breakfast—Denison College	67
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Commodore		*Breakfast—University of Minnesota	71
Commodore		*Breakfast Meeting—Ohio State Uni- versity Alumni	71
Roosevelt	ASA	*Breakfast Meeting	71
7:45 a.m. Schrafft's	AM	*Breakfast Meeting	71

* Fee or invitation event.

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Commodore	AEA,IRRA	Problems of Persistent Unemployment	78
Commodore		Coffee for Members and Friends— Metropolitan (N. Y.) Economic As- sociation	78
9:30 a.m. Belmont Plaza	IRRA	Trade Union Government and the Evi- dence of Landrum-Griffin	79
Belmont Plaza	IRRA	Employment Problems of Racial Minori- ties	79
Biltmore	ARIA	Has the Life Insurance Company Prod- uct Become Obsolete?	79
Biltmore	RSA	The Location of Retail Activities	80

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N.Y.U.	AM	Business and Society	89
2 p.m.			
Belmont Plaza	IRRA	Is Our Unemployment Compensation System Adequate to Meet the Needs of the Economy and the Unemployed?	89
Belmont Plaza	IRRA	What Can Labor History Contribute to an Understanding of Industrial Relations	90
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Roosevelt	ASA	The Stock Market: Recent Behavior and Outlook	93
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Biltmore		The International Element in Basic Management Education—Association for Education in International Business	93
Commodore	AEA	Economic Behavior of Families	94
Commodore	AFEA,ES	Measuring Social Costs of Alternative Agricultural Programs	94
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Commodore	AEA	The Market for Economists	96
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Commodore	AEA	Reappraisal of the Doctrine of Consumer Sovereignty	97
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Biltmore	AMA	Panel Discussion: Social Responsibilities of Advertising	97
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* Fee or invitation event.

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Roosevelt	ASA	Experience in the Use of the 1960 Census Magnetic Tapes by the Bureau of the Census and Other Agencies	98
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Roosevelt	ASA,BS	Multiple Comparisons and Ranking Means	99
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* Fee or invitation event.

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FRIDAY, DECEMBER 29

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Stouffer's		*Breakfast and Annual Business Meeting—American Transportation Research Forum	106
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Biltmore	AEA,AMA	Marketing Strategies and Distribution Systems	108
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Biltmore	ARIA	Law, Insurance, and the Automobile Accident Victim	109
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SATURDAY, DECEMBER 30

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Roosevelt	ASA,BS	Contributed Papers—ASA,BS-2	128

* Fee or invitation event.

JOINT PROGRAM

TUESDAY, DECEMBER 26, 1961

4 p.m. *Board of Directors and Council Dinner Meeting

Roosevelt
Madison Room
ASA

American Statistical Association

6 p.m. *Executive Committee Dinner Meeting

Commodore
Rooms B & C
AEA

American Economic Association

8 p.m. Executive Committee Meeting

Market
Administrator's
Office
205 East 42nd Street
Room 912
AFA

American Farm Economic Association

WEDNESDAY, DECEMBER 27, 1961

7:30 a.m. *Breakfast Meeting

Commodore
Windsor Court
AFA

American Farm Economic Association

8 a.m. *Breakfast Meeting

Commodore
Room 108

Allied Social Science Associations Secretaries

* Fee or invitation event.

WEDNESDAY

8:30 a.m.
Roosevelt
Grand Ballroom

ASA

The Commission on Money and Credit—Some Staff
Statistical Studies

Chairman: WESLEY LINDOW, Irving Trust Company

Lags in Fiscal Policy

ALBERT K. ANDO, Massachusetts Institute of
Technology

Lags in Monetary Policy

JOHN H. KAREKEN, University of Minnesota

The Determinants of Business Investment

ROBERT EISNER and ROBERT H. STROTZ,
Northwestern University

Discussants:

R. T. SELDEN, Columbia University

W. H. LOCKE ANDERSON, University of Michigan

SAMUEL B. CHASE, Jr., Federal Reserve Bank of
Kansas City

9 a.m.
Biltmore
Ballroom

AMA

What Are Ethical Standards of Conduct in Marketing?

Chairman: SCHUYLER F. OTTESON, Indiana University

Ethical Theory, Societal Expectations, and Marketing Practices

CLARENCE WALTON, Columbia University

Discussants:

JOHN E. JEUCK, University of Chicago

KENNETH UNDERWOOD, Wesleyan University

9 a.m.
Commodore
Room 121

Coffee for Members and Friends

Metropolitan (N. Y.) Economic Association

9 a.m.
Biltmore
Room 148

ARIA

Executive Committee Meeting

American Risk and Insurance Association

9 a.m.
N.Y.U. Graduate
School of Business
Auditorium
AM

Greetings

GEORGE R. TERRY, Northwestern University, and
President, Academy of Management

JOSEPH H. TAGGART, Dean, Graduate School of
Business, New York University

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WEDNESDAY

9:30 a.m.
**BILTMORE
Library
RSA**

Behavioral Studies in Regional Science
On Projecting Behavior for Regional Analysis
WALTER ISARD and MICHAEL F. DACEY, University of Pennsylvania
The Household Sector in Location Theory
DAVID N. MILSTEIN, University of Michigan

9:30 a.m.
**COMMODORE
East Ballroom
AEA**

International Transmission of Business Cycles: Problems and Policies
Chairman: HAL B. LARY, National Bureau of Economic Research
The Postwar Business Cycle in Western Europe
MILTON GILBERT, Bank for International Settlements
Economic Instability in an International Setting
JACQUES J. POLAK and R. R. RHOMBERG, International Monetary Fund
Discussants:
WALTER S. SALANT, Brookings Institution
EMILE DESPRES, Stanford University
RICHARD E. CAVES, University of California

9:30 a.m.
**COMMODORE
Windsor Ballroom
AEA**

Tax Problems
Chairman: RICHARD A. MUSGRAVE, Princeton University
Income, Consumption, and Property as Alternative Bases of Taxation
RICHARD B. GOODE, Brookings Institution
Tax Incentives to Investment
E. CARY BROWN, Massachusetts Institute of Technology
The Sensitivity of the Yield of Personal Income Tax in the United Kingdom
A. R. PREST, Cambridge University
Discussants:
GEORGE F. BREAK, University of California
OTTO ECKSTEIN, Harvard University
MELVIN WHITE, Brooklyn College

WEDNESDAY

9:30 a.m.
**COMMODORE
Main Ballroom
AEA**

Problems of Economic Development
Chairman: THEODORE W. SCHULTZ, University of Chicago
Price Policy for Economic Development
KENNETH E. BOULDING and PRITAM SINGH, University of Michigan
The Use and Abuse of Growth Models
JOHN H. POWER, Williams College
The Development of Entrepreneurship
GUSTAV F. PAPANEK, Harvard University
Discussants:
EVERETT E. HAGEN, Massachusetts Institute of Technology
ANDREW M. KAMARCK, International Bank for Reconstruction and Development
FRED C. SHORTER, Princeton University

9:30 a.m.
**COMMODORE
Rooms B & C
AFA**

The Scope of Farmer Cooperatives
Chairman: GLEN W. HEDLUND, Cornell University
Present and Future
JOSEPH G. KNAPP, U. S. Department of Agriculture
Obstacles and Opportunities
D. B. DELOACH, University of California
Discussants:
GLEN LAKE, Michigan Milk Producers Association
W. F. MUELLER, Federal Trade Commission

9:30 a.m.
**COMMODORE
Windsor Terrace
AFA**

Accumulation Through Equities for Pensions
Chairman: GEORGE T. CONKLIN, Guardian Life Insurance Company of America
Accumulations by Individuals—Variable Annuities and Others
WILLIAM FREUND, New York University
Accumulations by Groups
WILLIAM M. ANDERSON, North American Life Insurance Company of Toronto
The Investment Aspects of Accumulation Through Equities
BENJAMIN GRAHAM
Discussants:
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WEDNESDAY

9:30 a.m.
COMMODORE
Room A
ES

Investment and Expectations

Chairman: FRANK DE LEEUW, Federal Reserve Board

The Nature of "Rational" Expectations: A Case Study
JOHN D. BOSSONS, Massachusetts Institute of Technology

The Accuracy and Determinants of Safe Anticipations
PETER PASHIGIAN, University of Chicago

The Determinants of Corporate Investment Reconsidered
ROBERT SLIGHTON, Stanford University

Discussants:

DONALD HESTER, Yale University

JAMES K. KINDAHL, Johns Hopkins University

OWEN H. SAUERLENDER, Pennsylvania State University

9:30 a.m.
COMMODORE
Room 107
ES

Statistical Problems

Chairman: ROBERT SUMMERS, University of Pennsylvania

Bayesian Statisticians and Remote Clients

CLIFFORD HILDRETH, Michigan State University

Experimental Investigation of Studentized Estimates of Coefficients in Structural Equations

ERNEST MOSBAEK, General Electric Company

Econometric Models—Do We Explain Too Much?

T. A. YANCEY and W. A. NEISWANGER, University of Illinois

Discussants:

ROBERT L. BASMANN, University of Chicago

JOHN S. DECANI, University of Pennsylvania

A. L. NAGAR, Purdue University

9:30 a.m.
COMMODORE
Windsor Court
ES

Recent Advances in Mathematical Programming: Three Surveys

Chairman: HERBERT SCARF, Stanford University

Large-Scale Linear Programming Problems

GEORGE B. DANTZIG, University of California

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WEDNESDAY

9:30 a.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Auditorium
AM

Management Education

THOMAS H. CARROLL, George Washington University

Panel Discussion Leader: FELIX LARKIN, W. R. Grace and Company

10:30 a.m.
ROOSEVELT
Terrace Room
ASA

Computer Uses in Social Statistics

Chairman: JOSEPH F. DALY, Bureau of the Census

Developments in Processing Statistics From Tax Returns

E. J. ENGQUIST, Jr., Internal Revenue Service

Some Implications of Computer Processing of Economics Censuses and Surveys

JACK SCHARFF, NATHANIEL SWERSKY, and EUGENE L. WENDT, Bureau of the Census

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WALT SIMMONS, ELEANOR L. MADIGAN, and ROBERT T. LITTLE, National Center for Health Statistics

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WEDNESDAY

10:30 a.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA

Panel Session—Summer Institutes and Conferences in Statistics for College and University Teachers

Chairman: T. A. BANCROFT, Iowa State University
Southern Regional Cooperative Summer Institute (Southern Regional Board)

BOYD HARSHBARGER, Virginia Polytechnic Institute
Graduate Summer Session of Statistics in the Health Sciences (NIH)

JACOB E. BEARMAN, University of Minnesota

Summer Conference for College and University Teachers of Statistics (NSF)

DAVID HUNTSBERGER, Iowa State University

Statistics for Geologists

FRANKLIN A. GRAYBILL, Colorado State University

Advantages of Sequential and Rotating Summer Institutes in Statistics for College and University Teachers

HOLLY FRYER, Kansas State University

10:30 a.m.
ROOSEVELT
Grand Ballroom
ASA

Diffusion and Timing of Business Cycle Turning Points

Chairman: KENNETH B. WILLIAMS, Federal Reserve Board

The Dating of Postwar Business Cycles

L. C. TRUEBLOOD, Federal Reserve Board

The Cyclical Behavior of Selected Financial Measures

ROLAND I. ROBINSON, Michigan State University

The Cyclical Behavior of Help-Wanted Advertising and Selected Labor Turnover Variables

WILLIAM A. BERRIDGE, Metropolitan Life Insurance Company

Discussants:

GEOFFREY H. MOORE, National Bureau of Economic Research

WESLEY LINDOW, Irving Trust Company

10:30 a.m.
ROOSEVELT
Vanderbilt 9
ASA

Meeting of Task Group No. 16, American Society for Testing and Materials

Chairman: P. S. OLMSTEAD, Bell Telephone Laboratories, Inc.

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by *Leonard Vidger*, San Francisco State College.



WEDNESDAY

10:30 a.m.
ROOSEVELT
Madison Room
ASA,BS

Medical Health Surveys

Chairman: A. M. DUTTON, University of Rochester
Air Pollution and Mortality in Two Areas of Los Angeles County
EMANUEL LANDAU, U. S. Department of Health,
Education, and Welfare, and FRANK MASSEY,
University of California, Los Angeles

Hospital Use From Institutional Records and From Household Surveys—A Comparison of Results

MONROE LERNER, Health Information Foundation

Discussant: RACHAEL M. JENSS, Erie County (N.Y.)
Health Department

10:30 a.m.
ROOSEVELT
Rooms A & B
IMS

Contributed Papers—IMS—1

Chairman: HENRY TEICHER, Purdue University

A Normal Approximation to the Beta and Gamma Distributions
R. R. BAHADUR, University of Chicago

On a Characterization of the Gamma Distribution (Preliminary Report)

THOMAS S. FERGUSON, University of California,
Los Angeles

The First Two Moments of the Reciprocal of a Positive Hypergeometric Variable

ZAKKULA GOVINDARAJULU, Case Institute of
Technology

On the Order of an Entire Characteristic Function

B. RAMACHANDRAN, Catholic University

Some Sample Function Properties of a Process With Stationary Independent Increments

S. S. MITRA, University of Idaho

Extensions of the Arc Sine Law

SIMEON M. BERMAN, Columbia University

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RALPH H. BACON, General Precision, Inc.

Asymptotic Bounds for the Zero-Crossing Probability Distribution of Stationary Gaussian Processes

M. ROSENBLATT, Brown University

Theory of Queues With a Single Server

TATSUO KAWATA, Catholic University

WEDNESDAY

10:45 a.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Room 604
AM

Panel Session—The Information Explosion

Panel:

JOHN F. BURLINGAME, General Electric Company
CHARLES E. SILBERMAN, Fortune Magazine
DALE ZAND, New York University

10:45 a.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Room 605
AM

Panel Session—Measuring Managerial Performance

Panel:

NORMAN H. MARTIN, New York University
HAROLD KOONTZ, University of California
RICHARD F. NEUSCHEL, McKinsey and Company

10:45 a.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Room 606
AM

Panel Session—Intangible Factors in Management and Their Measurement

Panel:

HON. THOMAS T. MORRIS, Assistant Secretary of
Defense
SIDNEY K. WOLF, New York University
JAMES A. NEWMAN, Booz, Allen & Hamilton

10:45 a.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Room 706
AM

Panel Session—Forces Shaping the Future of Management

Panel:

HAROLD F. SMIDDY, General Electric Company
DONALD G. MARQUIS, Massachusetts Institute of
Technology
JOSEPH GRUNWALD, University of Chile

10:45 a.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Room 504
AM

Panel Session—Management Information Center

Panel:

JOHN R. BEISHLINE, New York University
RODNEY C. GOTT, American Machine and Foundry
Corporation
DAVID W. HERRMAN, Melville Shoe Corporation

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WEDNESDAY

11 a.m.
BILTMORE
West Room
AMA

New Behavioral Science Concepts Applicable to Marketing Research

Chairman: ALFRED R. OXENFELDT, Columbia University

Major Concepts of Behavioral Science Applicable to Marketing Research

CHARLES WINICK, Columbia University

Discussants:

WALLACE YODER, Indiana University
LEO BOGART, Bureau of Advertising

11 a.m.
BILTMORE
Key Room
AMA

Contribution of Selected Behavioral Sciences to the Teaching of Advertising

Chairman: GERALD F. PRICE, Boston College

Opinion of Behavioral Scientists Concerning the Inclusion of Their Disciplines in an Advertising Curriculum

JACK Z. SISSORS, Northwestern University

What Responding Behavioral Scientists Feel Their Discipline Could Contribute to Certain Specialized Areas of Advertising

LOUIS C. WAGNER, University of Washington

Concepts Responding Behavioral Scientists Would Include in a Course Designed Specifically for Students Majoring in Advertising

MAX WALES, University of Oregon

The Contribution of Selected Behavioral Sciences to the Field of Advertising

JEAN C. HALTERMAN, Indiana University

Summary and Conclusions of Contributions of Selected Behavioral Sciences to the Teaching of Advertising

WILLIAM L. DOREMUS, New York University

11:30 a.m.
BRASS RAIL
100 Park Avenue
Right Baroque Room

***Luncheon Meeting**

Members of the Association for the Study of Soviet-Type Economies

12 noon
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Auditorium
AM

Reports of Panel Chairmen

Academy of Management

* Fee or invitation event.

NEW AND FORTHCOMING FROM

MANAGERIAL FINANCE

J. Fred Weston, University of California, Los Angeles

CASES IN CORPORATION FINANCE, REV. ED.

**Theodore A. Andersen and David A. Snell,
both of University of California, Los Angeles**

PRINCIPLES OF MARKETING: THE MANAGEMENT VIEW

Richard H. Buskirk, University of Colorado

CASES AND READINGS IN MARKETING

Richard H. Buskirk, University of Colorado

ADVERTISING: ITS ROLE IN MODERN MARKETING

S. Watson Dunn, University of Wisconsin

PROFESSIONAL SALESMANSHIP: PERSUASION AND MOTIVATION IN MARKETING

Kenneth B. Haas, Hofstra College

CASES IN INTERNATIONAL BUSINESS

Richard D. Robinson, M.I.T.

HOLT, RINEHART AND WINSTON

PERFORMANCE APPRAISAL: RESEARCH AND PRACTICE

**Thomas L. Whisler and Shirley F. Harper, Editors
University of Chicago**

PRINCIPLES OF ECONOMICS

C. E. Ferguson and Juanita M. Kreps, Duke University

ECONOMIC PERFORMANCE: AN INTRODUCTION TO ECONOMICS

Henry H. Villard, City College of New York

ECONOMICS: MEASUREMENT, THEORIES, CASE STUDIES

George Soule, University of Tennessee

STATISTICS: METHODS AND APPLICATIONS with a Self-Reviewing Workbook

John I. Griffin, Baruch School, City University of N. Y.

MANAGING YOUR MONEY, REV. ED.

J. K. Lasser and Sylvia Porter

NATIONAL INCOME: ITS MEASUREMENT, DETER- MINATION AND RELATION TO PUBLIC POLICY

Sam Rosen, University of New Hampshire

NEW TITLES AND REVISIONS

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MARKETING (An Integrated, Analytical Approach)

By Weldon J. Taylor, Brigham Young University and Roy T. Shaw, University of Utah

BASIC ECONOMICS

By Thomas J. Hailstones, Xavier University, Cincinnati

PREFACE TO ECONOMETRICS

By Michael J. Brennan, Jr., Brown University

WAGE AND SALARY ADMINISTRATION

By Adolph Langsner, Industrial Consultant and Herbert G. Zollitsch, Marquette University

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WEDNESDAY

12:30 p.m.

**BILTMORE
Ballroom**

AMA

*Vice President's Luncheon

Chairman: ROBERT J. HOLLOWAY, University of Minnesota, and Vice President, Marketing Education Division, American Marketing Association

The Social Responsibilities of Marketing

HON. LEE LOEVINGER, Assistant Attorney General, Anti-Trust Division, U. S. Department of Justice

12:30 p.m.

**BRASS RAIL
521 Fifth Avenue**

*Luncheon Session

American Transportation Research Forum

Speaker: O. M. SOLANDT, Canadian National Railroad

12:30 p.m.

**COMMODORE
Room 108**

*Luncheon Meeting

Editors of the Social Science Journals

2 p.m.

**BILTMORE
West Room**

AMA

Use of Behavioral Disciplines in Teaching and Practicing of Marketing

Chairman: EDWARD L. BRINK, University of Pennsylvania

The General Systems Approach to the Study of Marketing
GEORGE FISK, University of Pennsylvania

Marketing As a Social Discipline

DAVID B. HERTZ, Arthur Andersen & Company

Discussant: WROB ALDERSON, University of Pennsylvania

2 p.m.

**BILTMORE
Key Room**

AMA

The Ethics of Retail Price Advertising

Chairman: ROBERT R. HENRY, University of Buffalo

The Ethics of Retail Pricing

HON. DANIEL J. MURPHY, Federal Trade Commission

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WEDNESDAY

**2 p.m.
ROOSEVELT
Madison Room
ASA**

Measuring the Balance of International Payments

Chairman: EDWARD T. CROWDER, Bureau of the Budget

Problems and Progress in Compiling the U. S. Balance of Payments

WALTER LEDERER, U. S. Department of Commerce

An Analyst's Evaluation of Balance of Payments Statistics

WILLIAM B. DALE, U. S. Department of Commerce

Discussants:

ROBERT TRIFFIN, Yale University

HENRY G. AUBREY, Council on Foreign Relations and Columbia University

**2 p.m.
ROOSEVELT
Rooms A & B
ASA**

Panel Discussion—Report of the Technical Committee on Broadcast Ratings

Chairman: ANDREW STEVENSON, Committee on Interstate and Foreign Commerce, U. S. House of Representatives

Panel:

WILLIAM G. MADOW, Stanford Research Institute

RAYMOND J. JESSEN, C.E.I.R., Inc.

THOMAS E. COFFIN, National Broadcasting Corporation

BUD SHERAK, Kenyon and Eckhardt, Inc.

HYMAN H. GOLDIN, Federal Communications Commission

JAY ELIASBERG, CBS Television Network

**2 p.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA, BS**

Some Theory in Agriculture—Related Problems

Chairman: R. J. MONROE, North Carolina State College

Leaf-light Geometry and Photosynthesis

W. G. DUNCAN, University of Kentucky

A Theory Relating Digestibility to the Chemical Composition of Feeds and Foods

H. L. LUCAS, North Carolina State College

Estimation of the Life Span of Red Blood Cells

M. W. CARTER, Brigham Young University,

W. MENDENHALL, Bucknell University, and

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WEDNESDAY

2 p.m.

**ROOSEVELT
Terrace Room**

ASA, IMS

Bayesian Inference—1

Chairman: MERVIN MULLER, International Business Machines Corporation

A Further Look at Robustness via Bayes' Theorem

G. E. P. BOX and GEORGE TIAO, University of Wisconsin

Contributions to the Two-Arm Bandit Problem

DORIAN FELDMAN, Michigan State University

Discussants:

F. J. ANSCOMBE, Princeton University

L. J. SAVAGE, University of Michigan

2:30 p.m.

**BILTMORE
Library**

RSA

The Property Tax and Urban Land Use

Chairman: JESSE BURKHEAD, Syracuse University

The Property Tax Base and the Pattern of Local Government Expenditures: The Influence of Industry

JOHN J. CARROLL and SEYMOR SACKS, New York State Department of Audit and Control

The Property Tax and Alternate Patterns of Urban Development

DICK NETZER, Regional Plan Association

Discussants:

WILLIAM VICKREY, Columbia University

RICHARD U. RATCLIFF, University of Wisconsin

JEROME PICKARD, Urban Land Institute

LYNN A. STILES, Federal Reserve Bank of Chicago

2:30 p.m.

**COMMODORE
Main Ballroom**

AEA

Soviet Economic Planning

Chairman: EVSEY D. DOMAR, Massachusetts Institute of Technology

Input-Output Analysis and Soviet Planning

HERBERT S. LEVINE, University of Pennsylvania

The Scale of Soviet Industrial Establishments

LEON SMOLINSKI, Boston College

On Patterns of Technological Choice in Soviet Industry

DAVID GRANICK, University of Wisconsin

Discussants:

LLOYD G. REYNOLDS, Yale University

JAMES H. BLACKMAN, University of North Carolina

ALEXANDER ERLICH, Columbia University

WEDNESDAY

**2:30 p.m.
COMMODORE
East Ballroom
AEA**

Systems of Economic Accounts and Analysis for Urban Regions

Chairman: EDGAR M. HOOVER, Pittsburgh Regional Planning Association

A National System of Regional Accounts and Analysis
HARVEY S. PERLOFF, Resources for the Future

Design and Use of Accounts
WERNER Z. HIRSCH, Washington University

Organization for Data Collection, Analysis and Reporting
HENRY COHEN, Deputy City Administrator, New York City

Discussants:
MEREDITH B. GIVENS, Institute of Public Administration, New York
FREDERICK T. MOORE, The Rand Corporation

**2:30 p.m.
COMMODORE
Windsor Terrace
AEA, AFEA**

Rural Poverty and National Policy

Chairman: WILLIAM H. NICHOLLS, Vanderbilt University

Economic Security for Agricultural Labor
LOUIS LEVINE, U. S. Department of Labor

Relation of the Low Income Farm Problem to Major National Economic Problems

WILLIAM E. HENDRIX, U. S. Department of Agriculture

Discussants:
LEONARD P. ADAMS, Cornell University
JOHN G. MCNEELY, Agricultural and Mechanical College of Texas

**2:30 p.m.
COMMODORE
Windsor Court
AEA, ASA**

The New Encyclopedia of the Social Sciences

Chairman: ALVIN S. JOHNSON, New School for Social Research

Developing the Idea of a New Encyclopedia
FRANCIS X. SUTTON, The Ford Foundation

Publishing the New Encyclopedia
JEREMIAH KAPLAN, The Free Press of Glencoe, Inc.

Progress and Plans for the New Encyclopedia
W. ALLEN WALLIS, University of Chicago

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By Eli Schwartz, Lehigh University

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WEDNESDAY

2:30 p.m.
**COMMODORE
Windsor Ballroom
AFA**

The Outlook for the Capital Markets

Chairman: JAMES J. O'LEARY, Life Insurance Association of America

Monetary Policy and the Money Market

ROY L. REIERSON, Bankers Trust Company

U. S. Government Bond Market and Debt Management Policy

RICHARD G. YOUNGDAHL, Aubrey G. Lanston & Company

The Corporate Bond Market

GEORGE T. CONKLIN, Jr., The Guardian Life Insurance Company of America

The Mortgage Market

MILES L. COLEAN

State and Local Government Securities

THOMAS R. ATKINSON, Scudder, Stevens and Clark

Consumer Credit

GEORGE F. DIMMLER, CIT Financial Corporation

Stock Market

HAROLD X. SCHREDER, Distributors Group, Incorporated

2:30 p.m.
**COMMODORE
Room 108
AMERICAN
TRANSPORTATION
RESEARCH FORUM**

Transport Cost and Pricing Policy

A Study of Railroad Cost

PAUL M. ZEIS, Akron, Canton and Youngstown Railroad

Discussion Leader: JOHN INGRAM, Southern Railway

A Study of Motor Common Carrier Costs in Michigan

K. PHILIP RAHBANY, Michigan Public Service Commission

Discussion Leader: H. J. DAY, Interstate Commerce Commission

Pricing Recommendations of the Doyle Report

HOWARD NICHOLSON, Clark University

Discussion Leader: JOSEPH ROSE, University of Pennsylvania

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HOMEWOOD, ILLINOIS

WEDNESDAY

2:30 p.m.
COMMODORE
Room B
ES

Monetary Studies

Chairman: MILTON FRIEDMAN, University of Chicago

Demand for Liquid Assets

CARL CHRIST, Johns Hopkins University

Money Supply Theory and the British Monetary Experience

KARL BRUNNER, University of California

The Demand for Money

ALLAN MELTZER, Carnegie Institute of Technology

Discussants:

HENRY A. LATANÉ, University of North Carolina

JAMES FORD, Ford Motor Company

PHILLIP J. CAGAN, Carnegie Institute of Technology,
and Brown University

2:30 p.m.
COMMODORE
Room C
ES

Problems in the Estimation of Simultaneous Economic Relationships

Chairman: ARTHUR S. GOLDBERGER, University of Wisconsin

Optimal Aggregation in Multi-Equation Models

WALTER D. FISHER, Kansas State University

Estimation of Production and Behavioral Functions From a Combination of Cross-Section and Time Series Data

YAIR MUNDLAK, University of California, and
Hebrew University

Three-Stage Least Squares: Simultaneous Estimation of Simultaneous Equations

ARNOLD ZELLNER, University of Wisconsin, and
H. THEIL, Netherlands School of Economics

Discussants:

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ALBERT MADANSKY, Center for Advanced Study in
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WEDNESDAY

2:30 p.m.
**COMMODORE
Room A
ES**

Econometric Studies—1

Chairman: E. S. MILLS, Johns Hopkins University

A Multi-Sector Inventory Cycle Model

EDWARD FOSTER, University of Minnesota

An Econometric Study of the Research Expenditures of the Firm

EDWIN MANSFIELD, Carnegie Institute of Technology

Material Flow Graphs

STEDMAN B. NOBLE, George Washington University

Discussants:

MICHAEL LOVELL, Yale University

JORA MINASIAN, The Rand Corporation

MARTIN GERRA, U. S. Department of Agriculture

2:30 p.m.
**COMMODORE
Room 107
ES**

Stability and Growth

Chairman: ROBERT H. STROTZ, Northwestern University

Near Decomposability, Partition and Aggregation, and the Relevance of Stability Discussions

A. ANDO and F. M. FISHER, Massachusetts Institute of Technology

Growth Equilibrium and Its Stability Under Neutral Technological Progress

KEN-ICHI INADA, Stanford University

Technical Progress in a Competitive Growth Model

HIROFUMI UZAWA, Center for Advanced Study in the Behavioral Sciences, and Stanford University

Discussants:

LIONEL W. MCKENZIE, University of Rochester

LEONID HURWICZ, University of Minnesota

ROBERT SOLOW, Council of Economic Advisers, and Massachusetts Institute of Technology

2:30 p.m.
**N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Auditorium
AM**

Management and International Business

WILLIAM BRADY, Corn Products Company

Panel Discussion Leader: ROY BLOUGH, Columbia University

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By Abram Bergson

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Abram Bergson is Professor of Economics at Harvard University, a member of the Executive Committee at the Russian Research Center at Harvard, and a consultant to the Economics department of the RAND Corporation. He is the author of a number of books on Soviet Economy, including *Structure of Soviet Wages* (Harvard University Press, 1944). During the war he was Chief of the USSR Economics Division of the OSS. In 1945 he served as a member of the American Delegation to the Moscow Reparations Conference.

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WEDNESDAY

3:30 p.m.
BILTMORE
Key Room B
AMA

Marketing in Underdeveloped and Developing Economies

Chairman: LEON V. HIRSCH, United Research, Inc.

Marketing in Egypt

HARPER W. BOYD, Jr., Northwestern University

Marketing in Japan: An Expanding Economy

GEORGE A. ELGASS, University of Michigan

Marketing in Tropical Africa

DAVID CARSON, Boston University

Marketing in Puerto Rico: Industrial Distribution in a Developing Economy

RICHARD F. ARMKNECHT, Jr., The William Carter Company

3:30 p.m.
BILTMORE
West Room
AMA

Improving Marketing Teaching Effectiveness

Chairman: WILSON NOLEN, Harvard University

The Use of Teaching Machines in College Courses

JAMES G. HOLLAND, Harvard University, and Consultant to McGraw-Hill Book Company in Programmed Instruction

An Experimental Approach on Small Group Solutions of Marketing Strategy Problems

HARRY L. HANSEN, Harvard University

The Use of a Marketing Game in a Basic Undergraduate Marketing Course

FRED W. KNIFFIN, Pennsylvania State University

3:30 p.m.
BILTMORE
Key Room A
AMA

The Changing Logistics of Market Structure

Chairman: FRANK H. MOSSMAN, Michigan State University

The Changing Pattern of Retail Concentration

ELI COX, Michigan State University

Logistics of Retail Location

BERNARD J. LALONDE, University of Colorado

Marketing Time Lags: Their Impact on Logistics

J. L. HESKETT, Ohio State University

WEDNESDAY

4 p.m.

**BILTMORE
Room 148
AMA**

Comparative Marketing Study Committee

Open Meeting: Discussion of Manuscripts on Comparative Marketing Systems

Chairman: ROBERT BARTELS, Ohio State University

4 p.m.

**N.Y.U. GRADUATE
SCHOOL OF BUSINESS
AM**

Chase Manhattan Bank Tour

The 1963 CIOS Congress in New York
STATES MEAD, The Chase Manhattan Bank

4 p.m.

**ROOSEVELT
Grand Ballroom
ASA**

Economic Growth: Statistical Problems in the Great Debate

Chairman: WILLIAM F. BUTLER, The Chase Manhattan Bank

The Influence of the Stages of Development on Growth Rates
J. FRED WESTON, University of California

Measures of Technological Change and Economic Growth
MURRAY BROWN, University of Pennsylvania

4 p.m.

**ROOSEVELT
Madison Room
ASA**

Bayesian Statistics in Advertising and Marketing

Chairman: ABRAHAM SHUCHMAN, Columbia University

Potential Application of Bayesian Decision Theory to Marketing
HARRY V. ROBERTS, University of Chicago

An Application of Bayesian Decision Theory to a Problem in Long-Range Pricing Strategy

PAUL GREEN, E. I. DuPont de Nemours and Company

4 p.m.

**ROOSEVELT
East Room
ASA, BS**

Mathematical Biology

Chairman: H. D. LANDAHL, University of Chicago

Recent Progress in the Analysis of Kinetic Data
MONES BERMAN, National Institutes of Health

Stochastic Aspects of Enzyme Kinetics
ANTHONY F. BARTHOLOMAY, Harvard University

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GEORGE M. ANGLETON, North Carolina State College

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WEDNESDAY

4 p.m.
ROOSEVELT
Terrace Room
ASA, IMS

Reliability Analysis
Chairman: MARVIN ZELEN, University of Wisconsin
Hazard Analysis
G. S. WATSON, University of Toronto
Probability Distributions with the Monotone Hazard Rate
R. E. BARLOW, General Telephone and Electronics Laboratories, and San Jose College; and A. MARSHALL, Boeing Scientific Research Laboratories
Marginal Testing, Systems Reliability and Maintenance Costs
BETTY FLEHINGER, International Business Machines Corporation

5:15 p.m.
BILTMORE
Ballroom
AMA

***President's Reception—Social Hour and Refreshments**
American Marketing Association

* Fee for invitation event.

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5:30 p.m.
COMMODORE
Parlor A

***Reception**
Yale University

5:45 p.m.
COMMODORE
Windsor Court

***Reception**
University of Chicago

6:15 p.m.
COLUMBIA
UNIVERSITY CLUB
4 West 43rd Street
Varsity Room C
AMA

Dinner Meeting: Dutch Treat
Teaching of Marketing Committee, American Marketing Association
Chairman: ROBERT D. ENTENBERG, University of Pittsburgh

6:30 p.m.
STOUFFER'S
100 East 42nd Street

***Dinner**
Princeton University

7 p.m.
N.Y.U. FACULTY CLUB
22 Washington
Square North
AM

***Dinner**
Fellows of the Academy of Management

7 p.m.
ROOSEVELT
East Room
IMS

Meeting
Council of the Institute of Mathematical Statistics

* Fee or invitation event.

WEDNESDAY

**8 p.m.
BILTMORE
Key Room
AMA**

Government-Marketing Relations in an Evolving Economy

Chairman: TAYLOR W. MELOAN, University of Southern California

Our Public Policy Dilemma

TAYLOR W. MELOAN, University of Southern California

Marketing and the Consumer

JERRY VOORHIES, The Cooperative League of the U. S. A.

Government Attitudes and the Market Image

D. BERYL MANISCHEWITZ, B. Manischewitz Company

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HANS B. THORELLI, University of Chicago

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WEDNESDAY

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Studies of the Urban Region

Chairman: JOHN E. BRUSH, Rutgers University
Transportation and the Spatial Structure of an Urban Area
LEON MOSES, Northwestern University

A Simulation Model of Urban Settlement and Migration
RICHARD L. MORRILL, University of Washington

Discussant: ROBERT A. KAVESH, New York University

**8 p.m.
COMMODORE
Main Ballroom
AEA**

Presidential Address

Chairman: ALVIN H. HANSEN, Harvard University
Presentation of John Bates Clark Award

Speaker: PAUL A. SAMUELSON, Massachusetts Institute of Technology

**8 p.m.
COMMODORE
Room 107
AFA**

Meeting

Board of Directors, American Finance Association

**8 p.m.
COMMODORE
Rooms B & C
CEA**

Trends in Family Income Distribution in the United States

Chairman: HON. JOSEPH P. MCMURRAY, Federal Home Loan Bank Board

Speaker: SELMA F. GOLDSMITH, Bureau of the Census

Discussants:

ALICE BOURNEUF, Boston College

REV. THOMAS F. DIVINE, S.J., St. Louis University

**8 p.m.
ROOSEVELT
Terrace Room
ASA**

Special Session

Chairman: GEORGE E. P. BOX, University of Wisconsin

On the Foundations of Statistical Inference

ALLAN BIRNBAUM, New York University
(Reprints of Mr. Birnbaum's paper will be available at this meeting)

Open Discussion

*Prentice-Hall Publications
of Outstanding Interest*

**MATHEMATICS FOR ECONOMISTS:
An Elementary Survey**

By TARO YAMANE, New York University
February, 1962 Approx. 544 pages
Text price: \$8.75

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OPTIMAL INVESTMENT DECISIONS:

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by PIERRE MASSE, General Commissioner of
Equipment and Productivity Planning for France
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MONEY AND CREDIT:

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The Report of the Commission on Money and
Credit 1961 285 pages Paperbound
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University
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WEDNESDAY

8 p.m.
**ROOSEVELT
Grand Ballroom
ASA**

Unemployment Statistics in a Changing Economy

Chairman: RAYMOND T. BOWMAN, Bureau of the
Budget

For the Executive Branch of the Government
EWAN CLAGUE, Bureau of Labor Statistics

The Management View

LAURENCE FENNINGER, Jr., Bethlehem Steel Co.

The Labor View

LAZARE TEPER, International Ladies Garment
Workers Union

The Legislative View

JAMES W. KNOWLES, Joint Economic Committee

The University View

JOHN T. DUNLOP, Harvard University

9 p.m.
**COMMODORE
Room A**

***Smoker**

University of Illinois

THURSDAY, DECEMBER 28, 1961

7:30 a.m.
**COMMODORE
Suite of
Arthur M. Welmer
President, AFA**

***Breakfast Meeting**

Editorial Board, American Finance Association

7:30 a.m.
**COMMODORE
Room A**

***Breakfast Meeting**

Order of Artus

Sponsors:

E. BRYANT PHILLIPS, University of Southern
California
ROBERT E. HILL, Kent State University

7:30 a.m.
**COMMODORE
Room 103**

***Breakfast**

Denison College

* Fee or invitation event.



BOOKS

Casebook in Production Management

By Raymond J. Ziegler, *University of Illinois*. 1962. In press

Managerial Economics—Text and Cases

By Erwin Esser Nemmers, *Northwestern University*. 1962. Approx. 480 pages. Prob. \$10.25 (College Text Edition: Prob. \$8.50)

Statistical Controls in Business

By Frederick A. Ekeblad, *Northwestern University*, 1962. In press

Creative Management

By Norman R. F. Maier, *University of Michigan*; and John J. Hayes, *United Air Lines*. 1962. Approx. 264 pages. Prob. \$5.95 (College Text Edition: Prob. \$4.95)

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By Fred Hanssman, *The National Cash Register Co.* 1962. Approx. 256 pages. Prob. \$8.95 (College Text Edition: Prob. \$7.50)

Organization Theory in Industrial Practice

By Mason Haire, *University of California, Berkeley*. 1962. In press

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By F. P. Fowler and E. W. Sandberg, both of *Colorado State University*. 1962. In press

Scientific Method: Optimizing Applied Research Decisions

By Russell L. Ackoff, *Case Institute of Technology*. 1962. In press

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BOOKS

Methods of Regional Analysis

An Introduction to Regional Science

By Walter Isard, *University of Pennsylvania*. An M.I.T. Press Book. 1960. 784 pages. \$9.50

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By Leonard W. Weiss, *San Jose State College*. 1961. 548 pages. \$7.50

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Management Models and Industrial Applications of Linear Programming—Volumes I & II

By Abraham Charnes, *Northwestern University*; and William W. Cooper, *Carnegie Institute of Technology*.

Volume I: 1961. 467 pages. \$11.75 (College Text Edition. \$9.75.)

Volume II: 1961. 393 pages. \$11.75 (College Text Edition: \$9.75.)

Industrial Dynamics

By Jay W. Forrester, *M.I.T.* An M.I.T. Press Book. 1961. 464 pages. \$18.00

Wholesaling in Market Organization

By David A. Revzan, *University of California, Berkeley*. 1961. 656 pages. \$10.50 (College Text Edition: \$8.75.)

Industrial Purchasing, Second Edition

By J. H. Westing and I. V. Fine, both of *the University of Wisconsin*. 1961. 534 pages. \$9.50 (College Text Edition: \$7.95.)

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THURSDAY

- 7:30 a.m.
**COMMODORE
Rooms B & C**
- *Breakfast**
Alumni of Economics-in-Action, Case Institute of Technology
- 7:30 a.m.
**COMMODORE
Windsor Court**
- *Breakfast**
University of Minnesota
- 7:30 a.m.
**COMMODORE
Windsor Terrace**
- *Breakfast Meeting**
Ohio State University Alumni
- 7:30 a.m.
**ROOSEVELT
East Room
ASA**
- *Breakfast Meeting**
Chapter Presidents and Secretaries, and District Representatives, American Statistical Association
Chairman: MARTIN R. GAINSBROUGH, National Industrial Conference Board, and President, American Statistical Association
- 7:45 a.m.
**SCHRAFFT'S
31 Broadway
AM**
- *Breakfast Meeting**
Officers and Committee Chairmen, Academy of Management
- 8 a.m.
**BILTMORE
Biltmore Suite
Room 137
ARIA**
- *Breakfast**
C. I. U., C. P. C. U.
- 8 a.m.
**ROOSEVELT
Vanderbilt 9
ASA**
- *Breakfast**
Editors of the *Journal of the American Statistical Association*

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Rutgers University Economics Department

8 a.m.
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8:30 a.m.
ROOSEVELT
Madison Room
ASA

International Statistics

Chairman: WILLIAM R. LEONARD, United Nations Statistical Office

Valid and Invalid Comparisons

H. S. BOOKER, London School of Economics, and United Nations Statistical Office

Techniques of Sampling and Statistical Evaluation

ELI S. MARKS, Case Institute of Technology

Uses of Electronic Computers in Processing Censuses

JAMES L. MACPHERSON, Bureau of the Census

Discussant: A. J. JAFFE, Columbia University

8:30 a.m.
ROOSEVELT
Grand Ballroom
ASA

Uses and Abuses of Full Employment Models

Chairman: JAMES W. KNOWLES, Joint Economic Committee

Business Investment Decisions and Full Employment

ALAN GREENSPAN, Townsend-Greenspan, Inc.

A Dynamic Model for the Analysis of Full Employment Policy

MARSHALL WOOD, National Planning Association

Discussants:

WILLIAM C. FREUND, New York University

REX BALY, U. S. Department of Agriculture

8:30 a.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA

Computers and the Training of Statisticians

Chairman: MAX A. WOODBURY, New York University

Techniques and Computers in the Analysis of Data

A. H. E. GRANDAGE and R. L. ANDERSON, North Carolina State College

Training Statisticians to Use Computers

H. O. HARTLEY, Iowa State University

The Electronic Maintenance of a Chronic Disease Register

ANITA K. BAHN, National Institute of Mental Health, KURT GORWITZ, Maryland State Department of Mental Hygiene, and WILLIAM PHILLIPS, Jr., National Institute of Mental Health

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THURSDAY

**8:30 a.m.
ROOSEVELT
Rooms A & B
ASA**

Contributed Papers—ASA—1

Business and Economic Statistics Section, American Statistical Association

Chairman: ROGER WILLIAMS, Luria Brothers & Company, Inc.

An Empirical Look at Debt Management *

ROBERT H. SCOTT, University of Washington

The Stockholder Survey as a Source of Financial Intelligence

EDWIN B. COX, Boston University

A Quarterly Forecasting Model for Federal Purchases of Goods and Services

MURRAY BROWN, University of Pennsylvania

Chance-Constrained Programming and Economic Risk Phenomena

A. CHARNES, Northwestern University

**8:30 a.m.
ROOSEVELT
Terrace Room
ASA, IMS**

Industrial Design of Experiments

Chairman: CUTHBERT DANIEL, Consultant

Supersaturated Fractions

J. STUART HUNTER, Princeton University

Fractional Replicate Plans for Symmetrical and Asymmetrical Factorial Experiments

SIDNEY ADDELMAN, Research Triangle Institute

Discussant: W. S. CONNOR, Research Triangle Institute

**8:30 a.m.
ROOSEVELT
Stuyvesant Room
BS**

Regional Committee Meeting—Biometric Society (ENAR)

Chairman: O. KEMPTHORNE, Iowa State University

**8:45 a.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Auditorium
AM**

Annual Business Meeting

Academy of Management

Reports of Academy Officers and Committee Chairmen

Election of Officers—1962



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THURSDAY

9 a.m.
BILTMORE
Rooms 101 & 103

International Commodity Problems

Sponsors:

Committee for Economic Development
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Iowa State University Center for Agricultural and
Economic Adjustment

Chairman: EDWARD S. MASON, Harvard University

9 a.m.
BILTMORE
Ballroom
AMA

Can the U. S. Meet World Marketing Competition?

Chairman: JOHN FAYERWEATHER, Managing Editor,
The International Executive

Threats and Opportunities in Russian Trade Policy
HARRY SCHWARTZ, *New York Times*

The European Common Market and U. S. Business
JERE PATTERSON, Jere Patterson & Associates

Adjusting to World Competition of the 60's
STEPHAN J. RUNDT, S. J. Rundt & Associates

9 a.m.
COMMODORE
East Ballroom
AEA

The Role of Transportation in Economic Development

Chairman: RALPH J. WATKINS, Brookings Institution

**Air Transport and Economic Development: Some Comments on
Foreign Aid Programs**

HANS HEYMANN, Jr., The Rand Corporation

The Role of Transport Investment in the Development of Iran
JOHN H. KAUFMANN, Washington, D. C.

Transportation and Technology
WILFRED OWEN, Brookings Institution

Discussants:

HOLLAND HUNTER, Haverford College
JAMES R. NELSON, Amherst College

THURSDAY

9 a.m.
**COMMODORE
Windsor Ballroom
AEA, IRRA**

Problems of Persistent Unemployment
Chairman: PHILIP TAFT, Brown University
Unemployment Statistics for Fiscal and Monetary Policy
STANLEY LEBERGOTT, Bureau of the Budget
Problems and Remedies for Depressed Area Unemployment
WILLIAM H. MIERNYK, Northeastern University
Will Economic Growth Solve the Problem of Long-Term Unemployment?
RICHARD C. WILCOCK and WALTER H. FRANKE, University of Illinois
Discussants:
GEORGE H. BORTS, Brown University
JOHN G. TURNBULL, University of Minnesota
ROBERT J. LAMPMAN, University of Wisconsin

9 a.m.
**COMMODORE
Room 121**

Coffee for Members and Friends
Metropolitan (N.Y.) Economic Association

To be published January 12

AN ANALYSIS OF THE #1 AGRICULTURAL PROBLEM

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THURSDAY

9:30 a.m.
**BELMONT PLAZA
Moderne Room
IRRA**

Trade Union Government and the Evidence of Landrum-Griffin
Chairman: WILLIAM HABER, University of Michigan
Concepts of Trade Union Government
JACK BARBASH, University of Wisconsin
BLMR Files as a Research Source
HERBERT LAHNE, Bureau of Labor Management Reports
Craft Representation in Industrial Unions
ARNOLD WEBER, University of Chicago
Discussants:
W. ELLISON CHALMERS, University of Illinois
PETER HENLE, U. S. Department of Labor
HERBERT R. NORTHRUP, University of Pennsylvania

9:30 a.m.
**BELMONT PLAZA
Blue Room
IRRA**

Employment Problems of Racial Minorities
Chairman: ELMER CARTER, Special Assistant to the Governor of New York for Intergroup Relations
Some Factors Influencing Union Racial Prejudices
F. RAY MARSHALL, Louisiana State University
Governmental Fair Employment Agencies: An Appraisal of Federal, State and Municipal Efforts to End Job Discrimination
PAUL H. NORGREN, Princeton University
Discussants:
JOHN HOPE, II, President's Committee on Equal Employment Opportunity
REV. JEROME L. TONER, St. Martin's College
EMORY VIA, University of Wisconsin

9:30 a.m.
**BILTMORE
Vanderbilt Suite
Room 119
ARIA**

Has the Life Insurance Company Product Become Obsolete?
Chairman: KENNETH W. HERRICK, Texas Christian University
The Question
ROBERT I. MEHR, University of Illinois
Life Insurance
MEYER MELNIKOFF, The Prudential Insurance Company of America
Health Insurance
ROBERT W. OSLER, Underwriters National Assurance Company

THURSDAY

9:30 a.m.
BILTMORE
Library
RSA

The Location of Retail Activities

Chairman: WILLIAM L. GARRISON, Northwestern University

Retail Location and Consumer Behavior

BRIAN J. L. BERRY, H. GARDINER BARNUM, and ROBERT TENNANT, University of Chicago

Spatial Behavior of a Dispersed Non-Farm Population

EDWIN THOMAS, State University of Iowa

Discussants:

BENJAMIN H. STEVENS, University of Pennsylvania
DENNIS DURDEN, Larry Smith and Company

9:30 a.m.
COMMODORE
Main Ballroom
AEA

Studies in Business Behavior

Chairman: ARTHUR F. BURNS, Columbia University

Investment Plans and Realizations

ROBERT EISNER, Northwestern University

Locational Aspects of Business Expansion Decisions

JAMES N. MORGAN and EVA MUELLER, University of Michigan

The Predictive Value of Surveys of Business Intentions

ARTHUR M. OKUN, Yale University

Discussants:

LAWRENCE KLEIN, University of Pennsylvania
DANIEL H. BRILL, Federal Reserve Board

9:30 a.m.
COMMODORE
Windsor Court
AFA

The Family Farm in Domestic and Foreign Land Tenure Policy

Chairman: JOHN BLACKMORE, University of Massachusetts

Problems in Domestic Policy

MARSHALL HARRIS, State University of Iowa

Problems in Foreign Policy

ERVEN LONG, International Cooperation Administration

Discussants:

PETER DORNER, University of Wisconsin
HOWARD E. CONKLIN, Cornell University

THURSDAY

9:30 a.m.
COMMODORE
Room A
AFA

Public Finance in a Growing Economy

Chairman: ROBERT P. MAYO, Continental-Illinois National Bank & Trust Company

Some Trends in Post-War Municipal Bond Financing

JOHN L. O'DONNELL, Michigan State University

Growth Aspects of Federal Tax Policy *

NORMAN B. TURE, National Bureau of Economic Research

Government Expenditures and Economic Growth

OTTO ECKSTEIN, Harvard University

9:30 a.m.
COMMODORE
Windsor Terrace
AFA

Committee on Money and Credit Papers— The Operations of Financial Institutions

Chairman: ELI SHAPIRO, Massachusetts Institute of Technology

Public Regulations and Operating Conventions Affecting Sources and Funds of Financial Institutions

CLIFTON H. KREPS and DAVID T. LAPKIN, University of North Carolina

Portfolio Regulations and Policies of Financial Intermediaries

THOMAS G. GIES, University of Michigan, and THOMAS MAYER, Michigan State University

Competition Among Financial Institutions

MARVIN ROZEN, Pennsylvania State University

Discussants:

DONALD R. HODGMAN, University of Illinois
DAVID A. ALHADEFF, University of California
HARRY L. BARRETT, Arthur D. Little, Inc.

9:30 a.m.
COMMODORE
Rooms B & C
CEA

Farmers' Share of the National Income

Chairman: REV. MARTIN E. SCHIRBER, O.S.B., St. John's University

Speaker: JAMES E. KENNEY, Le Moyne College

Discussants:

REV. EDMUND A. KURTH, Loras College
FRANK ORAZEM, Kansas State University

THURSDAY

9:30 a.m.
COMMODORE
Room 127
ES

Bargaining Coalitions in Markets

Chairman: MARTIN SHUBIK, International Business Machines Corporation

Numerical Solution for a Bargaining Situation Involving Both Duopoly and Bilateral Monopoly

JOHN C. HARSANYI, Wayne State University

Coalitional Elements in Politico-Economic Decision Making

JEROME ROTHENBERG, Northwestern University

A Mathematical Analysis of Markets With a Large Number of Participants

HERBERT SCARF, Stanford University

Discussants:

RICHARD BRODY, U. S. Naval Ordnance Test Station

ABBA LERNER, Michigan State University

HAROLD KUHN, Princeton University

9:30 a.m.
COMMODORE
Room 107
ES

Economic Theory—1

Chairman: GARY S. BECKER, Columbia University

Stability Models of Foreign Trade

D. V. T. BEAR, University of Chicago

The Social Rate of Discount and the Optimal Rate of Investment

STEPHEN MARGLIN, Harvard University

On the Theory of Assets and Time Preference

DON PATINKIN, University of California, and

Hebrew University

Discussants:

JACK HIRSHLEIFER, Center for Advanced Study in the Behavioral Sciences, and University of California

WILLIAM VICKREY, Columbia University

THURSDAY

9:30 a.m.
COMMODORE
Room 108
ES

Forecasting and Time-Series Analysis

Chairman: YAIR MUNDLAK, University of California, and Hebrew University

Long-Swing Simulation Experiment

IRMA ADELMAN, Stanford University

Distributed Leads

JOHN F. MUTH, Carnegie Institute of Technology

Statistical Testing of the Accuracy of Forecasts

A. L. NAGAR, Purdue University, and Econometric Institute, Rotterdam

Discussants:

MARTIN J. BAILEY, University of Chicago

MOSES ABRAMOVITZ, Stanford University

T. THONSTAD, University of Minnesota, and University of Oslo

9:30 a.m.
COMMODORE
Room 115
AMERICAN
TRANSPORTATION
RESEARCH FORUM

Coordination of Transport Facilities

Sky-Truck Service

N. A. GLASKOWSKY, University of Minnesota

Discussion Leader: DAVID BLUESTONE, Civil Aeronautics Board

Containership Operations: A Preliminary Evaluation of an Evolving Form of Ocean Transportation

DAVID L. GLICKMAN, Port of New York Authority

Discussion Leader: AARON GELLMAN, North American Car Corporation

The Demand for and Supply of General Cargo Port Facilities to Handle Potential Overseas Seaway Traffic

ERIC SHENKER, University of Wisconsin

Discussion Leader: EDWARD MARGOLIN, Interstate Commerce Commission

10 a.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Auditorium
AM

Future of the Academy of Management

RALPH C. DAVIS, Ohio State University

Discussion Chairman: GEORGE R. TERRY, President, Academy of Management

THURSDAY

10:30 a.m.
ROOSEVELT
East Room
ASA

Business Meeting

Section on Physical and Engineering Sciences,
American Statistical Association

Chairman: GERALD J. LEIBERMAN, Chairman, ASA
Section on Physical and Engineering Sciences

10:30 a.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA

Educational Statistics

Chairman: FRANCIS G. CORNELL, Educational
Research Services, Inc.

Some Statistical Findings From Nationwide Teacher Polling
GLEN ROBINSON, National Education Association,
and CHESTER H. MCCALL, Jr., Booz-Allen Applied
Research, Inc.

On Estimation of School Population
PHILIP M. HAUSER and EVELYN M. KITAGAWA,
University of Chicago

Panel Discussion:

LOUIS H. CONGER, Jr., U. S. Office of Education
JOHN K. FOLGER, Southern Regional Education
Board
HERBERT A. LANDRY, New York City Board of
Education

10:30 a.m.
ROOSEVELT
Madison Room
ASA

The Methods of the 1961 Census of Canada

Chairman: WALTER E. DUFFETT, Dominion Bureau
of Statistics

**Some Problems Encountered in the Planning and Taking of the
1961 Census of Canada**

O. A. LEMIEUX, Dominion Bureau of Statistics

**A Comparison of Some of the Census Methods Used in Canada
and in the United States**

JOHN T. MARSHALL, Dominion Bureau of Statistics

The Tabulation Program of the 1961 Census of Canada

DONALDA MACINTOSH, Dominion Bureau of
Statistics

The Quality Check of the 1961 Census of Canada

G. B. OAKLAND, Dominion Bureau of Statistics

Discussants:

A. ROSS ECKLER, Bureau of the Census
NATHAN KEYFITZ, University of Toronto

THURSDAY

10:30 a.m.
ROOSEVELT
Grand Ballroom
ASA

Unemployment Statistics: Current Interpretations

Chairman: SEYMOUR L. WOLFBEIN, U. S. Department
of Labor

Current Situation and Outlook
ROBERT SOLOW, Council of Economic Advisers

Analysis of Structural Unemployment *
STANLEY RUTTENBERG, AFL-CIO

Programs and Action
VICTOR FUCHS, Ford Foundation

10:30 a.m.
ROOSEVELT
Vanderbilt 9
ASA, BS

Meeting of Experiment Station Statisticians

Chairman: A. E. BRANDT, University of Florida

10:30 a.m.
ROOSEVELT
Stuyvesant Room
BS

Regional Advisory Board Meeting

Biometric Society (ENAR)

Chairman: S. M. FREE, Smith, Kline and French
Laboratories

10:30 a.m.
ROOSEVELT
Terrace Room
IMS

Bayesian Inference—2

Chairman: F. J. ANSCOMBE, Princeton University

An Objective Bayesian Calculus
JEROME CORNFIELD, National Institutes of Health
Testing Statistical Hypotheses—The "Compound Approach"
HERBERT ROBBINS and ESTHER SAMUEL, Columbia
University

Discussants:

JERZY NEYMAN, University of California, Berkeley
L. J. SAVAGE, University of Michigan

THURSDAY

11 a.m.
BILTMORE
Key Room B
AMA

Doctoral Dissertation Research

Chairman: ROBERT H. COLE, University of Nebraska

Designing the Distribution System

THOMAS L. BERG, Columbia University

Economic Bases for Findings of "Injury" Under the Robinson-Patman Act

ROBERT C. BROOKS, Jr., Vanderbilt University

Changes in the Marketing Organization in Selected Industries—1950-1959

ROBERT E. WEIGAND, DePaul University

A Study of the Effect of the Robinson-Patman Act Upon State Cooperative Advertising Policies and Practices

JOHN R. DAVIDSON, Bowling Green State University

The Executive Function of Organization Applied to Branch Department Stores

SAMUEL V. SMITH, Washington University

11 a.m.
BILTMORE
Key Room A
AMA

Education for Wholesaling Management: The Role of the University and Executive Programs

Chairman: ROBERT D. BUZZELL, Ohio State University

University Courses

DONALD F. MULVIHILL, University of Alabama

Manpower Development for Wholesale Management

J. E. DONALD HASTIE, McKesson & Robbins, Inc.

Cooperative Institutes

JAMES H. DAVIS, Ohio State University

11 a.m.
BILTMORE
West Room
AMA

New Techniques and Approaches in the Teaching of Salesmanship

Chairman: JOHN P. MAGGARD, Jr., Miami University

Aural Aids in Teaching Salesmanship . . . The Candid Recorder

WALTER GROSS, Texas College of Arts and Industries

The Case Method Adapted to Sales

WILLIAM R. BENNETT, University of Alabama

The Psychology of Selling

WILLIAM J. E. CRISSY, Michigan State University

THURSDAY

11 a.m.
BILTMORE
Vanderbilt Suite
Room 119
ARIA

Research in Depth

Chairman: JOHN F. ADAMS, Temple University

Life Insurance and the Propensity to Save/Spend

WALTER WILLIAMS, Indiana University

Forerunners of Unemployment Insurance Theory

MICHAEL T. WERMEL, University of Hawaii

The Goals of Insurance Law: Means Versus Ends

SPENCER L. KIMBALL, University of Michigan

11 a.m.
COMMODORE
Rooms B & C
CEA

Social Significance of Wealth in Relation to Distribution of Income

Chairman: SISTER M. YOLANDE, O.S.F., College of St. Teresa

Speaker: REV. EDWARD DUFF, S.J., Editor, *Social Order*

Discussants:

DESIRE BARATH, University of Detroit

REV. PATRICK W. GEARTY, Catholic University of America

11:15 a.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Auditorium
AM

Cooperation of the Academy With Management Societies

DAVID J. SECUNDA, American Management Association

WALTER MITCHELL, Jr., Society for Advancement of Management

12 noon
BILTMORE
Madison Room
ARIA

*Luncheon Meeting—Presidential Address

American Risk and Insurance Association

And the Truth Shall Make You Free

DAVIS W. GREGG, American College of Life Underwriters

* Fee or invitation event.

THURSDAY

12 noon
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Auditorium
AM

Decentralization of Authority in a Bureaucracy
BERNARD H. BAUM, Continental Casualty Company;
Ford Foundation Doctoral Dissertation Winner, 1961

12:30 p.m.
BILTMORE
Ballroom
AMA

***President's Luncheon**
American Marketing Association
The Role of the Teacher in Advancing Science in Marketing
Chairman: DONALD R. LONGMAN, J. Walter
Thompson Company, and President-Elect, AMA
Speaker: ALBERT W. FREY, University of Pittsburgh,
and President, AMA

12:30 p.m.
BRASS RAIL
521 Fifth Avenue

***Annual Luncheon Meeting**
Transportation and Public Utilities Group (AEA),
and American Transportation Research Forum

12:30 p.m.
COMMODORE
Main Ballroom
AEA, AFA

***Luncheon Session**
American Economic Association, American Finance
Association
Chairman: ARTHUR M. WEIMER, President, American
Finance Association
Speaker: HON. ROBERT V. ROOSA, Under Secretary
of the Treasury for Monetary Affairs

12:30 p.m.
COMMODORE
Room 103
ES

Meeting
Finance Committee, Econometric Society

* Fee or invitation event.

THURSDAY

1 p.m.
COMMODORE
Rooms B & C
CEA

***Luncheon Session—Presidential Address**
Government's Share of the National Income
Chairman: PHILOMENA M. MULLADY, Loyola
University of Chicago
Speaker: REV. BENJAMIN L. MASSE, S.J., Associate
Editor, *America*

1:30 p.m.
N.Y.U. GRADUATE
SCHOOL OF BUSINESS
Auditorium
AM

Business and Society
CLARENCE H. WALTON, Columbia University
Panel Discussion:
E. H. VAN DELDEN, New York University
WILLIAM GREENWOOD, Arizona State University
WILLIAM FREDERICKS, University of Kansas City
JOHN A. LARSON, Northwestern University
JOSEPH MCGUIRE, University of Washington
WAYNE BROEHL, Jr., University College, Dublin,
Ireland

2 p.m.
BELMONT PLAZA
Moderne Room
IRRA

**Is Our Unemployment Compensation System Adequate
to Meet the Needs of the Economy and the
Unemployed?**
Chairman: RICHARD A. LESTER, Princeton University
**Ability of the Federal-State System to Provide Benefits in Time
of Recession**
FRED SLAVICK, Cornell University
Unemployment Insurance and the Challenge of the 1960's
PHILIP BOOTH, Bureau of Employment Security
Problems of Financing an Adequate Program in the Next Decade
NORMAN BARCUS, Michigan Employment Security
Commission
Discussants:
REV. JOSEPH M. BECKER, S.J., St. Louis University
ARTHUR F. BURNS, National Bureau of Economic
Research, Inc.
HARRY F. STARK, Rutgers University

* Fee or invitation event.

THURSDAY

2 p.m.
BELMONT PLAZA
Blue Room
IRRA

What Can Labor History Contribute to an Understanding of Industrial Relations

Chairman: NORMAN JACOBS, Managing Editor, *Labor History*

The Sense of History and the Annals of Labor
MAURICE NEUFELD, Cornell University

Impacts of the Economic Environment on the Structure of the Steel Workers' Union

LLOYD ULMAN, Council of Economic Advisers

The Relevance of Labor History to Industrial Relations
GEORGE BROOKS, Cornell University

Discussants:

ALBERT A. BLUM, Michigan State University

JOSEPH SHISTER, University of Buffalo

ABRAHAM J. SIEGEL, Massachusetts Institute of Technology

2 p.m.
BILTMORE
Key Room B
AMA

Distinguishing Characteristics of Industrial Marketing

Chairman: KENNETH LAWYER, Western Reserve University

Co-Chairman: VICTOR GRAVEREAU, Kent State University

Industrial Marketing Research

HAROLD P. WOLF, Booz, Allen & Hamilton

Industrial Advertising

JOHN MADDOX, Fuller and Smith and Ross

Industrial Selling

BAXTER FULLERTON, The Warner & Swasey Company

Moderator: VICTOR GRAVEREAU, Kent State University

Discussants:

RICHARD M. HILL, University of Illinois

JOHN J. RATH, Wayne State University

EDWARD W. CUNDIFF, University of Texas

E. RAYMOND COREY, Harvard University

THURSDAY

2 p.m.
BILTMORE
Key Room A
AMA

Directions in Basic Courses in Marketing

Chairman: WILLIAM LAZER, Michigan State University

Status of Current Offerings, Methods and Content
DAVID CARSON, Boston University

An Assessment of Mathematical Contributions to the Basic Marketing Course

FRANK M. BASS, Purdue University

Discussants:

WILLIAM JOHN STANTON, University of Colorado

DONALD L. SHAWVER, University of Missouri

2 p.m.
BILTMORE
Vanderbilt Suite
Room 119
ARIA

The Emerging Science of Risk and Insurance

Chairman: EDWIN S. OVERMAN, The American Institute for Property and Liability Underwriters, Inc.

Evolution of a Science

EDWIN S. OVERMAN, The American Institute for Property and Liability Underwriters, Inc.

Contributions From the Field of Economics to the Theory of Risk and Insurance

JAMES L. ATHEARN, University of Florida

Contributions From the Field of Philosophy to the Theory of Risk and Insurance

DONALD R. CHILDRESS, University of Oklahoma

Contributions From the Field of Mathematics to the Theory of Risk and Insurance

WILLIAM M. HOWARD, University of Florida

Contributions From the Field of Law to the Theory of Risk and Insurance

ARTHUR LYNN, Ohio State University

Toward A Psychodynamic Theory of Risk and Insurance

IRVING PFEFFER, University of California, Los Angeles

2 p.m.
BILTMORE
Library
RSA

Contributed Papers—RSA—1

Chairman: MORRIS E. GARNSEY, University of Colorado

Problems in the Construction of Regional Models

MICHAEL B. TRITZ, University of Pennsylvania

Regional Growth Models for Rural Economic Development

WILBUR R. MAKI, Iowa State University, and

YIEN-I TU, University of Saskatchewan

THURSDAY

2 p.m.
ROOSEVELT
Madison Room
ASA

Statistical Problems in the Tracking of Satellites and Missiles

Chairman: VICTOR CHEW, U. S. Naval Weapons Laboratory

Intervals Between Outages in Satellite Communication Systems—Analogy With a Traffic System

S. O. RICE, Bell Telephone Laboratories

On Some Linear-Mixed-Model Theory and Applications in the Estimation of a Missile Trajectory

DAVID B. DUNCAN, Johns Hopkins University

Some Special Problems in Statistical Inference Associated With Satellite Tracking

WILLIAM H. GUIER, Johns Hopkins University

Discussant: DAVID MIDDLETON, Consultant

2 p.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA

Statistical Coverage of the Construction Industry: A Critique

Chairman: ELMER C. BRATT, Lehigh University

Measurement of Construction in the National Economy

LAWRENCE N. BLOOMBERG, U. S. Office of Statistical Standards

Recent Progress in Measuring Construction

SAMUEL J. DENNIS, Bureau of the Census

The Challenge of Analysis to Institutionalized Construction Statistics

BENJAMIN D. KAPLAN and AARON S. SABGHIR, U. S. Department of Commerce

Discussants:

ROBINSON NEWCOMB, Robinson Newcomb Associates

JOSEPH WAKSBERG, Bureau of the Census

2 p.m.
ROOSEVELT
Rooms A & B
ASA

What's New in the Census Program

Chairman: HARLIN G. LOOMER, Chairman, Committee on Census Enumeration Areas, ASA

A Forward Look at the Census Program

CONRAD TAEUBER, Bureau of the Census

Highlights of the 1960 Census of Housing

DANIEL B. RATHBUN, Bureau of the Census

Census Services to Local Census Tract Data Users

ROBERT C. KLOVE, Bureau of the Census

THURSDAY

2 p.m.
ROOSEVELT
Grand Ballroom
ASA

The Stock Market: Recent Behavior and Outlook

Chairman: EUGENE J. BANKS, Brown Brothers Harriman & Co.

Yields—Reality and Illusions

NICOLOS MOLODOVSKY, White, Weld & Company

Common Stocks as Investments

THURSTON P. BLODGETT, Tri-Continental Corporation

Discussants:

JOHN BIRMINGHAM, Wellington Management Company

GLENELG P. CATERER, Lionel D. Edie & Company

2 p.m.
ROOSEVELT
Terrace Room
ASA, BS, IMS

Experimental Design

Chairman: GEORGE ZYSKIND, Iowa State University

Structure Diagrams and Their Uses in Experimental Design

T. N. THROCKMORTON, Aero-Jet General Corp.

Symmetrical Complementations Designs

W. H. BEYER, University of Akron

A Calculus for Factorial Arrangements

M. ZELLEN, U. S. Army Mathematics Research Center, and B. KURKJIAN, Diamond Ordnance Fuze Laboratories

2:30 p.m.
BILTMORE
Room 127

The International Element in Basic Management Education

Meeting of the Association for Education in International Business

(A discussion of a symposium printed in the *Quarterly Review of Economics and Business*, November 1961)

Chairman: JOHN FAYERWEATHER, President, AEIB

International Material in a Core Course

EMILE BENOIT, Columbia University

The Comparative Approach to Marketing

J. HART WALTERS, Cornell University, and ROBERT BARTELS, Ohio State University

An International Operations Course for the Nonspecialist

JOHN FAYERWEATHER, New York University

Incorporating International Content into Basic Management Courses

RICHARD M. CLEWETT, Northwestern University

THURSDAY

2:30 p.m.
COMMODORE
Windsor Court
AEA

Economic Behavior of Families

Chairman: RUTH P. MACK, New School for Social Research

Toward a Microanalytic Model of the Household Sector
ARTHUR S. GOLDBERGER and MAW LIN LEE,
University of Wisconsin

Toward a Microanalytic Model of the Economy
GUY H. ORCUTT, University of Wisconsin

Discussants:

ROBERT SUMMERS, University of Pennsylvania
DANIEL B. SUITS, University of Michigan
MONA E. DINGLE, Federal Reserve Board

2:30 p.m.
COMMODORE
Windsor Terrace
AFEA, ES

Measuring Social Costs of Alternative Agricultural Programs

Chairman: GEORGE G. JUDGE, University of Illinois

Analytic Framework for Measuring Social Costs
MARTIN J. BAILBY, University of Chicago

Measures of Social Costs of Agricultural Programs
T. D. WALLACE, North Carolina State College

Discussants:

JAMES P. CAVIN, U. S. Department of Agriculture
LEONID W. HURWICZ, University of Minnesota

2:30 p.m.
COMMODORE
Room A
AFA

Consumer Credit and National Policy

Chairman: ROBERT P. SHAY, National Bureau of Economic Research

Costs and Profitability Among Consumer Credit Institutions
PAUL SMITH, University of Pennsylvania

The Significance of Recent Changes in the Finance Company Paper Market
RICHARD SELDEN, Columbia University

A Comparative Analysis of Consumer Credit and Monetary Policy in Great Britain and the United States
ELLIOT ZUPNICK, City College of New York

Discussants:

ROBERT W. JOHNSON, Michigan State University
JAMES C. T. MAO, University of Michigan
PETER FOUSEK, Federal Reserve Bank of New York

THURSDAY

2:30 p.m.
COMMODORE
Rooms B & C
CEA

Business Meeting

Catholic Economic Association

2:30 p.m.
COMMODORE
Room 107
ES

Econometric Models and Development

Chairman: RICHARD E. CAVES, University of California

Development Alternatives in an Open Economy: The Case of Israel

HOLLIS B. CHENERY and MICHAEL BRUNO,
Stanford University

Potential Postwar Recovery and Future Economic Growth
ALLEN R. FERGUSON, The Rand Corporation

A Stochastic Theory of Economic Development

GERHARD TINTNER, E. V. THOMAS, and
J. K. SENGUPTA, Iowa State University

Discussants:

GORAN OHLIN, Columbia University
E. THORBECKE, Iowa State University
G. RANIS, Yale University

2:30 p.m.
COMMODORE
Room 108
ES

Studies in the Theory of the Firm

Chairman: ROBERT DORFMAN, Harvard University

Behavior of the Firm Under Regulatory Constraint

LELAND JOHNSON and HARVEY AVERCH, The Rand Corporation

Optimal Expansion Policies for the Firm

ROBERT H. STROTZ, Northwestern University

Optimal Advertising Policy Under Dynamic Conditions

K. J. ARROW and MARC NERLOVE, Stanford University

Discussants:

FRED M. WESTFIELD, Northwestern University
PETER O. STEINER, University of Wisconsin
SIDNEY WINTER, Council of Economic Advisers

THURSDAY

2:30 p.m.
COMMODORE
Room 115

***State Taxation of Interstate Business**

2:45 p.m.
COMMODORE
Main Ballroom
AEA

The Market for Economists

Chairman: JAMES W. BELL, Northwestern University

The Supply of Economists

EWAN CLAGUE, U. S. Department of Labor

The Demand for Economists

FRANCIS M. BODDY, University of Minnesota

The Functioning of the Market for Economists

GERALD G. SOMERS, University of Wisconsin

Discussants:

SEYMOUR E. HARRIS, Harvard University

GEORGE CLINE SMITH, MacKay-Shields Associates

HOWARD D. MARSHALL, Vassar College

2:45 p.m.
COMMODORE
East Ballroom
AEA

Transportation Problems in the American Economy

Joint Session: AEA and American Transportation Research Forum

Chairman: ERNEST W. WILLIAMS, Jr., Columbia University

Federal Transport Regulatory Policy

MAURICE P. ARTH, Booz, Allen & Hamilton

The Pricing of Highway, Waterway, and Airway Facilities

JAMES C. NELSON, Washington State University

The Merger Movement

KENT T. HEALY, Yale University

Discussants:

MERRILL J. ROBERTS, University of Pittsburgh

DUDLEY F. PEGRUM, University of California, Los Angeles

* Fee or invitation event.

THURSDAY

3:00 p.m.
COMMODORE
Windsor Ballroom
AEA

Reappraisal of the Doctrine of Consumer Sovereignty

Chairman: WILLIAM J. FELLNER, Yale University

Automobile Model Changes and Costs

FRANKLIN M. FISHER, Massachusetts Institute of Technology, ZVI GRILICHES, University of Chicago, and CARL KAYSEN, Harvard University

On the Principle of Consumers' Sovereignty

TIBOR SCITOVSKY, University of California

Consumers' Sovereignty Revisited

JEROME ROTHENBERG, Northwestern University

Discussants:

ABRAM BERGSON, Harvard University

STANISLAW H. WELLISZ, University of Chicago

WILLIAM J. BAUMOL, Princeton University

3:15 p.m.
BILTMORE
Ballroom
AMA

Panel Discussion: Social Responsibilities of Advertising

Chairman: HARPER W. BOYD, Jr., Northwestern University

Panel:

EARL W. KINTNER, Arent, Fox, Kintner, Plotkin & Kahn

HUGH R. JACKSON, Better Business Bureau of Metropolitan New York, Inc.

MARTIN V. MARSHALL, Harvard University

WILLIAM D. TYLER, Benton & Bowles, Inc.

3:30 p.m.
BILTMORE
Library
RSA

Presidential Address

Chairman: EDGAR M. HOOVER, Pittsburgh Regional Planning Association

The Nature of Cities Reconsidered

EDWARD L. ULLMAN, University of Washington

4 p.m.
COMMODORE
Room 127
CEA

Executive Council Meeting

Catholic Economic Association

THURSDAY

4 p.m.
ROOSEVELT
Grand Ballroom
ASA, ES

Symposium on Statistical Methods of Economic Forecasting

Chairman: AVRAM KISSELGOFF, Allied Chemical Corporation

Speakers:

JAMES DUESENBERY, Harvard University
LAWRENCE R. KLEIN, University of Pennsylvania
FRANCO MODIGLIANI, Northwestern University
ARTHUR M. OKUN, Yale University
JULIUS SHISKIN, Bureau of the Census

4 p.m.
ROOSEVELT
Terrace Room
ASA

Trends as Revealed by the 1960 Population Census of the United States

Chairman: DOROTHY S. THOMAS, University of Pennsylvania

Working Paper:

CONRAD TAEUBER, HOWARD G. BRUNSMAN and HENRY S. SHRYOCK, Jr., Bureau of the Census

Discussants:

WILLIAM L. C. WHEATON, University of Pennsylvania
MORTON J. SCHUSSHEIM, Housing and Home Finance Agency
TALCOTT PARSONS, Harvard University

4 p.m.
ROOSEVELT
Rooms A & B
ASA

Experiences in the Use of the 1960 Census Magnetic Tapes by the Bureau of the Census and Other Agencies

Chairman: HARLIN G. LOOMER, Chairman, Committee on Census Enumeration Areas, ASA

Speaker: CHARLES R. LAWRENCE, Jr., Bureau of the Census

Panelists:

JOSEPH D. COKER, National Resources Evaluation Center
EDWARD B. OLDS, Health and Welfare Council of National Capital Area
S. J. TESAURO, S. J. Tesauro and Company
E. ALAN HALE, San Diego State College
EVELYN S. MANN, New York City Planning Commission
BRITAIN S. HARRIS, Penn-Jersey Transportation S

THURSDAY

4 p.m.
ROOSEVELT
Madison Room
ASA

Corporate Profits as a Business Indicator

Chairman: ROBERT E. LEWIS, The First National City Bank of New York

Different Measures of Profits

EDMUND A. MENNIS, Wellington Management Company

Corporate Profits as a Business Indicator

LEONARD H. LEMPERS, Statistical Indicator Associates

Discussants:

HELEN F. DEMOND, Internal Revenue Service
JOHN FURTH, Burnham & Company

4 p.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA, BS

Multiple Comparisons and Ranking Means

Chairman: H. A. DAVID, Virginia Polytechnic Institute

Multiple Comparison Sign Tests

R. G. D. STEEL, North Carolina State College

Distribution-Free Multiple Comparisons

PETER NEMENYI, Downstate Medical Center, State University of New York

Distribution of the Extreme

C. C. THIGPEN, University of Tennessee

4 p.m.
ROOSEVELT
East Room
ASA, IMS

Decision Theory in Basic Statistical Training for Engineering and the Physical Sciences

Chairman: ROBERT E. BECHHOFFER, Cornell University

Speakers:

LIONEL WEISS, Cornell University
GERALD J. LIEBERMAN, Stanford University
PAUL RANDOLPH, Purdue University

4 p.m.
ROOSEVELT
Vanderbilt 9
ASA

*Committee on Social Insurance Statistics and Training

Chairman: NATHAN MORRISON, Associated Hospital Service of New York

* Fee or invitation event.

4 p.m.
ROOSEVELT
Stuyvesant Room
IMS

THURSDAY

Contributed Papers—IMS—2

Chairman: S. W. GREENHOUSE, National Institutes of Health

A Sequential Procedure for Selecting the Population With the Largest Mean From k Normal Populations With a Common Known Variance (Preliminary Report)

EDWARD PAULSON, Queens College

Variance Components in Two-Way Classification Models With Interaction

CHANDRAKANT H. KAPADIA, University of Georgia, and DAVID L. WEEKS, Oklahoma State University

A Comparison of Minimum Variance Regression Coefficients With Weighted Least Squares Regression Coefficients

GENE H. GOLUB, Space Technology Laboratories (Introduced by ERNEST M. SCHEUER)

Applications of Simultaneous Confidence Intervals to Two Regression Problems (Preliminary Report)

ARTHUR COHEN, Columbia University

Applicability of the Extended Method of Parabolic Curves in the Analysis of Agricultural Data

REGINA C. ELANDT, Case Institute of Technology (Introduced by FRED C. LEONE)

On the Axioms of Sample Formation and Their Bearing on the Construction of Linear Estimators in Sampling Theory for Finite Populations

J. C. KOOP, North Carolina State College

On Sampling With Replacement: An Axiomatic Approach (Preliminary Report)

RICHARD C. TAEUBER, C.E.I.R., Inc., and J. C. KOOP, North Carolina State College

The Choice of the Degree of a Polynomial Regression as a Multiple Decision Problem

T. W. ANDERSON, Columbia University

Shorter Confidence Intervals for the Mean of a Normal Distribution With Known Variance (Preliminary Report)

JOHN W. PRATT, Harvard University

Partially Duplicated Fractional Factorial Designs

M. S. PATEL, Research Triangle Institute, and Purdue University

THURSDAY

5 p.m.
BILTMORE
Library
RSA

Business Meeting

Regional Science Association

5 p.m.
COMMODORE
Rooms B & C
AFA

Business Meeting

American Finance Association

(Immediately followed by meeting of incoming Board of Directors)

5 p.m.
COMMODORE
East Ballroom
ES

The Walras Lecture

Chairman: LIONEL W. MCKENZIE, University of Rochester

The Influence of the Volume of Capital on the Real National Income

M. ALLAIS, École Nationale Supérieure des Mines and Institut de Statistique de l'Université de Paris

5 p.m.
ROOSEVELT
Vanderbilt 9
ASA

Business Meeting

Biometrics Section, American Statistical Association

Chairman: ARTHUR M. DUTTON, Chairman, Biometrics Section, ASA

5:15 p.m.
BILTMORE
Key Room B
AMA

Collegiate Chapters Advisers:
Achieving the Ideal Relationship Between Collegiate Chapter, Local Chapter and National Headquarters

Chairman: CLAIRE CORBIN, Fordham University

The Student Officer's Viewpoint

RAYMOND CECH, Pace College 1961

LEONARD ROSENBAUM, Fordham University 1961

The Faculty Adviser's Viewpoint

THOMAS LEA DAVIDSON, University of Connecticut
ROWE MEADOR, North Texas State University

THURSDAY

5:15 p.m.
BILTMORE
West Room
AMA

The Teaching of Sales Management in American Universities

Chairman: FRED W. KNIFFIN, Pennsylvania State University

Students and Course Prerequisites

WILLIAM S. DECKER, Pennsylvania State University

Course Content

SIDNEY P. FELDMAN, University of Kansas

Teaching Methods

HARRISON L. GRATHWOHL, University of Washington

Sales Management Teachers

MILAN R. KARAS, University of Cincinnati

5:15 p.m.
BILTMORE
Key Room A
AMA

Academic Needs in a New Era of World-Wide Marketing Competition

Chairman: LAURENCE DOWD, San Francisco State College

Some New Departures for a Curriculum in International Marketing

FRANKLIN R. ROOT, University of Pennsylvania

Should Comparative Marketing Be Included in a Curriculum in International Distribution?

HALE A. NEWCOMER, University of Missouri

5:30 p.m.
BILTMORE
Library
ARIA

*Reception

American Risk and Insurance Association

Hosts:

The Equitable Life Assurance Society of the United States

Home Life Insurance Company

Metropolitan Life Insurance Company

The Mutual Life Insurance Company of New York

New York Life Insurance Company

6 p.m.
BELMONT PLAZA
Crystal Room
IRRA

Executive Board Meeting

Industrial Relations Research Association

* Fee or invitation event.

THURSDAY

6:30 p.m.
BRASS RAIL
100 Park Avenue
Baroque Room
AFA

*Dinner Meeting

American Farm Economic Association

A New Dealer Looks at the New Frontier

HON. HENRY A. WALLACE

8 p.m.
BILTMORE
West Room
AMA

Developing an Effective Doctoral Program in Marketing

Chairman: DELBERT J. DUNCAN, University of California, Berkeley

Business Subjects in the Doctoral Program in Marketing

EUGENE J. KELLEY, New York University

Behavioral Sciences in the Doctoral Program

JOHN A. HOWARD, University of Pittsburgh

The Place of Mathematics in the Program

FRANK M. BASS, Purdue University

The Dissertation, the Climax of the Program

WILSON NOLEN, Harvard University

8 p.m.
BILTMORE
Vanderbilt Suite
Room 119
ARIA

Research Round Table

Chairman: JOHN F. ADAMS, Temple University

The Insolvency Question and Public Regulation

RICHARD HEINS, University of Wisconsin

Development of Statistics by Government for the Insurance Industry

THEODORE BAKERMAN, Duquesne University

The Question of Life Company Ownership of a Property-Liability Subsidiary

JOSEPH M. BELTH, American College of Life Underwriters, and American Society of Chartered Life Underwriters

Description of Joint ARIA-IASA Program With Some Observations on a Current Project

CHESTER KELLOGG, Alfred M. Best Company

Inflation and the Rigidities of Life Insurance

HARRY SOLBERG, University of California

The Duration Issue in Unemployment Insurance

HARRY MALISOFF, Brooklyn College

* Fee or invitation event.

THURSDAY

8 p.m.
BILTMORE
Library
RSA

The Location of Residential Areas
 Social and Economic Factors Affecting the Location of Residential Neighborhoods
 THEODORE R. ANDERSON, State University of Iowa

The Journey-to-Work as a Determinant of Residential Location
 JOHN F. KAIN, The Rand Corporation

Discussant: JOHN D. NYSTUEN, University of Michigan

8 p.m.
COMMODORE
Windsor Ballroom
AEA

Invited Lecture
Chairman: R. A. GORDON, University of California, Berkeley

Recent Development in the Theory of the Firm
 HERBERT SIMON, Carnegie Institute of Technology

Discussants:
 W. ALLEN WALLIS, University of Chicago
 PAUL LAZERSFELD, Columbia University
 JOHN LINTNER, Harvard University

8 p.m.
ROOSEVELT
Grand Ballroom
ASA

Presidential Address
 American Statistical Association
Chairman: MORRIS H. HANSEN, Past President, American Statistical Association

Statistics We Live By
 MARTIN R. GAINSBROUGH, National Industrial Conference Board, and President, American Statistical Association

9 p.m.
BELMONT PLAZA
Blue Room
IRRA

***Smoker**
 Industrial Relations Research Association

10 p.m.
ROOSEVELT
Grand Ballroom
ASA, BS, IMS

***Informal Party**
 (Immediately following the ASA Presidential Address)

* Fee or invitation event.

FRIDAY, DECEMBER 29, 1961

7:30 a.m.
COMMODORE
Rooms B & C

***Alumni Breakfast**
 Indiana University

7:30 a.m.
ROOSEVELT
East Room
ASA

***Breakfast Business Meeting**
 Business and Economics Section, American Statistical Association
Chairman: ROBERT E. JOHNSON, Chairman-Elect, Business and Economics Statistics Section, ASA

7:30 a.m.
HORN AND HARDART
80 East 42nd Street
ASA

***Breakfast Business Meeting**
 Social Statistics Section, American Statistical Association
Chairman: NATHAN KEYFITZ, Chairman, Social Statistics Section, ASA

7:45 a.m.
BILTMORE
Room 101
ARIA

***Breakfast**
 S. S. Heubner Foundation for Insurance Education

8 a.m.
BELMONT PLAZA
Crystal Room
IRRA

***Breakfast**
 Sponsored by W. E. Upjohn Institute for Employment Research
Chairman: MICHAEL T. WERMEL, University of Hawaii and W. E. Upjohn Institute for Employment Research

8 a.m.
COMMODORE
Room 108

***Breakfast**
 Council for Professional Education for Business

* Fee or invitation event.

FRIDAY

8 a.m.
STOUFFER'S
100 East 42nd Street

***Breakfast and Annual Business Meeting**
American Transportation Research Forum

8:30 a.m.
ROOSEVELT
Terrace Room
ASA, BS

Generalized Poisson Distributions
Chairman: F. J. ANSCOMBE, Princeton University
Fitting Procedures for Some Generalized Poisson Distributions
R. H. SHUMWAY, U. S. Public Health Service, and
JOHN GURLAND, U. S. Army Mathematics Research
Center
Methods of Estimation for Some Generalized Distributions
JOHN GURLAND, U. S. Army Mathematics Research
Center
A Class of Distributions Applicable to Accidents
CAROL B. EDWARDS, Iowa State University, and
JOHN GURLAND, U. S. Army Mathematics Research
Center

8:30 a.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA

**Developments in Scientific and Technical Personnel
Statistics**
Chairman: PHILIP M. HAUSER, University of Chicago
**Three Years after the Hauser Committee Report on Scientific
and Technical Personnel Data**
THOMAS J. MILLS, National Science Foundation
**Periodic Establishment Surveys of Employment in Science and
Engineering**
ROBERT W. CAIN, National Science Foundation
Studies of Demand for Scientific and Technical Personnel
HAROLD GOLDSTEIN, Bureau of Labor Statistics
**A Program of Census-Related Studies of Scientific and Technical
Personnel**
PETER ROSSI, National Opinion Research Center

* Fee or invitation event.

FRIDAY

8:30 a.m.
ROOSEVELT
Rooms A & B
ASA

Contributed Papers—ASA—2
Chairman: R. PARKER EASTWOOD, Columbia
University
Some New Approaches to the Teaching of Elementary Statistics
ROBERT G. HOFFMAN, University of Florida
Computational Schemes for Variance Analysis
NORBERT L. ENRICK, University of Virginia
Use of the Theoretical Percentiles in Grading
ALLAN G. ANDERSON, Western Kentucky State
College
Statistics and Quantitative Methods in the Business Curriculum
LAURANCE G. LOCKE, Eastman Kodak Company
**Are We Teaching the Right Things in Our Elementary Courses
in Business and Economic Statistics?**
OTHMAR WINKLER, Georgetown University
Some Common Faults in the Preparation of Statistical Charts
SEYMOUR ETKIN, Riverdale, Maryland
Computers, Languages and Statisticians
J. L. DILLINGER, Arthur Andersen and Company

8:30 a.m.
ROOSEVELT
Grand Ballroom
ASA

**Inventory Developments: New Measures and
Approaches in Short-Term Analysis**
Chairman: LAWRENCE BRIDGE, U. S. Department of
Commerce
**Manufacturers' Inventories and Sales Anticipations: A New
Survey**
MURRAY F. FOSS, U. S. Department of Commerce
Influence of Inventory Imbalances on Manufacturers' Output
PAUL G. DARLING, Bowdoin College
Discussants:
MURRAY BROWN, University of Pennsylvania
J. CORTLAND G. PERET, Federal Reserve Board

FRIDAY

8:30 a.m.
ROOSEVELT
Madison Room
IMS

Contributed Papers—IMS—3

Chairman: CARL F. KOSSACK, International Business Machines Corporation

Fiducial Method: Its Consistency and a Suggested Modification
D. A. S. FRASER, Stanford University

On the Estimation of the Probability Density
M. R. LEADBETTER and G. S. WATSON, Research Triangle Institute

Averages of Correlated Observations
RAY H. LEE and ARTHUR YASPAN, Autometric Company

Maximum Likelihood Estimates for Certain Contagious Distributions Using High-Speed Computers
DONALD C. MARTIN and S. K. KATTI, Florida State University

An Approximation to the Distribution of Q (A Variate Related to the Non-Central t)
D. HOGGEN, R. S. PINKHAM, and M. B. WILK, Rutgers University

On the Set of Distributions Induced by a Ratio Estimate
KENZO SEO, Colorado State University

Tests Based on the Movements In and the Comovements Between m -Dependent Time Series
LEO A. GOODMAN, University of Chicago

Application of the Tandem Test to a Problem of Two Populations (Preliminary Report)
LEE R. ABRAMSON, Columbia University

On Solving a Markovian Decision Problem by Linear Programming
MARSHALL FREIMER, Institute for Defense Analyses

9 a.m.
BILTMORE
Ballroom
AEA, AMA

Marketing Strategies and Distribution Systems

Chairman: WENDELL R. SMITH, Radio Corporation of America

Forces Influencing Distribution System Design
D. J. BOWERSOX, REA Express

Quantitative Analysis of Distribution Systems
JOHN MAGEE, Arthur D. Little, Inc.

The Relationship of Transportation to Distribution
ROBERT L. BANKS, R. L. Banks and Associates

Discussants:
W. J. BAUMOL, Princeton University
E. W. SMYKAY, Michigan State University

FRIDAY

9 a.m.
BILTMORE
West Room
AFEA, AMA

The Food Stamp Plan

Chairman: FREDERICK V. WAUGH, U. S. Department of Agriculture

A Progress Report
HOWARD P. DAVIS, U. S. Department of Agriculture

Some Reactions of the Food Trade
S. KENT CHRISTENSEN, National Association of Food Chains

Discussants:
ROBERT C. KRAMER, Michigan State University
JOHN M. RATHMELL, Cornell University

9 a.m.
BILTMORE
Vanderbilt Suite
Room 119
ARIA

Law, Insurance, and the Automobile Accident Victim

Chairman: GRANT M. OSBORN, Arizona State University

The Problem
JOHN W. COWBEE, University of California

Defense of the Present Legal System
WILLIAM KNEPPER, International Association of Insurance Counsel

Variations Within the Present System:

Rehabilitation: Road to Health and Auto Profits
ARNE FOUIGNER, Christiana General Insurance Corporation

Results of an Actual Experiment
ROBERT A. RENNIE, Nationwide Insurance Companies

Alternatives to the Present Legal System:

Legal Aspects
WILLIAM MCCRAE, American Mutual Alliance

Social and Economic Aspects
JOHN F. ADAMS, Temple University

The Saskatchewan Plan
WILLIS ROKES, University of Omaha

FRIDAY

9:30 a.m.
BELMONT PLAZA
Moderne Room
IRRA

The Behavior of Wages in Special and Administered Labor Markets

Chairman: EMANUEL STEIN, New York University
Worker Quality and Wage Dispersion: An Analysis of a Clerical Labor Market in Boston
ROBERT EVANS, Massachusetts Institute of Technology
Wages and Prices Under Big Unionism
FRANK PIERSON, Swarthmore College
Local Labor Market Behavior and the Aggregate Relationship Between Unemployment and Wages
PHILIP ROSS, Brown University

Discussants:
WILLIAM G. BOWEN, Princeton University
MARK W. LEISERSON, Yale University
ROBERT B. MCKERSIE, University of Chicago

9:30 a.m.
BELMONT PLAZA
Blue Room
IRRA

Some Management Policies and Their Meaning for Today

Chairman: NEIL W. CHAMBERLAIN, Yale University
Progress Sharing and Its Implications
EDWARD L. CUSHMAN, American Motors Corporation
Automation and the Future
NICHOLAS KELLEY, Kelley, Drye, Newhall and Maginnes
Handling Grievances in a Non-Union Plant
WALTER V. RONNER, Attorney at Law

Discussants:
CHARLES C. KILLINGSWORTH, Michigan State University
CHARLES A. MYERS, Massachusetts Institute of Technology
GEORGE W. TAYLOR, University of Pennsylvania

FRIDAY

9:30 a.m.
BILTMORE
Library
RSA

Regional Analysis in Economic History

Chairman: DOUGLAS C. NORTH, University of Washington
The Influence of the Intraregional Railroad on the Development of American Agriculture During the Nineteenth Century
ROBERT FOGEL, University of Rochester
Exports and Economic Growth: The Pacific Northwest Experience, 1880-1960
JAMES TATTERSALL, University of Oregon
Discussants:
WILLIAM N. PARKER, University of North Carolina
HENRY BROUDE, Yale University

9:30 a.m.
COMMODORE
Main Ballroom
AEA, ES

The Lagging U. S. Growth Rate

Chairman: SOLOMON FABRICANT, National Bureau of Economic Research
How to Raise the High-Employment Growth Rate by One Percentage Point
EDWARD F. DENISON, Committee for Economic Development
Capital Formation, Productivity and Economic Growth
ROBERT SOLOW, Massachusetts Institute of Technology, and Council of Economic Advisers
Discussants:
FRANCO MODIGLIANI, Northwestern University
GERHARD COLM, National Planning Association
JOHN CORNWALL, Tufts College
ARTHUR SMITHIES, Harvard University

9:30 a.m.
COMMODORE
Windsor Ballroom
AEA

The Teaching of Economics

Chairman: BEN W. LEWIS, Oberlin College
The Content of the Introductory Course
BERNARD F. HALLEY, Stanford University
The Relation of the Undergraduate Major to Graduate Economics
RICHARD RUGGLES, Yale University
Discussants:
ROYALL BRANDIS, University of Illinois
KENNETH D. ROOSE, Michigan State University
CARL STEVENS, Reed College

FRIDAY

9:30 a.m.
COMMODORE
East Ballroom
AEA

Economics of Water Resource Use

Chairman: ROBERT DORFMAN, Harvard University

The Economic Structure of the Water Industry in California
JOB S. BAIN, University of California, Berkeley

The Political Economy of Water Development
VINCENT OSTROM, University of California, Los Angeles

Extensions of Cost-Benefit Analysis
GEORGE S. TOLLEY, North Carolina State College

Discussants:

STEPHEN MARGLIN, Harvard University
JEROME MILLIMAN, Indiana University

9:30 a.m.
COMMODORE
Windsor Terrace
AFA

New Directions for Real Estate Finance

Chairman: GROVER W. ENSLEY, National Association of Mutual Savings Banks

Development of an Effective Secondary Mortgage Market
OLIVER H. JONES, University of California, Los Angeles

Financing the Rebuilding of Our Cities
LOUIS WINNICK, Housing and Redevelopment Board, New York City

Public Cost of Urban Renewal
ROBERT M. FISHER, Senate Banking and Currency Committee

Discussants:

LEON T. KENDALL, U. S. Savings and Loan League
CHESTER RAPKIN, University of Pennsylvania
M. CARTER MCFARLAND, Federal Housing Administration

FRIDAY

9:30 a.m.
COMMODORE
Room A
AMERICAN
TRANSPORTATION
RESEARCH FORUM

Current Transport Developments

Some Transport Labor Problems and Issues
KARL RUPPENTHAL, Stanford University
Discussion Leader: PAUL WEINSTEIN, University of Pittsburgh

Forecasting Transportation Growth with The Gompertz Curve
WILLIAM F. LEFEVRE, White Motor Company
Discussion Leader: LEON MOSES, Northwestern University

Transportation and MILSTRIP: Transport Service and Routing Decisions

KEENE PETERSON and HERSCHEL CUTLER, Military Traffic Management Agency
Discussion Leader: MILES ROBINSON, National Coal Association

9:30 a.m.
COMMODORE
Windsor Court
ES

Monetary and Fiscal Problems

Chairman: MARTIN BRONFENBRENNER, University of Minnesota

Investment Portfolios and Debt Management
O. H. BROWNLEE, University of Minnesota, and
IRA SCOTT, Columbia University

Inflation in Manufacturing Industries: Some Econometric Findings
OTTO ECKSTEIN and T. A. WILSON, Harvard University

An Econometric Study of the Effects of Monetary and Fiscal Variables

TA-CHUNG LIU, Cornell University

Discussants:

JOHN KAREKEN, University of Minnesota
RICHARD F. KOSOBUD, University of Michigan
WALTER Y. OI, Northwestern University

FRIDAY**9:30 a.m.**
COMMODORE
Rooms B & C
ES**Economic Theory—2***Chairman:* LESTER G. TELSER, University of Chicago**Consumption Functions and the Theory of Consumer Behavior**

GARY FROMM, Harvard University

Dynamic Demand Functions

H. S. HOUTHAKKER, Harvard University

A Generalization of the Hicks-Slutsky Theory with Some Application to Consumer Behavior as a Learning Process

H. FOLK and J. N. WOLFE, University of California

Discussants:

GARY BECKER, Columbia University

MILTON FRIEDMAN, University of Chicago

LESTER MANDERSCHIED, Michigan State University

10:30 a.m.
ROOSEVELT
Madison Room
ASA, BS**Recent Findings in Health Statistics***Chairman:* PAUL M. DENSEN, New York City Department of Health**Studies on the Problem of Chronic Respiratory Disease**

HAROLD F. DORN, National Institutes of Health

Some Statistical Problems Involved in a One-Day Census of Hospital Patients

J. D. COLMAN and NATHAN MORRISON, Associated Hospital Service of New York

Methodological Problems of the Framingham Heart Diseases Study

HAROLD KAHN, National Institutes of Health

10:30 a.m.
ROOSEVELT
East Room
ASA, BS**Selection Indices***Chairman:* CLARK C. COCKERHAM, North Carolina State College**An Analytical Look at Selection Indices**

JAMES S. WILLIAMS, Research Triangle Institute

Selection on a Factorially Classified Variable

J. O. RAWLINGS, North Carolina State College

Empirical Studies of Selected Indices

THEODOR HEIDHUES and CHARLES R. HENDERSON, Cornell University

FRIDAY**10:30 a.m.**
ROOSEVELT
Grand Ballroom
ASA**Government Price Statistics: Major Issues***Chairman:* RAYMOND T. BOWMAN, Bureau of the Budget**Some Further Observations on Sampling in the Construction of Price Indexes**

PHILIP MCCARTHY, Cornell University

Product Variation and Price Indexes: A Case Study of Electrical Apparatus

CHARLES DEAN and HORACE J. DEPODWIN, General Electric Company

Discussants:

SIDNEY JAFFE, U. S. Department of Labor

GEORGE JASZI, U. S. Department of Commerce

10:30 a.m.
ROOSEVELT
Vanderbilt 2
ASA**Meeting of Committee on Audio-Visual Aids***Chairman:* PAUL C. CLIFFORD, Montclair State College**10:30 a.m.**
ROOSEVELT
Terrace Room
IMS**Multivariate Analysis***Chairman:* LEON H. HERBACH, New York University**Some Confidence Bounds for Determinantal Roots**

T. W. ANDERSON, Columbia University

Analysis of Multi-Response Experiments

R. GNANADESIKAN, Bell Telephone Laboratories

M. WILK, Rutgers University

Multivariate Approach to Screening Test Data

R. B. LAUE, Bell Telephone Laboratories

12 noon
BELMONT PLAZA
Moderne Room
IRRA***Luncheon—Presidential Address**

Industrial Relations Research Association

Reflections on the Present State of the Labor Movement

PHILIP TAFT, Brown University, and President,

Industrial Relations Research Association

* Fee or invitation event.

FRIDAY

12 noon
BILTMORE
Bowman Room
(Lobby Floor)
ARIA

***Luncheon Session**
American Risk and Insurance Association
Chairman: MICHAEL T. WERMEL, University of Hawaii
Health Insurance and the Government
WILBUR J. COHEN, U. S. Department of Health, Education, and Welfare

12:30 p.m.
COMMODORE
Studio Parlor A

***Luncheon Meeting**
Department of Economics and Research,
American Bankers Association

12:30 p.m.
ROOSEVELT
Grand Ballroom
ASA, AEA

***The Economic Outlook Luncheon**
Chairman: MARTIN R. GAINSBROUGH, National Industrial Conference Board, and President, American Statistical Association
Speaker: RAYMOND J. SAULNIER, Columbia University

1:30 p.m.
COMMODORE
Rooms B & C
AFEA, ASA

Farms and Farmers for Statistical Purposes
Chairman: HARRY C. TRELOGAN, U. S. Department of Agriculture
Census Concepts: Past, Present and Future
RAY HURLEY, U. S. Department of Commerce
Analytical Concepts: Changes Induced by Technologic and Economic Developments
NATHAN M. KOFFSKY, U. S. Department of Agriculture
Discussants:
J. E. PALLESEN, Kansas Agricultural Statistician
LEE R. MARTIN, University of Arkansas

* Fee or invitation event.

FRIDAY

2 p.m.
BELMONT PLAZA
Moderne Room
IRRA

The Labor Force in Special Industries: Its Character and Problems
Chairman: HARRY M. DOUTY, Bureau of Labor Statistics
Competition Between the Inside and Outside Labor Force for the Work of the Industrial Firm
MARGARET K. CHANDLER, University of Illinois
Labor Problems in the Merchant Marine
ELMO P. HOHMAN, Northwestern University
Labor Force in Public Employment
DANIEL H. KRUGER, Michigan State University
Discussants:
JOSEPH P. GOLDBERG, Bureau of Labor Statistics
HERBERT G. HENEMAN, Jr., University of Minnesota
HERMAN M. SOMERS, Haverford College

2 p.m.
BELMONT PLAZA
Blue Room
IRRA

The Evolution of Work Rules and Their Effects on Employment
Chairman: JAMES C. HILL, Labor Arbitrator
Logic and Meaning of Work Rules on the Railroads
JACOB J. KAUFMAN, Pennsylvania State University
General Problems of Rules as They Apply Under Union Contracts
E. ROBERT LIVERNASH, Harvard University
Work Rules in Manufacturing
JACK STIEBER, Michigan State University
Discussants:
WILLIAM GOMBERG, University of Pennsylvania
DAVID KAPLAN, The Economics of Distribution Foundation, Inc.
GARTH L. MANGUM, Brigham Young University

FRIDAY

2 p.m.
BILTMORE
Vanderbilt Suite
Room 119
ARIA

Business Meeting
American Risk and Insurance Association

2 p.m.
ROOSEVELT
Terrace Room
ASA

Panel Discussion: Statistics and Surveys as Legal Evidence

Chairman: ELI S. MARKS, Case Institute of Technology

Panel:

W. EDWARDS DEMING, Consultant in Statistical Surveys

HANS ZEISEL, University of Chicago

ARNOLD KING, National Analysts, Inc.

JAMES A. BAYTON, National Analysts, Inc.

ELLWOOD CHISHOLM, Howard University

2 p.m.
ROOSEVELT
East Room
ASA

Business Meeting

Section on Training, American Statistical Association

Chairman: J. PARKER BURSK, Chairman, Section on Training, ASA

2 p.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA, BS, IMJ

Non-Linear Regression

Chairman: RICHARD CORNELL, Florida State University

A Non-Linear Demand Model

D. C. HURST, Virginia Polytechnic Institute

Efficient Non-Linear Least Squares Estimation Without Absolute Minima

H. O. HARTLEY and AARON BOOKER, Iowa State University

Discussant: MARTIN B. WILK, Bell Telephone Laboratories

FRIDAY

2:30 p.m.
BILTMORE
Library
ES, RSA

Regional Econometric Studies

Chairman: DUANE F. MARBLE, University of Pennsylvania

Factors Influencing Inter-Regional Differences in the "Mix" of Telephone Central Office Equipment

JOHN A. CARLSON, Cornell University

A California Intersectoral Output Flows Study

W. LEE HANSEN and CHARLES M. TIEBOUT, University of California

Production Functions, Establishment Size, and Labor Quality

PHILLIP NELSON, New School for Social Research

Discussants:

RICHARD B. MAFFEI, Massachusetts Institute of Technology

MARTIN J. GERRA, U. S. Department of Agriculture

MURRAY BROWN, University of Pennsylvania

2:30 p.m.
COMMODORE
Main Ballroom
AEA

Report of the Commission on Money and Credit

Chairman: G. L. BACH, Carnegie Institute of Technology

Comments:

MILTON FRIEDMAN, University of Chicago

WARREN L. SMITH, University of Michigan

RALPH A. YOUNG, Federal Reserve Board

Discussants:

ROMNEY ROBINSON, Brandeis University

ROBERT LINDSAY, Federal Reserve Bank of New York

2:30 pm.
COMMODORE
Windsor Ballroom
AEA

The Economics of Research and Development

Chairman: CARL KAYSEN, Harvard University

Efficiency Versus Progress

BURTON H. KLEIN, The Rand Corporation

Determinants of Inventive Activity

JACOB SCHMOOKLER and OSWALD BROWNLEE, University of Minnesota

Technological Change in American Industries

W. ERIC GUSTAFSON, Harvard University

Discussants:

H. ZVI GRILICHES, University of Chicago

JAMES W. MCKIE, Vanderbilt University

FRIDAY

2:30 p.m.

COMMODEORE
East Ballroom
AEA

Accountants and Economists Look at Depreciation

Panel Discussion: AEA and American Institute of Certified Public Accountants

Chairman: MAURICE MOONITZ, University of California, Berkeley; and American Institute of Certified Public Accountants

Panelists:

GEORGE W. TERBORGH, Washington, D. C.
VERNON L. SMITH, Purdue University, and Stanford University
WALTER R. STAUB, New York
WILLIAM W. WERNITZ, New York

2:30 p.m.

COMMODEORE
Windsor Terrace
AFA, ES

Econometric Studies in Finance

Chairman: MERTON H. MILLER, University of Chicago

Factors Affecting the Composition of New Financing by Public Utilities

MORRIS MENDELSON, University of Pennsylvania

Random vs. Systematic Patterns in Stock Price Movements

PAUL COOTNER, Massachusetts Institute of Technology

Cyclical Variations of Institutions Supplying Mortgage Credit

EUGENE GRADY, Iowa State University

Discussants:

WILLIAM W. ALBERTS, University of Chicago
ROBERT SOLOMON, Federal Reserve Board
ARNOLD B. LARSON, Stanford University

2:30 p.m.

COMMODEORE
Windsor Court
ES

Econometric Studies—2

Chairman: F. M. FISHER, Massachusetts Institute of Technology

Measuring Productivity: The Electric Power Industry

YORAM BARZEL, University of Chicago

Demand for Fixed Capital by Regulated Industries

DALE W. JORGENSON, University of California

An Econometric Model of Japan

YOICHI SHINKAI, Institute for Social and Economic Research, Osaka; and University of Pennsylvania

Discussants:

CHARLES SCHULTZE, University of Maryland
JAMES DUESENBERY, Harvard University
AVRAM KISSELGOFF, Allied Chemical Corporation

FRIDAY

4 p.m.

ROOSEVELT
Terrace Room
ASA

Audio-Visual Aids in Teaching Statistics

Chairman: SAMUEL B. RICHMOND, Columbia University

Continental Classroom, A Year Later

FREDERICK MOSTELLER, Harvard University

Audio-Visual Aids

PAUL C. CLIFFORD, Montclair State College

4 p.m.

ROOSEVELT
Grand Ballroom
ASA

Marketing Implications of the 1960 Census

Chairman: R. J. EGGERT, Ford Motor Company

Key Facts From the 1960 Census That Will Help Marketing Management Decision-Making for the Future

SOLOMON DUTKA, Audits & Surveys Company

The Ten Major Contributions of the 1960 Census to Marketing Planning—And How We Hope to Make the Census Tools Even More Useful

RICHARD M. SCAMMON and A. ROSS ECKLER, Bureau of the Census

Discussants:

WILLIAM H. SHAW, E. I. Du Pont de Nemours and Company
CHARLES E. SILBERMAN, Fortune Magazine

4 p.m.

ROOSEVELT
Vanderbilt 3, 4 & 5
ASA, BS

Contagious Distributions

Chairman: RALPH BRADLEY, Florida State University

Estimation Procedures for Contagious Distributions

S. K. KATTI, Florida State University

The Application of Neyman's Contagious Distributions to Biological Data

K. P. PRUESS, University of Nebraska

On a Class of Pseudo-Contagious Distributions

A. C. COHEN, Jr., University of Georgia

4 p.m.

ROOSEVELT
Madison Room
ASA, IMS

Spectral Analysis in Geophysical Problems

Chairman: LEO J. TICK, New York University

Analysis of Geophysical Time Series

GORDON MACDONALD, Goddard Space Center

A New Random Model for Ocean Waves

WILLARD J. PIERSON, Jr., New York University

Discussant: JOHN W. TUKEY, Princeton University, and Bell Telephone Laboratories

FRIDAY

4:30 p.m. **General Membership Meeting**
BELMONT PLAZA
 Moderne Room
 IRRA

Industrial Relations Research Association

5 p.m. **Business Meeting**
COMMODORE
 Windsor Ballroom
 AEA

American Economic Association

5 p.m. **Business Meeting**
ROOSEVELT
 East Room
 BS

Biometric Society (ENAR)
Chairman: O. KEMPTHORNE, Iowa State University

6 p.m. ***Executive Committee Dinner Meeting**
COMMODORE
 Rooms 107 & 115
 AEA

American Economic Association

8 p.m. **The Present Status and Future Prospects of Social Statistics**
ROOSEVELT
 Grand Ballroom
 ASA

Memorial Session in Honor of Professor Samuel A. Stouffer
Chairman: CONRAD TAEUBER, Bureau of the Census
Speakers:
 FREDERICK F. STEPHAN, Princeton University
 PHILIP M. HAUSER, University of Chicago
 NATHAN KEYFITZ, University of Toronto

8 p.m. **Film and Talk**
REMINGTON RAND
 AUDITORIUM
 315 Park Avenue South
 10th Floor
 ASA

Design of Experiments
 BEATRICE ORLEANS, Bureau of Ships, U. S. Department of the Navy

* Fee or invitation event.

SATURDAY, DECEMBER 30, 1961

8:30 a.m. **Contributed Papers in Social Statistics—ASA—3**
ROOSEVELT
 East Room
 ASA

Chairman: JOSEPH STEINBERG, Bureau of the Census

Factors Affecting Family Income: Results of a Conditional Probability Analysis
 JAMES M. MORGAN, Survey Research Center,
 MARTIN DAVID, University of Wisconsin, and
 HARVEY BRAZER, U. S. Treasury Department

Measurement of Non-Sampling Errors in a Survey of Home-Owners' Expenditures for Alterations and Repairs
 JOHN NETER, University of Minnesota, and JOSEPH WAKSBERG, Bureau of the Census

Some Effects of Interviewer-Respondent Interaction on Responses in a Survey Situation
 DANIEL O. PRICE, Institute for Social Research, and
 RUTH SEARLES, University of North Carolina

A Consistency Problem Among the Social Accounts
 RICHARD I. KOSOBUD, University of Pennsylvania

The Ratio Bias in Surveys
 LESLIE KISH and N. KRISHNAN NAMBOODIRI,
 Survey Research Center

Asymptotic Equivalence of Efficiency for Three Procedures of Unequal Probability Sampling Without Replacement
 J. N. K. RAO, Iowa State University

Empirical Sequential Tests
 LESTER ADELMAN, MARTIN MILLER, and PETER NEMENYI, Downstate Medical Center, State University of New York

On the Derivation of Optimum Allocation Formulas in Stratified Multistage Sampling by the Use of the Cauchy Inequality
 J. C. KOOP, North Carolina State College

SATURDAY

8:30 a.m.
ROOSEVELT
Madison Room
ASA

Contributed Papers—ASA-4

Chairman: G. J. LEVENBACH, Bell Telephone Laboratories

The Mixture of Two Weibull Populations as a Failure Distribution
R. D. CRUICKSHANK and V. K. MURTHY, General Electric Company

The Reliability of Two Machines With Partial Absorbing Barriers Between the States

RONALD S. DICK, International Electric Corporation

Experimental Design Problems in Attribute Life Testing
SYLVAN EHRENFELD, Columbia University

Normalizing Transformations for Reliability Data

PAUL S. OLMSTEAD, Bell Telephone Laboratories

Some Life-Testing Sample Inspection Plans for the Weibull Distribution

J. D. ALANEN, Case Institute of Technology, and A. S. QUREISHI, Service Bureau Corporation

Limiting Distributions of First Failure Times of Large Systems
DAVID RUBINSTEIN, General Electric Company

8:30 a.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA, BS

Contributed Papers—ASA,BS-1

Chairman: T. W. HORNER, Booz-Allen Applied Research, Inc.

Estimation for an Exponential Model Encountered in Tracer Experiments

RICHARD G. CORNELL and DARSHAN L. SACHDEVA, Florida State University

Estimating Marine Sport Fishermen

SARGENT RUSSELL, University of Massachusetts

Estimation of Parameters in Systems Related to the Observations by an Unknown Monotone Transformation With Applications in Pharmacology

EDWARD B. PERRIN, University of Pittsburgh

Optimal Scaling for Ordered Categories

R. A. BRADLEY, and S. K. KATTI, Florida State University, and IRMA J. COONS, The General Foods Corporation

SATURDAY

8:30 a.m.
ROOSEVELT
Grand Ballroom
ASA

Statistical Problems in Measuring Industrial Capacity

Chairman: DOUGLAS GREENWALD, McGraw-Hill Publishing Company

Manufacturing Capacity Indexes and Operating Rates
MARGARET K. MATULIS, McGraw-Hill Publishing Company

Indexes of Capacity

DANIEL CREAMER, National Industrial Conference Board

Industrial Utilization of Capacity

K. KRISHNAMURTY, University of Pennsylvania

Indexes of Capacity of Major Industry Materials

FRANK DE LEEUW, Federal Reserve Board

Paper Capacity and Operating Rate

ROBERT S. SCHULTZ, Union Bag-Camp Paper Company

8:30 a.m.
ROOSEVELT
Terrace Room
ASA, IMS

Computer Applications

Chairman: FRED C. LEONE, Case Institute of Technology

A Program for Sampling

MERVIN E. MULLER, International Business Machines Corporation

Analysis of Variance on a Large Computer

M. E. TERRY, Bell Telephone Laboratories

The Monte Carlo Estimation of Critical Percolation Probabilities

H. L. FRISCH and V. A. VYSSOTSKY, Bell Telephone Laboratories, and J. M. HAMMERSLEY, Oxford University

SATURDAY

8:30 a.m.
ROOSEVELT
Rooms A & B
IMS

Contributed Papers—IMS—4

Chairman: JOAN RAUP ROSENBLATT, National Bureau of Standards

Exact Power of Some Tests Based on the Mann-Whitney-Wilcoxon U Statistic

GEORGE E. HAYNAM, FRED C. LEONE, and I. M. CHAKRAVARTI, Case Institute of Technology

General Limit Theorems for Spacings

FRANK PROSCHAN, Boeing Scientific Research Laboratories, and RONALD PYKE, University of Washington

Nonparametric Life Test Sampling Plans

SHANTI S. GUPTA, Stanford University, and Bell Telephone Laboratories

Some Statistical and Operational Techniques in Reliability Studies (Preliminary Report)

A. S. QUREISHI, Service Bureau Corporation

Statistical Methods in Reliability Demonstration

ALEXANDER STERNBERG and JOHN S. YOUTCHEFF, General Electric Company

A Sequential Selection Procedure for the Best Population (Preliminary Report)

IRWIN GUTTMAN, McGill University

A Generalized Queueing Model

VINCENT HODGSON, Florida State University
(Introduced by RALPH A. BRADLEY)

Asymptotic Bias and Variance of Ratio Estimates in Generalized Power Series Distributions and Certain Applications

G. P. PATIL, McGill University

Bivariate Limiting Distributions of Maxima

HENRY TEICHER, Purdue University

SATURDAY

10:30 a.m.
ROOSEVELT
Terrace Room
ASA, IMS

Decision Theory in Basic Statistical Training for Business Economics and the Social Sciences

Chairman: R. CLAY SPROWLS, University of California

Speakers:

HOWARD RAIFFA, Harvard University

HARRY V. ROBERTS, University of Chicago

10:30 a.m.
ROOSEVELT
Madison Room
ASA

Contributed Papers—ASA—5

Chairman: GEORGE L. EDGETT, Queens University

On the Price of Double Dealing in Data Analysis

CHURCHILL EISENHART and ANNA M. GLINSKI, National Bureau of Standards

Interval Estimation of Non-Linear Parametric Functions

MAX HALPERIN, General Electric Company

An Analytical Study of Some New Control Chart Techniques

J. EDWARD JACKSON and RICHARD A. FREUND, Eastman Kodak Company

Remarks on Multiple Comparison Tests

P. R. KRISHNAIAH, Remington Rand Univac

Simultaneous Tolerance Limits for Regression

G. J. LIEBERMAN and RUPERT MILLER, Stanford University

Expected Values of Mean and Variance of the Reciprocal of a Variable From a Decapitated Negative Binomial Distribution

PAUL R. RIDER, Wright-Patterson Air Force Base

Mathematical Principles Applied to the Construction and Use of Cumulative Sum Control Charts

FRED C. LEONE, Case Institute of Technology

An Empirical Representation of the F-Table

JOHN MANDEL, National Bureau of Standards

SATURDAY

**10:30 a.m.
ROOSEVELT
Grand Ballroom
ASA**

Trends in the Distribution of Income
Chairman: DOROTHY S. BRADY, University of Pennsylvania
New Interpretation of Statistics on Income Distribution
MARTIN DAVID and JAMES N. MORGAN, University of Michigan
Factors Associated With Postwar Changes in the Income Distribution
EUGENE SMOLENSKY, Haverford College
Discussants:
JACOB MINCER, Columbia University
HERMAN P. MILLER, Bureau of the Census

**10:30 a.m.
ROOSEVELT
Vanderbilt 3, 4 & 5
ASA, BS**

Contributed Papers—ASA,BS—2
Chairman: E. L. LECLERG, Plant Industry Station, Beltsville
The Hypotheses Tested by Different Sums of Squares When There Are Interactions in the Model
R. C. ELSTON and N. BUSH, University of North Carolina
Strengthening the Chi-Square Contingency Statistic for Trend
J. B. CHASSAN, Hoffman-LaRoche, Inc.
Mathematical Models for Biological Recoveries in Aerosol Chamber Trials
T. W. HORNER, Booz-Allen Applied Research, Inc.
Estimation of Loss of Crop From Pests and Diseases of Tea From Sample Surveys
A. R. SEN and R. P. CHAKNABARTY, Indian Tea Association, Assam, India

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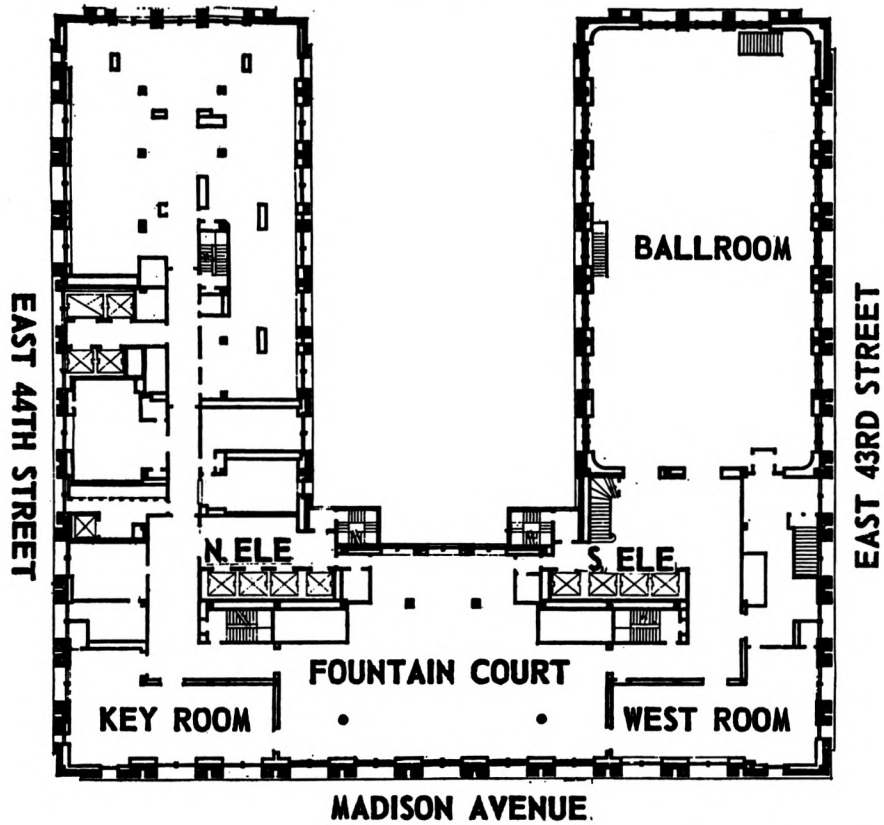
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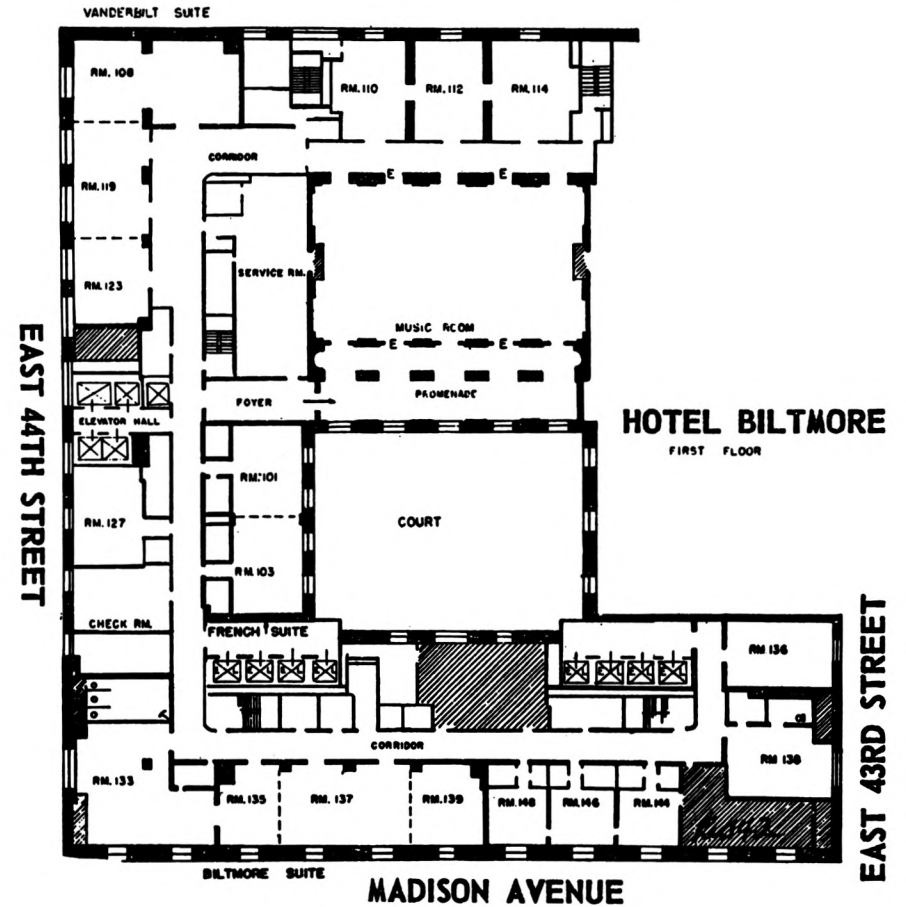
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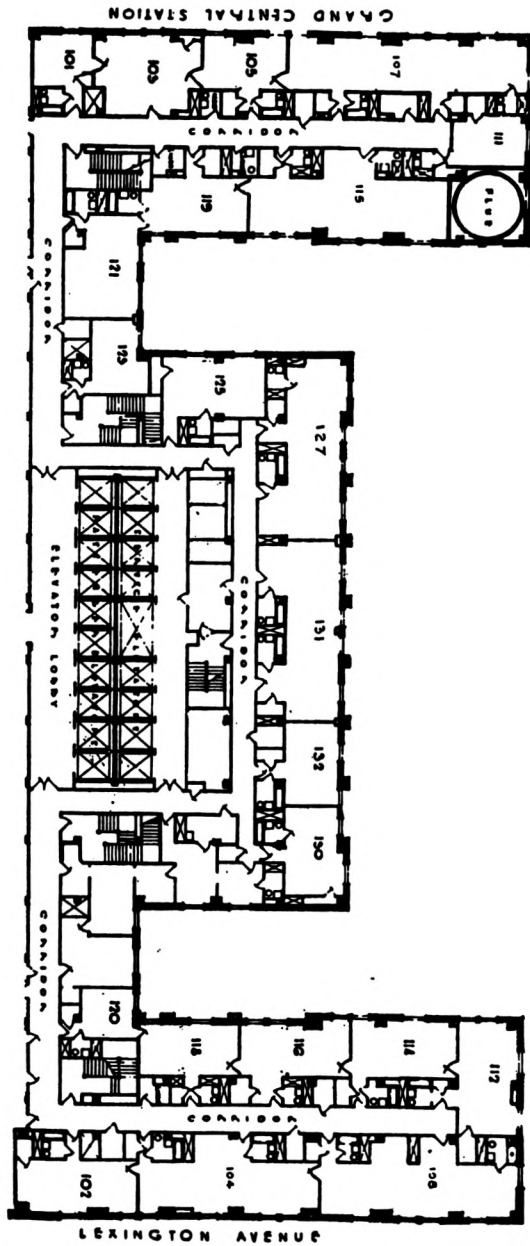
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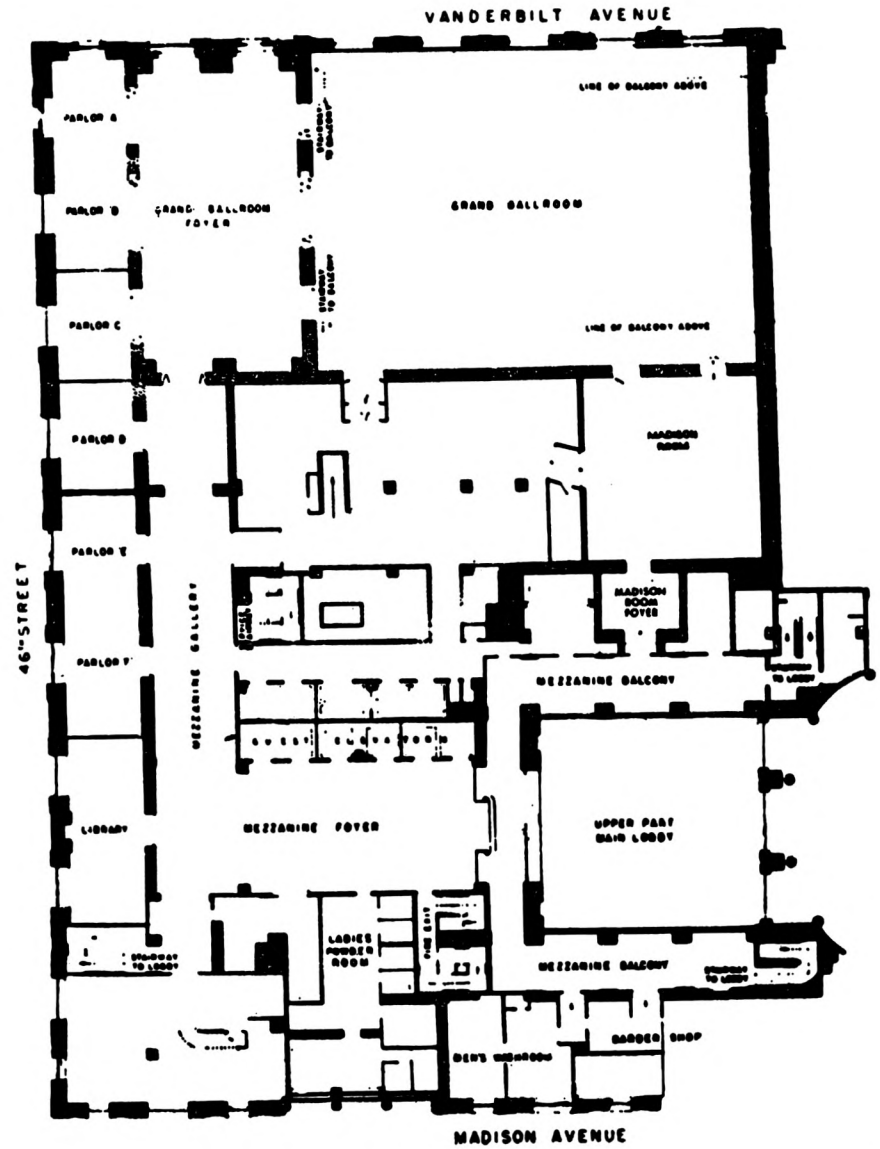
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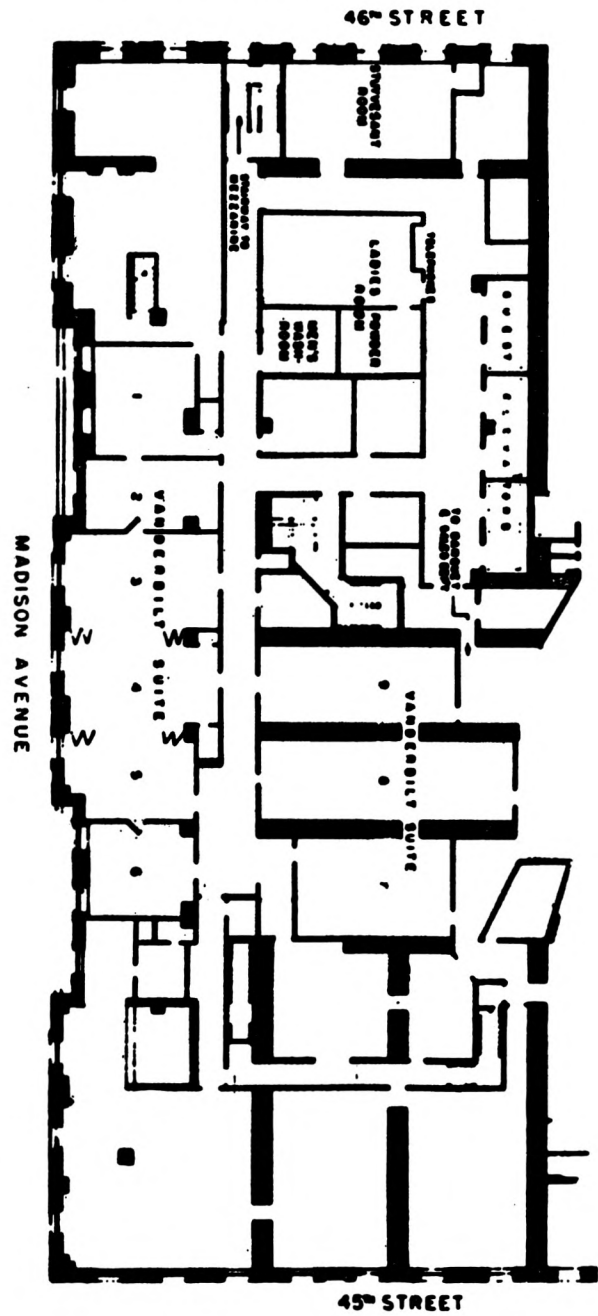
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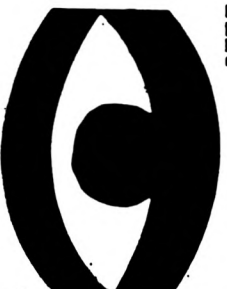
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