

JOINT PROGRAM

ANNUAL MEETINGS

ALLIED SOCIAL SCIENCE ASSOCIATIONS

- AEA American Economic Association
- AFEA American Farm Economic Association
- AFA American Finance Association
- AMA American Marketing Association
- ASA American Statistical Association
- BS Biometric Society
- CEA Catholic Economic Association
- ES Econometric Society
- IRRA Industrial Relations Research
Association
- IMS Institute of Mathematical Statistics

CHICAGO, ILLINOIS

DECEMBER 26-30, 1964

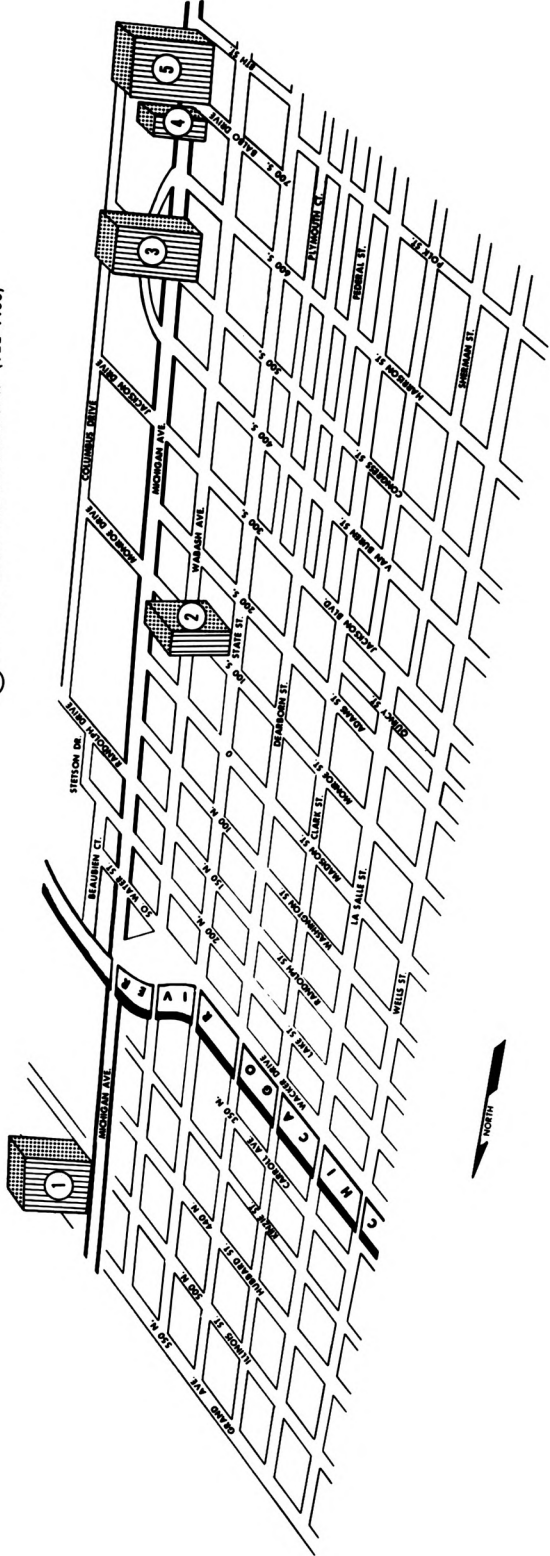
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CENTRAL CHICAGO

HOTELS

- ① SHERATON CHICAGO 505 NO. MICHIGAN (944-4100)
- ② PALMER HOUSE STATE & MONROE (726-7500)
- ③ PICK-CONGRESS 520 SO. MICHIGAN (427-3800)
- ④ SHERATON BLACKSTONE 636 SO. MICHIGAN (427-4300)
- ⑤ CONRAD HILTON 720 SO. MICHIGAN (922-4400)



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: Conrad Hilton, Palmer House, Pick-Congress, Sheraton-Blackstone, and Sheraton-Chicago; 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

Abbreviation	Association	Headquarters
AEA	American Economic Association	Conrad Hilton
AFEA	American Farm Economic Association	Conrad Hilton
AFA	American Finance Association	Conrad Hilton
AMA	American Marketing Association	Sheraton-Chicago
ASA	American Statistical Association	Pick-Congress and Sheraton-Blackstone
BS	Biometric Society, ENAR-WNAR	Pick-Congress and Sheraton-Blackstone
CEA	Catholic Economic Association	Conrad Hilton
ES	Econometric Society	Conrad Hilton
IRRA	Industrial Relations Research Association	Palmer House
IMS	Institute of Mathematical Statistics	Pick-Congress and Sheraton-Blackstone

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 four headquarters hotels listed on the next page, at the hours indicated. A member of any association may register at any of the four 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 Hotel	Days and Hours of Registration				Registration Desk Location
	Sunday	Monday	Tuesday	Wednesday	
Conrad Hilton	1:00 a.m.- 8:30 p.m.	8:00 a.m.- 5:30 p.m.	8:00 a.m.- 5:30 p.m.	8:00 a.m.- 12:30 p.m.	Writing Room
Palmer House	8:00 a.m.- 5:00 p.m.	8:00 a.m.- 12:00 Noon			West Lounge Bays A & B
Pick-Congress	8:00 a.m.- 5:00 p.m.	8:00 a.m.- 5:00 p.m.	8:00 a.m.- 12:00 Noon	8:00 a.m.- 12:00 Noon	Rendezvous Reception Foyer
Sheraton-Chicago	4:00 p.m.- 8:00 p.m.	8:00 a.m.- 3:00 p.m.	8:00 a.m.- 12:00 Noon		Lobby

Information Desk

Information Desks are located in the Normandy Lounge (Southwest corner) of the Conrad Hilton Hotel and the King Arthur Room of the Sheraton-Chicago Hotel, and the Rendezvous Room of the Pick-Congress Hotel.

Registration information for all registrants will be available shortly after registration. Messages will be accepted and held for registrants. A telephone message center provided by the Illinois Bell Telephone Company will be part of the information service. Bulletin boards will be maintained for the posting of notices.

Employment Register

The Illinois State Employment Service, affiliated with the United States Employment Service, is extending its placement service without charge to members and guests of the Allied Social Science Associations. The placement area will be at the Continental Room and several fifth floor interview rooms of the Conrad Hilton Hotel; the Shelby and Carter Rooms of the Pick-Congress Hotel and the Sheraton Room of the Sheraton-Chicago Hotel. The service will be available starting late afternoon and evening on Sunday, December 27 and from 8:30 a.m. to 8:00 p.m. for the duration of the convention.

Association members who filed applications or orders with local offices of their State Employment Service prior to the meetings or pre-registered by mail must report their convention address 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 openings will be available to all at a browsing table. Information on applications can be obtained only through registration. 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. The Employment Administrative Office will be located in Dining Room 10 of the Conrad Hilton Hotel.

The placement service will be available to those who check in at the placement area. There will be an area available for employers to conduct interviews and a message board for both employers and applicants to post messages. Members or

guests wishing to contact employers or applicants are to register and use the message center available only to registrants.

Press Services

Services and facilities for the convenience of newspaper, magazine, radio and television representatives are available in Dining Room 9 at the Conrad Hilton Hotel and Parview Room at the Pick-Congress Hotel. (The Press Room at the Sheraton-Chicago Hotel in the Club Room Foyer is primarily for coverage of sessions of the American Marketing Association. Media representatives should register at the Press Rooms rather than at the regular Registration Desks at the hotels.

Fee and Invitation Events (*)

Fee and Invitation Events are listed in the main body of the program 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.

Exhibits

The General Exhibit area will be located in the Williford Room of the Conrad Hilton Hotel, Rendezvous Room at the Pick-Congress Hotel, and the Tropical Room at the Sheraton-Chicago Hotel. The Art Exhibit will be located in Dining Room 12 at the Conrad Hilton Hotel.

Tours and Special Events

The Visitor's Gallery of the Board of Trade, 141 W. Jackson Boulevard, will be open from 9:00 a.m. to 6:00 p.m. The market hours are from 9:30 a.m. to 1:15 p.m.

Tours are available at the larger banking institutions — Federal Reserve Bank, Continental Illinois National Bank and Trust Company, The First National Bank, Harris Trust and Savings Bank and The Northern Trust Company. Tour hours are 9:30 a.m. to 2:00 p.m. Interested parties should call in advance for specific arrangement.

The Ladies' Hospitality Committee, sponsored by the American Marketing Association, will be located in the Club Room of the Sheraton-Chicago Hotel and will be staffed Sunday from 3:00 p.m. to 5:30 p.m., Monday from 9:00 a.m. to 4:00 p.m., and Tuesday from 9:00 a.m. to 12 Noon.

SUMMARY OF JOINT PROGRAM

Time and Hotel	Sponsor	Session or Activity Title	Page
SATURDAY, DECEMBER 26			
4:00 ^a p.m. Pick-Congress	ASA	Board of Directors Meeting and Dinner (By Invitation)	23
SUNDAY, DECEMBER 27			
10:00 a.m. Pick-Congress	ASA	Council Meeting and Luncheon (By Invitation)	23
10:30 a.m. Pick-Congress	ASA	Structural and Technological Unemployment	23
10:30 a.m. Pick-Congress	ASA	Contributed Papers — I: Social Statistics Section	24
10:30 a.m. Pick-Congress	ASA	Design of Experiments — ENAR-WNAR	24
2:00 p.m. Conrad Hilton	AFEA	Executive Committee	25
2:00 p.m. Pick-Congress	ASA	The Predictive Use of Econometric Models	25
2:00 p.m. Pick-Congress	ASA	Contributed Papers — I: Business and Economics	26
2:00 p.m. Pick-Congress	ASA	Sampling Problems in Social Surveys — I: Comparative Cost Analysis of Survey Operations	27
2:00 p.m. Pick-Congress	ASA-ENAR- WNAR	Discrete Distributions	27
2:00 p.m. Pick-Congress	ASA-ENAR- WNAR	Contributed Papers — I: Biometrics	30
2:00 p.m. Pick-Congress	BS-ENAR	Regional Advisory Board Meeting (By Invitation)	30
3:00 p.m. Conrad Hilton	AEA	Executive Committee Meeting	30

*Fee or invitational event.

SUNDAY — Continued

Time and Hotel	Sponsor	Session or Activity Title	Page
3:30 p.m. Conrad Hilton	CEA	Executive Council Meeting	30
4:00 p.m. Pick-Congress	ASA	Technological Change and Economic Growth	30
4:00 p.m. Pick-Congress	ASA	Sampling Problems in Social Surveys — II: Further Developments in Probability Sampling Surveys	32
4:00 p.m. Pick-Congress	ASA	Miscellaneous Topics	32
4:00 p.m. Pick-Congress	ASA-ENAR- WNAR	Training in Statistics in Schools of Medicine	33
4:00 p.m. Pick-Congress	ASA-ENAR- WNAR	Time Series	33
5:00 p.m. Sheraton-Chicago	AMA	Early Bird Reception	33
5:30 p.m. Pick-Congress	ASA	*Dinner Meeting — 1965 ASA Program Committee	36
7:00 p.m. Palmer House	IRRA	Reception	36
7:30 p.m. Conrad Hilton	CEA	Ethical Aspects of Modern European Economic Policies	36
8:00 p.m. Pick-Congress	ASA-BS- IMS	Memorial Session for S. S. Wilks	36
9:00 p.m. Conrad Hilton	CEA	Reception	36

MONDAY, DECEMBER 28

7:30 a.m. Pick-Congress	ASA	*Breakfast Meeting — Chapter Presidents, Secretaries and District Representatives, American Statistical Association	36
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*Fee or invitation event.

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Time and Hotel	Sponsor	Session or Activity Title	Page
8:00 a.m. Sheraton-Chicago	AMA	Doctoral Dissertation Research	37
8:30 a.m. Conrad-Hilton	AEA	Economic History: Its Contribution to Economic Education, Research, and Policy — A Panel Discussion	40
8:30 a.m. Conrad-Hilton	AEA	Nonmarket Decision Making	40
8:30 a.m. Pick-Congress	ASA	Models of Population Dynamics	41
8:30 a.m. Pick-Congress	ASA	Estimating Aggregate Output and Related Measures	41
8:30 a.m. Pick-Congress	ASA	On The Job Training in Statistics in the Chemical Industry Section on Training, and Section on Physical and Engineering Sciences, ASA	44
8:30 a.m. Sheraton-Blackstone	ASA	Memorial Session for S. N. Roy	44
8:30 a.m. Pick-Congress	ASA	Meeting of Experiment Station Statisticians	44
8:30 a.m. Pick-Congress	ASA	Experimental Design and Related Topics	47
8:30 a.m. Conrad Hilton	CEA	Ethical Aspects of Modern European Economic Policies	47
8:30 a.m. Conrad Hilton	ES	The Demand for Liquid Assets	49
8:30 a.m. Conrad Hilton	ES	Production Functions I: Theory	49
8:30 a.m. Conrad Hilton	ES	Theory of Economic Models	50
8:45 a.m. Sheraton-Chicago	AMA	Marketing Curriculum Design at the Graduate Level: Masters Program	50

*Fee or invitational event.

MONDAY — Continued

Time and Hotel	Sponsor	Session or Activity Title	Page
8:45 a.m. Sheraton-Chicago	AMA	Industrial Buying Decisions: Analysis and Interpretations	51
9:30 a.m. Conrad Hilton	AFA	Structural Changes in International Finance	55
9:30 a.m. Palmer House	IRRA	Industrial Relations in 1975 — Social Security and Services: Is the solution a single guaranteed minimum income and social service system?	55
9:30 a.m. Palmer House	IRRA	Industrial Relations Policies of American Corporations Abroad: Do American corporations follow American industrial relations policies abroad?	56
10:30 a.m. Conrad Hilton	AEA	Survey Research: Three Surveys — Findings and Implications for Theory and Policy	57
10:30 a.m. Conrad Hilton	AEA	Recent Capital and Production Theory	60
10:30 a.m. Pick-Congress	AEA-ASA	Balance of Payments	60
10:30 a.m. Conrad Hilton	AFEA-ES	Measuring Supply and Demand in Underdeveloped Agriculture	61
10:30 a.m. Sheraton-Chicago	AMA	Evaluating Advertising Effectiveness	61
10:30 a.m. Sheraton-Chicago	AMA	Innovative Techniques in the Teaching of Marketing	62
10:30 a.m. Sheraton-Chicago	AMA	A Survey of Marketing Education	62
10:30 a.m. Sheraton-Blackstone	ASA	Model Testing	64
10:30 a.m. Pick-Congress	ASA	Pre-College Training in Statistics and Probability	64
10:30 a.m. Sheraton-Blackstone	ASA	Local Statistical Data, Needs and Adequacy	64

*Fee or invitation event.

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10:30 a.m. Pick-Congress	ASA	Order Statistics	66
10:30 a.m. Pick-Congress	ASA	Statistical Studies of the Demand for Medical Care	66
10:30 a.m. Conrad Hilton	CEA	Ethical Aspects of Modern European Economics Policies	67
10:30 a.m. Conrad Hilton	ES	Medical ^a Care and Social Insurance	67
10:30 a.m. Conrad Hilton	ES	Integer and Nonlinear Programming	67
12:00 Noon Conrad Hilton		Stonier Luncheon	70
12:00 Noon Conrad Hilton	CEA	Presidential Luncheon	70
12:00 Noon Palmer House	IRRA	*Luncheon Meetings — Directors of University Labor and Industrial Relations Centers	70
12:00 Noon Palmer House	IRRA	*IRRA Local Chapter Presidents Luncheon	70
12:15 p.m. Sheraton-Chicago	AMA	Vice President's Luncheon	70
12:30 p.m. Pick-Congress	AEA-AFA- ASA	*The Economic Outlook for 1965 Luncheon	71
12:30 p.m. Pick-Congress	ASA	Meeting Biometrics Section, ASA (All Section Members Urged to Attend)	71
2:00 p.m. Conrad Hilton	—————	New Developments in Employment Service Manpower Programs and Research U. S. Employment Service	71
2:00 p.m. Conrad Hilton		Defense Economics: Applying Economic Criteria	71

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2:00 p.m. Conrad Hilton	AFEA	The Changing Competitive Structure for Agricultural Products	74
2:00 p.m. Sheraton-Chicago	AMA	Ongoing Research in Audience Reaction to Persuasion	75
2:00 p.m. Sheraton-Chicago	AMA	Integrating Quantitative Analysis into the Marketing Curriculum (Quantitative Methods)	76
2:00 p.m. Pick-Congress	ASA	Statistical Developments in Education Research	76
2:00 p.m. Pick-Congress	ASA	Order Statistics and Ranking	79
2:00 p.m. Sheraton-Blackstone	ASA	Bayesian Methods in Research	79
2:00 p.m. Pick-Congress	ASA	Consulting Training in Statistics for Graduate Students: A Round-Table Section on Training, Biometrics Section, ASA and Biometric Society ENAR-WNAR	80
2:00 p.m. Sheraton-Blackstone	ASA	Contributed Papers — II	80
2:00 p.m. Conrad Hilton	ES	Cycles, Growth, and Public Policy	81
2:00 p.m. Conrad Hilton	ES	Production Functions II: Estimation	83
2:00 p.m. Conrad Hilton	ES	Inventories	83
2:30 p.m. Pick-Congress	AFA	The Outlook for the Credit and Capital Markets	84

*Fee or invitation event.

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2:30 p.m. Palmer House	IRRA	Evaluation of National Manpower Policies	87
4:00 p.m. Conrad Hilton	AEA	Business and Its Environment	87
4:00 p.m. Sheraton-Chicago	AMA	Historical Analysis in Marketing	88
4:00 p.m. Sheraton-Chicago	AMA	Integrating International Business and the Marketing Curriculum	88
4:00 p.m. Pick-Congress	ASA-ENAR- IMS-WNAR	General Session — I	89
4:00 p.m. Pick-Congress	BS-ENAR	Regional Committee Meeting	89
4:00 p.m. Conrad Hilton	ES	Presidential Address, Robert M. Solow, Massachusetts Institute of Technology	89
4:30 p.m. Conrad Hilton	CEA	Business Meeting (Open to entire membership)	89
4:45 p.m. Palmer House	IRRA	General Membership Meeting	89
5:00 p.m. Conrad Hilton	_____	Northwestern University Cocktail Party	89
5:00 p.m. Conrad Hilton	_____	University of Minnesota Cocktail Party	92
5:30 p.m. Sheraton-Chicago	AMA	National Presidents' Reception	92
6:00 p.m. Palmer House	IRRA	*Executive Board Dinner	92
6:00 p.m. George Diamond Steak House	_____	*Princeton University Dinner	92

*Fee or invitation event.

MONDAY — Continued

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7:00 p.m. Sheraton-Blackstone	ENAR	*First ENAR Annual Banquet (All Society Members Invited)	92
8:00 p.m. Conrad Hilton	————	Columbia University Reception	92
8:00 p.m. Conrad Hilton	AEA	Richard T. Ely Lecture	92
8:00 p.m. Pick-Congress	ASA	Special Address Invited by the President	93
9:00 p.m. Palmer House	IRRA	IRRA Social Hour	93

TUESDAY, DECEMBER 29

7:30 p.m. Conrad Hilton	————	Ohio State University Breakfast	93
7:30 p.m. Pick-Congress	ASA	*Breakfast Meeting Social Statistics Section, ASA (All Section Members Urged to Attend)	93
8:00 a.m. Conrad Hilton	ASSA	*Breakfast — Allied Social Science Secretaries	93
8:00 a.m. Palmer House	IRRA	*Breakfast	77
8:00 a.m. Conrad Hilton	————	Indiana University Breakfast	96
8:00 a.m. Conrad Hilton	————	Past Fellows Breakfast	96
8:00 a.m. Conrad Hilton	————	New York University Alumni Breakfast	96
8:00 a.m. Conrad Hilton	————	University of Colorado Alumni Breakfast	96
8:00 a.m. Conrad Hilton	————	Social Science Institute Breakfast	96

*Fee or invitation event.

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8:30 a.m. Conrad Hilton	AEA-AFEA	Agricultural Structure and Productivity	97
8:30 a.m. Sheraton-Blackstone	ASA	A New Look at Seasonal Adjustment	98
8:30 a.m. Pick-Congress	ASA	Contributed Papers — II: Business and Economics Section	98
8:30 a.m. Pick-Congress	ASA	Chapter Training Activities: A Round-Table	99
8:30 a.m. Pick-Congress	ASA	The Use of Social Statistics in Urban Policy Research	99
8:30 a.m. Pick-Congress	ASA-ENAR- WNAR	Statistical Aspects of Human Cancer	102
8:30 a.m. Pick-Congress	ASA-ENAR- WNAR	Statistical Inference	99
8:30 a.m. Conrad Hilton	ES	Growth Models	102
8:30 a.m. Conrad Hilton	ES	Group Decision-Making and Behavior Under Uncertainty	103
8:30 a.m. Conrad Hilton	ES	Interaction of Social and Economic Variables	106
8:45 a.m. Sheraton-Chicago	AMA	Product Management	106
8:45 a.m. Sheraton-Chicago	AMA	Integrating the Behavioral Sciences into the Marketing Curriculum	107
9:30 a.m. Conrad Hilton	AFA	Structural Changes in Money Markets	107
9:30 a.m. Palmer House	IRRA	Industrial Relations in 1975 — Collective Bargaining: Is the Solution of a National Joint-tripartite bargaining system supplemented by a continuing bargaining procedure by local bargaining units?	107

*Fee or invitation event.

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10:30 a.m. Conrad Hilton	AEA	Economic Theory and Non-Profit Enterprise	110
10:30 a.m. Conrad Hilton	AEA-IRRA	Manpower and Welfare Programs: Benefit-Cost Analysis	111
10:30 a.m. Sheraton-Chicago	AMA	Marketing Institutions and Channels of Distribution	111
10:30 a.m. Sheraton-Chicago	AMA	New Developments in Doctoral and Post-Doctoral Programs in Marketing	112
10:30 a.m. Sheraton-Blackstone	AMA-ASA	Census Tract Conference	116
10:30 a.m. Sheraton-Blackstone	ASA	The National Bureau of Economic Research Study of Short-Term Economic Forecasting	116
10:30 a.m. Pick-Congress	ASA	Retraining and Research for America's Manpower Needs	117
10:30 a.m. Pick-Congress	ASA	Meeting — Section on Training, ASA (All Section Members Urged to Attend)	117
10:30 a.m. Pick-Congress	ASA	Meeting — Section of Physical and Engineering Sciences, ASA (All Section Members Urged to Attend)	118
10:30 a.m. Pick-Congress	ASA-ENAR- WNAR	Biological Application of Multivariate Analysis	119
10:30 a.m. Pick-Congress	ENAR	Business Meeting, ENAR (All Society Members Invited)	120
10:30 a.m. Conrad Hilton	ES	Econometric Methods I: The Bayesian Approach and Missing Observations	120
10:30 a.m. Conrad Hilton	ES	Interest Rates and Monetary Policy	123
10:30 a.m. Conrad Hilton	ES	Firm and Farm Behavior	123

*Fee or invitation event.

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12:30 p.m. Sheraton-Blackstone	ASA	*Census Tract Conference — Luncheon	125
12:30 p.m. Pick-Congress	ASA	*Luncheon Meeting Business and Economic Statistics Section, ASA (All Section Members Urged to Attend; Guests are Cordially Invited)	125
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2:00 p.m. Conrad Hilton	AEA	Economic Growth: International Comparisons	129
2:00 p.m. Conrad Hilton	AFEA	Special Program	130
2:00 p.m. Sheraton-Chicago	AMA	Marketing Information Systems	130
2:00 p.m. Sheraton-Chicago	AMA	Defense Marketing	130
2:00 p.m. Sheraton-Chicago	AMA	Research on Consumer Behavior and Buying Habits	132
2:00 p.m. Sheraton-Blackstone	AMA-ASA	Census Tract Conference	132

*Fee or invitation event.

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2:00 p.m. Pick-Congress	ASA	Contributed Papers — III: Business and Economics	134
2:00 p.m. Pick-Congress	ASA	Measuring The Impact of the War on Poverty	134
2:00 p.m. Pick-Congress	ASA	Contributed Papers — I: Physical and Engineering Sciences	135
2:00 p.m. Pick-Congress	ASA	Quantitative Methods in the Business Curriculum: A Round Table	138
2:00 p.m. Pick-Congress	ASA-ENAR- WNAR	Stochastic Models in Biology and Medicine	138
2:00 p.m. Conrad Hilton	ES	Exchange Markets	143
2:00 p.m. Conrad Hilton	ES	Theory of Consumer Behavior	143
2:00 p.m. Conrad Hilton	ES	Econometric Methods II: Simultaneous Equations	146
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2:30 p.m. Conrad Hilton	AFA	Problems of Banking Structure	150
2:30 p.m. Palmer House	IRRA	Industrial Relations in 1975 — Manpower Policies: Is the Solution a National Active Manpower Policy with a Federal Manpower Authority?	151

*Fee or invitation event.

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4:00 p.m. Conrad Hilton	AEA-ES	Utility and Saving	154
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4:00 p.m. Sheraton-Chicago	AMA	Physical Distribution and Marketing Logistics	155
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8:00 p.m. Conrad Hilton	AFA	Meeting of the Board of Directors	156
8:00 p.m. Pick-Congress	ASA	Presidential Address	156
9:00 p.m. Conrad Hilton	—————	University of Illinois Reception (Smoker)	156
10:00 p.m. Pick-Congress	ASA-ENAR-IMS-WNAR	*Informal Party (Immediately following the Presidential Address) All Societies are Invited.	156

*Fee or invitation event.

WEDNESDAY, DECEMBER 30

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7:30 a.m. Conrad Hilton	ES	Econometric Society Council Breakfast Meeting	157
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8:30 a.m. Conrad Hilton	AEA	The Economics of Poverty	157
8:30 a.m. Conrad Hilton	AEA	Graduate Student Session	160
8:30 a.m. Sheraton-Blackstone	AEA-ASA	Problems of Wealth Estimation	160
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8:30 a.m. Conrad Hilton	ES	International Trade	163
8:30 a.m. Conrad Hilton	ES	Econometric Methods III: Collinearity, Cross-Sections, and Time Series	164
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9:30 a.m. Conrad Hilton	AFA	Changing Role of Financial Intermediaries in the Market for Equity Capital	165

*Fee or invitation event.

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10:30 a.m. Conrad Hilton	AEA	Economic Education: Experiments in the Teaching of Economics	166
10:30 a.m. Conrad Hilton	AEA-ES	The New National Econometric Model: Its Application	167
10:30 a.m. Pick-Congress	ASA	Statistical Methods for Measuring Advertising Effectiveness	167
10:30 a.m. Pick-Congress	ASA-ENAR- WNAR	The Problems and Prospects of Modern Information Systems — Memorial to E. J. Engquist, Jr.	168
10:30 a.m. Conrad Hilton	ES	Optimal Growth Theory	169
10:30 a.m. Conrad Hilton	ES	Technical Change	169
10:30 a.m. Conrad Hilton	—————	Association of Comparative Economics	170
12:00 Noon Conrad Hilton	—————	Association of Comparative Economics Luncheon	170
12:30 p.m. Pick-Congress	ASA	Luncheon Meeting — Committee on Data Sources and Information Systems, ASA (By Invitation)	170
12:30 p.m. Pick-Congress	ASA	Luncheon Meeting — 1965 Incoming Board of Directors, American Statistical Association (By Invitation)	170
2:00 p.m. Conrad Hilton	AEA	Business Meeting	170
2:00 p.m. Pick-Congress	ASA	Contributed Papers — II: Social Statistics	172
2:00 p.m. Pick-Congress	ASA	The Measurement of Poverty	172

*Fee or invitational event.

WEDNESDAY — Continued

Time and Hotel	Sponsor	Session or Activity Title	Page
2:00 p.m. Sheraton-Blackstone	ASA	New Measures of Industry Relations and Capacities	173
2:00 p.m. Pick-Congress	ASA	Reliability and Life Testing	173
2:00 p.m. Pick-Congress	ASA	Statistics and Civil Defense	174
2:00 p.m. Pick-Congress	ASA-ENAR- WNAR	Topics in Biostatistics	174
2:00 p.m. Conrad Hilton	ES	The Arms Race, Disarmament, and Military Pay	175
2:00 p.m. Conrad Hilton	ES	The Banking Sector	175

*Fee or invitation event.

Because of the size and complexity of this program, it was decided to identify each session with a number. Thus, every meeting, whether a breakfast, committee meeting, party, or regular session has been numbered consecutively. These identifications appear on the program to the right of the time and place. They will also be shown on the placard at the meeting room entrances.

In order to hold down the size of an already large program book, and also to avoid carrying parts of a program to another page, some pages have been reduced photographically. The type on these pages is smaller.

JOINT PROGRAM

SATURDAY, DECEMBER 26

4:00 p.m.
PICK-CONGRESS
Buckingham Room
ASA

1 **Board of Directors Meeting and Dinner (By Invitation)**
Chairman: Albert H. Bowker, President,
American Statistical Association

SUNDAY, DECEMBER 27

10:00 a.m.
PICK-CONGRESS
Avenue East Room
ASA

2 **Council Meeting and Luncheon (By Invitation)**
Chairman: Albert H. Bowker, President
American Statistical Association

10:30 a.m.
PICK-CONGRESS
Gold Room
ASA

3 **Structural and Technological Unemployment**
Business and Economic Statistics Section
and Social Statistics Section, ASA
Chairman: Alfred H. Conrad, Harvard University

**Characteristics of Cyclical Recovery and the
Measurement of Structural Unemployment**
Barbara R. Berman, Brandeis University
David E. Kaun, Brookings Institution and
University of Pittsburgh

**Structural Requirements for Labor Adjustment
in the United States, 1950-1963**
Andrew Gantt, Harvard University

Discussants:

Stanley Lebergott, Wesleyan University
Edwin Mansfield, University of Pennsylvania

SUNDAY

10:30 a.m.
PICK-CONGRESS
Florentine Room
ASA 4

Contributed Papers – 1 Social Statistics Section, ASA

Chairman: Om Aggarwal, Iowa State

The Effect of Mismatching on the Measurement of Response Errors

John Neter, University of Minnesota
E. Scott Maynes, University of Minnesota
R. Ramanathan, University of Minnesota

Sampling Variation of Age-Adjusted Rates Regina Loewenstein, Columbia University Jack Elinson, Columbia University

Multiple Frame Sample Surveys Robert S. Cochran, University of Wyoming

Evaluation of the Matrix Technique of Sampling Patricia S. Wright, U. S. Office of Education Abraham Frankel, U. S. Office of Education

Methodological Procedures and Findings in a Very Large National Survey of Physicians T. Donald Rucker, National Association of Blue Shield Plans Martin Taitel, National Association of Blue Shield Plans

10:30 a.m.
PICK-CONGRESS
Great Hall
ASA 5

Design of Experiments Section on Physical and Engineering Sciences and Biometrics Section, ASA and Biometric Society, ENAR-WNAR

Chairman: Willard H. Clatworthy, State University of New York, Buffalo

Designs for Calibrations Joseph M. Cameron, National Bureau of Standards

Designs with Two-Way Elimination of Heterogeneity Walter T. Federer, Cornell University Marvin Zelen, National Institutes of Health

Balanced L-Restrictional Lattices B. Leo Radtke, Cornell University

SUNDAY

2:00 p.m.
CONRAD HILTON
Dining Room 19
AFA

6

Executive Committee
Chairman: D. Gale Johnson, President,
American Farm Economic Association

2:00 p.m.
PICK-CONGRESS
Gold Room
ASA

7

The Predictive Use of Econometric Models
Business and Economic Statistics Section, ASA
Chairman: Avram Kisselgoff, Allied
Chemical Corporation

**Forecasting, Simulation and Structural Analysis:
Some Comparative Results of Alternative Models**
Gary Fromm, Brookings Institution

**An Econometric Forecast of the Outlook for
1965**
Daniel B. Suits, University of Michigan

Discussants:
Irma Adelman, The Johns Hopkins University
Irwin Friend, University of Pennsylvania

SUNDAY

2:00 p.m.
PICK-CONGRESS
Lincoln Room 8
ASA

Contributed Papers – 1

Business and Economic Statistics Section,
ASA

Chairman: Malcolm H. Sherwood, Jr., East
Ohio Gas Company

**The Growth of Ownership of Consumer
Durables**

Edna Douglas, Washington State University

**A Study of Consumer Saving Rates Measured
Over Two Years**

R. F. Kosobud, Wayne State University

**Forecasting the Treasury Bill Rates: The
Key Variables**

John J. Harrington, Jr., Seton Hall University

Estimating GNP from Bank Debits Data

Robert H. Scott, University of Washington

**Sales, Accounts Receivable and the
Variability of Cash Flows**

Haskel Benishay, State University of New
York, Buffalo

**Confidence Interval Limits for Various
Percentiles in Non-Parametric Case**

Pravin L. Kadakia, Perkin-Elmer, Corporation

**The Nature of the Statistical Information in
Business and Economics**

Othmar Winkler, Georgetown University

SUNDAY

2:00 p.m.
PICK-CONGRESS
Florentine Room
ASA

9 **Sampling Problems in Social Surveys – 1:
Comparative Cost Analysis of Survey
Operations**

Social Statistics Section , ASA

Chairman: Frederick F. Stephan, Princeton
University

**An Experimental Attempt to Reduce Field
Costs by Limiting Callbacks and Increasing
Cluster Size**

Morris Axelrod, Brandeis University

**Time Allocation of Survey Interviewers and
Other Field Occupations**

Seymour Sudman, National Opinion Research
Center

Discussant:

W. Edwards Deming, Consultant, Washington, D.C.;

2:00 p.m.
PICK-CONGRESS
Great Hall
ASA-ENAR-WNAR

10 **Discrete Distributions**
Section on Physical and Engineering Sciences,
ASA and Biometric Society, ENAR-WNAR

Chairman: G. P. Patil, Pennsylvania State
University

**Poisson Limits of Multivariate Configuration
Distributions**

H. T. David, Iowa State University

Carol E. Fuchs, Iowa State University

**A Test for "Intrinsic" Correlation in the
Theory of Accident Proneness**

K. Subrahmaniam, University of Western Ontario

Alternative Analyses of Contingency Tables

John J. Gart, The Johns Hopkins University



New and Recent

STATISTICS, An Introductory Analysis

Taro Yamane, Aoyama Gakuin University, Japan

MANAGEMENT: Organization and Practice

Franklin G. Moore, University of Michigan

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Franklin G. Moore, University of Michigan

THE ECONOMICS OF MONEY AND BANKING, 4th edition

Lester V. Chandler, Princeton University

AGGREGATE SUPPLY AND DEMAND ANALYSIS

Paul Davidson, University of Pennsylvania and
Eugene Smolensky, University of Chicago

THE MONEY MARKET AND MONETARY MANAGEMENT

G. Walter Woodworth, Dartmouth College

DUE DECEMBER 1.

Erich W. Zimmermann's

INTRODUCTION TO WORLD RESOURCES (Paper)

Henry L. Hunker, Ohio State University

HOW NATIONS NEGOTIATE

Fred Charles Ikle, Massachusetts Institute of Technology

MANAGEMENT USES OF RESEARCH AND DEVELOPMENT

Warren C. Lothrop,
Vice President for Corporate Affairs at Armour & Company

WORLD ECONOMIC PROBLEMS AND POLICIES

Herbert V. Prochnow, President, First National Bank of Chicago



Forthcoming

THE FINANCIAL MANAGER:

Basic Aspects of Financial Administration

Jerome B. Cohen, City College, New York and
Sidney M. Robbins, Colorado University

THE MANAGEMENT OF BUSINESS: An Introduction

Earl P. Strong, Pennsylvania State University

THE MARKETING PROCESS: An Introduction

Manley Howe Jones, Illinois Institute of Technology

MONEY, BANKING, AND CENTRAL BANKING

Richard Timberlake, University of Georgia

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MACROECONOMICS

Kenneth E. Boulding, University of Michigan

PUBLIC POLICY TOWARD LABOR (Paper)

Robert Evans, Jr., Massachusetts Institute of Technology

LABOR GRIEVANCES AND DECISIONS (Paper)

Morris Stone, Vice President, American Arbitration Association

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Vernon A. Mund, University of Washington

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SUNDAY

- 2:00 p.m.
PICK-CONGRESS
Avenue West Room
ASA-ENAR-WNAR
- 11 **Contributed Papers**
Biometrics Section, ASA and Biometric Society, ENAR-WNAR
Chairman: Elmer Remmenga, Colorado State University
Elimination of Variates in Linear Discriminant Problems
J. M. Weiner, University of Southern California
O. J. Dunn, University of California, Los Angeles
An Application of Sequential Sampling to Analytical Surveys
J. Sedransk, Iowa State University
Missing Values in Multivariate Data
Jan W. Kuyma, University of California, Los Angeles
The Distribution of Heritability Measures in Nested Progeny Trial
H. O. Hartley, Texas A. and M. University
- 2:00 p.m.
PICK-CONGRESS
Buckingham Room
BS-ENAR
- 12 **Regional Advisory Board Meeting (By Invitation)**
Biometric Society, ENAR
Chairman: Seymour Geisser, Chairman, Regional Advisory Board
- 3:00 p.m.
CONRAD HILTON
Dining Room 1
AEA
- 13 **Executive Committee Meeting**
Chairman: George J. Stigler
- 3:30 p.m.
CONRAD HILTON
Dining Room 4
CEA
- 14 **Executive Council Meeting**
Chairman: Reverend Thomas J. McDonagh, C.S.C.
- 4:00 p.m.
PICK-CONGRESS
Gold Room
ASA
- 15 **Technological Change and Economic Growth**
Business and Economic Statistics Section, ASA
Chairman: Edward F. Denison, Brookings Institution
The Growing Importance of the Service Sector
Victor R. Fuchs, National Bureau of Economic Research
Changes In Outputs and Inputs of the Federal Government Sector
Nestor E. Terleckyj, U. S. Bureau of the Budget
Discussants:
Daniel Creamer, National Industrial Conference Board
Robert Nathan, Robert Nathan Associates

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SUNDAY

4:00 p.m.
PICK-CONGRESS
Florentine Room
ASA 16

**Sampling Problems in Social Surveys – II:
Further Developments in Probability
Sampling Surveys**
Social Statistics Section

Chairman: Frederick F. Stephan, Princeton University

The Redesign of the Canadian Labour Force Survey

Ivan P. Fellegi, Dominion Bureau of Statistics
Gerald B. Gray, Dominion Bureau of Statistics
Richard Platek, Dominion Bureau of Statistics

Generalizations for Nonrandom Probability Sampling

Leslie Kish, University of Michigan

Discussants:

Morris H. Hansen, U. S. Bureau of the Census

4:00 p.m.
PICK-CONGRESS
Great Hall
ASA 17

Miscellaneous Topics
Section on Physical and Engineering Sciences, ASA

Chairman: S. S. Gupta, Purdue University

On the Use of Multivariate Hermite Polynomials to Approximate Multivariate Probabilities
Milton Sobel, University of Minnesota

Multivariate Logarithmic Series Distributions as a Probability Model in Population and Community Ecology and Some of its Statistical Properties

G. P. Patil, Pennsylvania State University
Sheela Bildikar, McGill University

An Analysis of Variance Test for Normality
S. S. Shapiro, General Electric Co.
M. B. Wilk, Bell Telephone Laboratories, Inc.

Internal Comparison Methods in the Analysis of Variance

R. Gnanadesikan, Bell Telephone Laboratories, Inc.
M. B. Wilk, Bell Telephone Laboratories, Inc.

SUNDAY

4:00 p.m.
PICK-CONGRESS
Lincoln Room 18
ASA-ENAR-WNAR

Training in Statistics in Schools of Medicine Section on Training, ASA and Biometric Society, ENAR-WNAR

Chairman: Hyman Menduke, Jefferson Medical
College

Statistical Hurdles in a Medical Career
Johannes Ipsen, University of Pennsylvania

Discussants:

S. M. Free, Jr., Smith Kline and French
Laboratories

Marvin Schneiderman, National Cancer Institute
Charles F. Schumacher, National Board of
Medical Examiners

Stanley S. Schor, American Medical Association
and Chicago Medical School

4:00 p.m.
PICK-CONGRESS
Avenue West Room 19
ASA-ENAR-WNAR

Time Series

Biometrics Section and Section on Physical
and Engineering Sciences, ASA, Biometric
Society, ENAR-WNAR

Chairman: R. L. Anderson, University of
North Carolina, Raleigh

*The Spectral Density and Some of its Uses in
Statistical Analysis*

L. J. Herbst, University of North Carolina,
Raleigh

Tests for Periodicity

E. J. Hannan, Australian National University
and The Johns Hopkins University

Multiple Regression with Stationary Errors

D. B. Duncan, The Johns Hopkins University
R. H. Jones, The Johns Hopkins University

5:00 p.m.
SHERATON- 20
CHICAGO
King Arthur Room
AMA

Early Bird Reception



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By ERWIN ESSER NEMMERS, Northwestern University.
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1965 Scheduled Publications

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By JOHN W. CRAWFORD, Michigan State University.

Labor and the Economy

By JOHN E. MAHER, Oakland University, Rochester, Michigan, Senior Economist, Joint Council on Economic Education. est. 520 pp.

Logistics of Distribution Systems

By FRANK H. MOSSMAN, Michigan State University, and NEWTON MORTON, Kent State University. est. 512 pp.

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By EDWIN B. FLIPPO, University of Arizona. est. 640 pp.

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SUNDAY & MONDAY

5:30 p.m.
PICK-CONGRESS
D. C. Riley's Room
ASA

*** Dinner Meeting - 1965 ASA Program
Committee**

21 *Chairman:* John W. Lehman, Chairman, 1965
Program Committee, American Statistical
Association

7:00 p.m.
PALMER HOUSE
Victorian Room
IRRA

Reception

7:30 p.m.
CONRAD HILTON
Beverly Room
CEA

**Ethical Aspects of Modern European
Economic Policies**

23 *Chairman:* Charles J. Kiernan, St. John's
University

**Ethical Aspects of Current Soviet Economic
Policies**

Francis M. Boddy, University of Minnesota

Discussants:

Franz H. Mueller, College of St. Thomas
Leon Smolinski, Boston College

8:00 p.m.
PICK-CONGRESS
Gold Room
ASA-BIO-IMS

Memorial Session for S. S. Wilks

24 American Statistical Association, Institute of
Mathematical Statistics and Biometric Society,
ENAR-WNAR

Chairman: Frederick Mosteller, Harvard
University

Speaker:

T. W. Anderson, Columbia University

9:00 p.m.
CONRAD HILTON
Waldorf Room
CEA

Reception

MONDAY

7:30 a.m.
PICK-CONGRESS
Plaza Room
ASA

***Breakfast Meeting - Chapter Presidents,
Secretaries and District Representatives,
American Statistical Association**

26 *Chairman:* Albert H. Bowker, President,
American Statistical Association
**(To be followed by a meeting of the ASA Committee
on Membership with Chapter Membership Chairmen)**

MONDAY

8:00 a.m.
SHERATON-
CHICAGO
Lake Superior Room
AMA

27

Doctoral Dissertation Research

Chairman: Clarence H. McGregor, Professor of Business Administration, University of North Carolina and Burlington Industries

Marketing Behavior and the Environment: An Ecological Study of the Adaptive Behavior of Marketing Agencies

James F. Kane, Executive Secretary, American Association of Collegiate Schools of Business

Some Aspects of Consumer Behavior of Working-Wife Families

Jacob M. Duker, Associate Professor of Business Administration, University of Connecticut

A Study of the Influence of Image Congruence on Consumer Choice

Al E. Birdwell, Director of Advertising and Sales Promotion, Experimental Marketing Program, Tenneco Oil Company

The Growth and Development of Cooperative Retail Chains and Their Marketing Significance

Richard W. Hansen, Assistant Professor of Commerce, University of Wisconsin

A Two-Group Discriminate Analysis to Predict Success for U.H.F. Television Stations in the Small Market

Robert E. J. Snyder, Assistant Professor of Marketing, State University of Iowa

Forecasting Advertising Expenditures in the Cigarette Industry

Allan V. Palmer, Associate Professor of Business Administration, Old Dominion College

Quantitative Methods of Measuring Merchandising Performance in Selected Department Stores

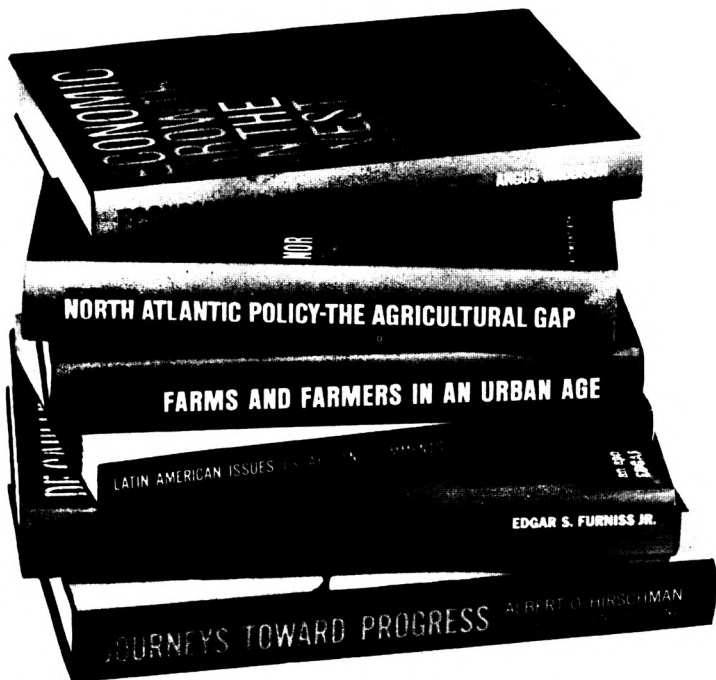
Douglas J. Dalrymple, Assistant Professor of Business Administration, University of California

An Analysis of the Elasticities of Demand for Gasoline in Alabama, 1946-62

Charles L. Broome, Assistant Professor of Management, Texas Christian University

A Normative Model of Creative Department Store Buyer Behavior

Roger Dickinson, Lecturer, University of California



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MONDAY

8:30 a.m.
CONRAD HILTON
Beverly Room 28
AEA

**Economic History: Its Contribution to
Economic Education, Research and Policy--
A Panel Discussion**

Chairman: William N. Parker, Yale University

A "New" Economic History for the United States?

Douglass C. North, University of Washington

Robert W. Fogel, University of Chicago

Has the Early History of Developed Countries
Any Current Relevance?

Barry Supple, University of Sussex and
Harvard University

Richard A. Easterlin, University of Pennsylvania
Has Economic History a Role in an Economist's
Education

Henry Rosovsky, University of California

Rondo E. Cameron, University of Wisconsin

Discussants:

Moses Abramovitz, Stanford University

Evsey Domar, Massachusetts Institute of
Technology

R. A. Gordon, University of California,
Berkeley

Alexander Gerschenkron, Harvard University

8:30 a.m.
CONRAD HILTON
Waldorf Room 29
AEA

Non-Market Decision Making

Chairman: James Buchanan, University of
Virginia

Bureaucracy Considered as a Self-Interest
System

Anthony Downs, The Rand Corporation

Bargaining and Conflict Situations in the
Light of a New Approach to Game Theory

John Harsanyi, University of California, Berkeley

Barriers to Entry in Politics

Gordon Tullock, University of Virginia

Discussants:

James March, University of California, Irvine

Robert L. Bishop, Massachusetts Institute of
Technology

Jesse Markham, Princeton University

MONDAY

8:30 a.m.

PICK-CONGRESS
Florentine Room 30
ASA

Models of Population Dynamics

Social Statistics Section and Biometrics
Section, ASA

Chairman: Paul Demeny, Princeton University

Population Models and the Computation of Their Parameters

Nathan Keyfitz, University of Chicago

Fertility Models with Social Parameters

James M. Beshers, Massachusetts Institute
of Technology

An Analysis of Variation in Family Patterns: Actual Convergence and Ideal Types

Marion J. Levy, Jr., Princeton University

8:30 a.m.

PICK-CONGRESS
Gold Room 31
ASA

Estimating Aggregate Output and Related Measures

Business and Economic Statistics Section, ASA

Chairman: Addison T. Cutler, Federal Reserve
Bank of Cleveland

The Output of Financial Institutions

John A. Gorman, U. S. Office of Business
Economics

Alternative Measures of Economic Activity

Clayton Gehman, Board of Governors of the
Federal Reserve System

Discussants:

Milton Moss, U. S. Office of Statistical
Standards

George L. Perry, University of Minnesota

Outstanding books

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8:30 a.m.
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Lincoln Room 32
ASA

**On The Job Training in Statistics in the
Chemical Industry**
Section on Training and Section on Physical
and Engineering Sciences, ASA

Chairman: Maynard S. Renner, Dewey and
Almy Chemical Company

**A Review of the Educational Activities of the
Chemical Division of the American Society
for Quality Control**
Horace Andrews, Swift & Company

**In-Plant Training from the Consultant's Point
of View**
J. Stuart Hunter, Princeton University

**Educational Activities of the American
Society for Quality Control**
Gayle McElrath, University of Minnesota

In-Plant Training at Western Electric
Richard Zwickl, Western Electric Company

8:30 a.m.
**SHERATON-
BLACKSTONE**
Mayfair Room 33
SA-ENAR-IMS-WNAR

Memorial Session for S. N. Roy
American Statistical Association, Institute of
Mathematical Statistics and Biometric Society,
ENAR-WNAR

Chairman: Harold Hotelling, University of
North Carolina

Life and Early Work of Professor S. N. Roy
R. C. Bose, University of North Carolina

**S. N. Roy's Interest in and Contributions to the
Analyses and Design of Certain Quantitative
Multiresponse Experiments**
R. Gnanadesikan, Bell Telephone
Laboratories, Inc.

8:30 a.m.
PICK-CONGRESS
Avenue West Room 34
ASA-ENAR-WNAR

Meeting of Experiment Station Statisticians
Biometric Section, ASA and Biometric
Society, ENAR-WNAR

Chairman: Horace W. Norton, University of
Illinois

**What Station Statisticians Should Know About
Statistical Genetics**
John O. Rawlings, University of North Carolina,
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35 **Experimental Design and Related Topics**
Section on Physical and Engineering
Sciences, Social Statistics
Section and Biometrics Section, ASA and
Biometric Society, ENAR-WNAR

Chairman: Richard G. Cornell, Florida State
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**The Two Period Change-Over Design and Its
Use in Clinical Trials**
James E. Grizzle, University of North Carolina

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Frank W. Carlborg, University of Chicago

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B. J. McDonald, Florida State University

Proportional Frequency Squares
Sidney Addelman, Research Triangle Institute

8:30 a.m.
CONRAD HILTON
Dining Room 2
CEA

36 **Ethical Aspects of Modern European
Economic Policies**
Chairman: Thomas J. McDermott, Duquesne
University

**Ethical Aspects of Current West German
Economic Policies**
Rev. Edmund A. Kurth, Loras College

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Edgar Feige, University of Wisconsin

Samuel B. Chase, Jr., Brookings Institution

8:30 a.m.
CONRAD HILTON
Dining Room 3 38
ES

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Chairman: Ronald G. Bodkin, Yale University

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Murray Brown, Department of Commerce

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Richard Attiyeh, Yale University

MONDAY

8:30 a.m.
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ES

39 **Theory of Economic Models**
Chairman: G. S. Maddala, Stanford University

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James Quirk, Purdue University
Richard Ruppert, University of California,
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Discussants:

Kelvin J. Lancaster, Johns Hopkins University
Robert H. Strotz, Northwestern University
Daniel McFadden, University of California,
Berkeley

8:45 a.m.
SHERATON-
CHICAGO
Tropical Room
AMA

40 **Marketing Curriculum Design at the Graduate Level: Masters Program**

Chairman: Louis D. Volpp, Associate
Professor of Industrial Administration,
University of Illinois

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John U. Farley, Assistant Professor of
Industrial Administration, Carnegie Institute
of Technology

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Kenneth R. Davis, Professor of Business
Administration, Amos Tuck, School of Business
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8:45 a.m.
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CHICAGO**
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- The International Money Market: Structure, Scope and Instruments**
Fred H. Klopstock, Manager, Research Department, Federal Reserve Bank of New York
- The European Capital Market**
Oscar Altman, Deputy Director, Research and Statistics Department, International Monetary Fund
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John H. Auten, Deputy Director, Office of Financial Analysts, Office of the Secretary of the Treasury
Norris O. Johnson, Senior Vice President, First National City Bank
L. A. Whittome, Director, European Department, International Monetary Fund
- 9:30 a.m.
PALMER HOUSE
Dining Room 17 43
IRRA
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Chairman: Richard Lester, Princeton University
- Social Security in Evolution Towards What?**
Eveline M. Burns, Columbia University
- Social Services in Relation to Income Security and Some Introductory Notes**
Alfred Kahn, Columbia University
- Discussants:*
Oscar Ornati, New School of Social Research
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Margaret Gordon, University of California

MONDAY

9:30 a.m.
PALMER HOUSE
State Ballroom
IRRA

44

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Chairman: J. Wade Miller, B. F. Goodrich Company

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George Dickover, Industrial Relations Counselors

Discussants:
Everett M. Kassalow, University of Wisconsin
Winston Oberg, Michigan State University

MONDAY

10:30 a.m.
CONRAD HILTON
Dining Room 1
AEA

45

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MONDAY

10:30 a.m.
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Astoria Room
AFEA - ES

48 **Measuring Supply and Demand in Underdeveloped Agriculture**
Chairman: Lady Ursula Hicks, Nuffield College, Oxford

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Merril J. Bateman, Air Force Academy

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Discussants:
William O. Jones, Stanford University
George G. Judge, University of Illinois

10:30 a.m.
SHERATON-
CHICAGO
Boulevard Room
AMA

49 **Evaluating Advertising Effectiveness**
Chairman: Kristian S. Palda, Associate Professor, State University of New York at Buffalo

Some Comments on the Role of Advertising in the American Economy
David M. Blank, Director of Economic Analysis, Columbia Broadcasting System

What Marketing Science Now Offers the Advertiser
Julian L. Simon, Assistant Professor, University of Illinois

How Agencies Evaluate Advertising
Eugene C. Pomerance, Vice President, Director of Research, Foote, Cone & Belding

The Hypothesis of a Hierarchy of Effects: A Preliminary Evaluation
Kristian S. Palda, Associate Professor, State University of New York at Buffalo

MONDAY

10:30 a.m.
SHERATON-
CHICAGO
Tropical Room
AMA

50 **Innovative Techniques in the Teaching of Marketing**

Chairman: John J. Wheatley, Associate Professor of Marketing, University of Washington

Programmed Learning--A Consumer Oriented Teaching Technique

Robert S. Raymond, Associate Professor, Ohio University

A Case for a Marketing Game in the Curriculum

Doyle L. Weiss, University of Pittsburgh

A Critique on the Case Method in Marketing

John J. Wheatley, Associate Professor of Marketing, University of Washington

10:30 a.m.

SHERATON-
CHICAGO
Lake Superior Room
AMA

51 **A Survey of Marketing Education**

Chairman: David J. Luck, Professor of Marketing, Southern Illinois University

Panel Discussion:

Fred W. Kniffin, Professor of Marketing, The Pennsylvania State University

Harry A. Lipson, Professor of Marketing, Head Department of Marketing, University of Alabama

E. Jerome McCarthy, Associate Professor of Marketing, University of Notre Dame

Taylor W. Meloan, Professor of Marketing and Chairman, Department of Marketing and Transportation, University of Southern California

NATIONAL
BUREAU OF
ECONOMIC
RESEARCH



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*New publications available through
Columbia University Press:*

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*Victor R. Fuchs, **Productivity Trends in the Goods and Service Sectors, 1929-61: A Preliminary Survey.** Occasional Paper 89. \$1.75.*

MONDAY

10:30 a.m.
**SHERATON-
BLACKSTONE**
Mayfair Room
ASA

- 52 **Model Testing**
Section on Physical and Engineering Sciences,
ASA
Chairman: Norman C. Severo, State University
of New York, Buffalo
- Predictive Tests**
Harry V. Roberts, University of Chicago
- Multi-parameter Models and Bayes Theorem**
G. E. P. Box, University of Wisconsin
George C. Tiao, University of Wisconsin

10:30 a.m.
**SHERATON-
BLACKSTONE**
Hubbard Room
ASA

- Discussant:**
Norman L. Johnson, University of North
Carolina
- 53 **Local Statistical Data, Needs and Adequacy**
Business and Economic Statistics Section, ASA
Chairman: Robert E. Graham, Office of
Business Economics
- From the Viewpoint of a Regional Federal
Reserve Bank**
Maurice Mann, Federal Reserve Bank of
Cleveland
- From the Viewpoint of Academic Research**
Werner Hochwald, Washington University,
St. Louis
- From the Viewpoint of a Development Agency**
Melvin Roebuck, Greater Cleveland Growth Board

10:30 a.m.
PICK-CONGRESS
Lincoln Room
ASA

- From the Viewpoint of Retail Trade**
A. Arthur Charous, Sears, Roebuck & Company
- From the Viewpoint of State Government**
Ormond C. Corry, University of Tennessee
- 54 **Pre-College Training in Statistics and
Probability**
Section on Training, ASA
Chairman: John H. Smith, American University
- Probability and Statistics at the Secondary
Level**
Mary E. Stine, Mathematics Supervisor,
Fairfax County, Virginia
- Statistics at the Secondary Level**
Richard Clelland, University of Pennsylvania

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Rutgers University

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by W. Asquith Howe, Temple University

FUNDAMENTALS OF MANAGERIAL MARKETING

by Dwight L. Gentry, University of Maryland,
and Donald L. Shawver, University of
Missouri

MARKETING MANAGEMENT: A QUANTITATIVE APPROACH

by Frank J. Charvat and W. Tate Whitman,
Emory University

MODERN INTERNATIONAL ECONOMICS

by Max J. Wasserman, Charles W. Hultman,
University of Kentucky

INTERNATIONAL FINANCE

by Max J. Wasserman, Charles W. Hultman,
University of Kentucky, and Laszlo Zsol-
dos, University of Delaware

THE STOCK MARKETS

by Gilbert W. Cooke, Bowling Green State
University

PRINCIPLES OF REAL ESTATE LAW

by Edna L. Hebard, New York University,
and Gerald S. Meisel, Member New
York Bar

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by Robert A. Gilbert, Intercontinental Re-
search and Analysis Company

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by Douglas H. Bellemore, New York Uni-
versity

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by Maurice Trotta, New York University

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University; Charles Prather, University
of Texas; Douglas H. Bellemore, New
York University; and Frederick Case,
University of California at Los Angeles

FINANCING GOODS

by Albert G. Sweetser, Duquesne University

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versity

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York University

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and Russell F. Moore

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MONDAY

10:30 a.m.
PICK-CONGRESS
Florentine Room
ASA

55 **Statistical Studies of the Demand for Medical Care**
Social Statistics Section, ASA
Chairman: Monroe Lerner, Blue Cross Association

The Demand for General Hospital Facilities
Gerald Rosenthal, Harvard University

The Demand for Medical Care
Paul Feldstein, University of Michigan
W. John Carr, University of Michigan

Discussants:

Jeremiah J. German, Blue Cross Association
Herbert E. Klarman, The Johns Hopkins University
Jerome Rothenberg, Northwestern University

10:30 a.m.
PICK-CONGRESS
Avenue West Room
ASA-ENAR-IMS-WNAR

56 **Order Statistics**
Biometrics Section and Section on Physical and Engineering Sciences, ASA, Biometric Society, ENAR-WNAR and Institute of Mathematical Statistics
Chairman: H. C. Fryer, Kansas State University

The Wilcoxon, Ties and the Computer
Jerome Klotz, Harvard University

A K-Sample Model in Order Statistics
W. J. Conover, Kansas State University

A Modified Two-Sample Sequential Rank Test with Some Monte Carlo Results
Ralph A. Bradley, Florida State University

Discussants:

Herbert A. David, University of North Carolina
W. A. Thompson, Jr., Florida State University
Leslie F. Marcus, Kansas State University

MONDAY

10:30 a.m.
CONRAD HILTON
Beverly Room
CEA

- 57 **Ethical Aspects of Modern European Economic Policies**
Chairman: James M. Cahill, Manhattan College
Ethical Aspects of Current French Economic Policies
Robert W. Faulhaber, De Paul University
Discussants:
Sister Mary Yolande, O.S.F., College of Saint Teresa
Benjamin A. Michalik, St. Peters College

10:30 a.m.
CONRAD HILTON
Dining Room 19
ES

- 58 **Medical Care and Social Insurance**
Chairman: Melvin W. Reder, Stanford University
An Econometric Analysis of Social Insurance
Wayne Vroman, University of Michigan
A Statistical Study of Differences in Hospital Costs: Cost Functions for 72 Massachusetts Community Hospitals
Mary Lee Ingbar, Harvard University
Factors Affecting the Utilization of Physicians' Services
Charles H. Berry, Brookings Institution
Discussants:
Neil Wallace, University of Minnesota
Barbara Berman, Brookings Institution
John G. Turnbull, University of Minnesota

10:30 a.m.
CONRAD HILTON
Dining Room 13
ES

- 59 **Integer and Nonlinear Programming**
Chairman: William J. Baumol, Princeton University
A Linear Integer Programming Code
John Haldi, Stanford University and Joel Dean Associates
A Parametric Simplicial Formulation of Houthakker's Capacity Method
Andrew Whinston, University of Virginia
C. Van De Paane, University of Birmingham
Homogeneous Programming: Duality Theorem and Dual Price System
Paul Van Moeseke, Iowa State University
Discussants:
Ahmed Kooros, Rutgers--The State University
John Cross, Institute for Defense Analyses
Edward Zabel, University of Rochester and Yale University

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GERALD M. MEIER, *Professor of International Economics, Stanford University*

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MONDAY

12:00 Noon
CONRAD HILTON
Grand Ballroom Foyer 60

Stonier Luncheon
American Bankers Association

12:00 Noon
CONRAD HILTON
Dining Room 2 61
CEA

Presidential Luncheon
Chairman: Rev. Richard E. Mulcahy, S. J.,
University of San Francisco

Spain's Economic System: An Ethical
Evaluation
James A. Hart, De Paul University

12:00 Noon
PALMER HOUSE
Dining Room 15 62
IRRA

***Luncheon Meetings - Directors of
University Labor and Industrial Relations
Centers**

Informal discussion of Industrial Relations
Curricula

Chairman: Dale Yoder, Stanford University

12:00 Noon
PALMER HOUSE
Dining Room 2 63
IRRA

***IRRA Local Chapter President's Luncheon**

Chairman: David B. Johnson, University of
Wisconsin

12:15 p.m.
**SHERATON-
CHICAGO**
Grand Ballroom 64
AMA

Vice President's Luncheon

Chairman: E. Raymond Corey, Chairman,
Marketing Department, Harvard Business
School and Vice President, Marketing
Education Division, American Marketing
Association

The Case for an Integrated Marketing Effort
Speaker: G. J. (Jim) Williams, Director of
Marketing, Dow Chemical Company

MONDAY

12:30 p.m.
PICK-CONGRESS
Great Hall
AEA - AFA - ASA

65 ***The Economic Outlook for 1965 Luncheon**
Chairman: Martin R. Gainsbrugh, National Industrial Conference Board
Speaker:
Henry C. Wallich, Yale University

12:30 p.m.
PICK-CONGRESS
Avenue West Room
ASA

66 **Meeting**
Biometrics Section, ASA (All Section Members Urged to Attend)
Chairman: Margaret P. Martin, Chairman, Biometrics Section, American Statistical Association

2:00 p.m.
CONRAD HILTON
Beverly Room

67 **New Developments in Employment Service Manpower Programs and Research U. S. Employment Service**
Chairman: Louis Levine, U. S. Employment Service

2:00 p.m.
CONRAD HILTON
Dining Room 1
AEA

68 **Defense Economics: Applying Economic Criteria**
Chairman: David Novick, The Rand Corporation
Using Costs to Select Forces
Stephen Enke, Institute for Defense Analyses
Estimating Military Costs
Robert N. Grosse, Research Analysis Corporation
Discussants:
James R. Schlesinger, The Rand Corporation
William H. Meckling, Center for Naval Analyses
Rolf Piekarz, Institute for Defense Analyses

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MONDAY

2:00 p.m.
CONRAD HILTON
Astoria Room
AEA

69

The Contribution of the History of Economic Thought to the Understanding of Economic Theory, Economic History, and the History of Economic Policy

Chairman: Alfred F. Chalk, Texas A. and M. University

The Relation of the History of Economic Thought to the Study of Modern Economic Theory

Donald F. Gordon, University of Washington

The Relation of the History of Economic Thought to the History of Economic Policy

William D. Grampp, University of Illinois at Chicago

The Relation of the History of Economic Thought to Economic History

Frank W. Fetter, Northwestern University

Discussants:

William R. Allen, University of California, Los Angeles

Warren J. Samuels, University of Miami

Warren Scoville, University of California, Los Angeles

2:00 p.m.
CONRAD HILTON
Dining Room 13
AEA

70

The Changing Competitive Structure For Agricultural Products

Chairman: Leonard J. Haverkamp, Wilson & Co., Inc.

The Economic Implications of Market Orientation

Roland Welborn, Manager, Commercial Research Department, Swift & Co.

Competition In the Affluent Society

William W. Tongue, Economist, Jewel Tea Co.

Discussants:

Norton E. Smith, Manager of Feed Planning, Quaker Oats Co.

Max E. Brunk, Professor of Marketing, Cornell University

MONDAY

2:00 p.m.
SHERATON-
CHICAGO
Boulevard Room
AMA

71 Ongoing Research in Audience Reaction to Persuasion

Chairman: James F. Engel, Associate Professor of Business Organization, The Ohio State University

The Salesman's Role in Household Decision Making

Lauren Edgar Crane, Associate Professor of Marketing Management, University of Notre Dame

The Influence of Brand Preference on Perception of Brand Names

Louis W. Stern, Assistant Professor of Business Organization, The Ohio State University

James F. Engel, Associate Professor of Business Organization, The Ohio State University

Impulse Purchasing as a Special Case of Customer Decision Making

Ronald Willett, Associate Professor of Marketing, Indiana University

Perceived Risk as a Factor in Product-Oriented Word-of-Mouth Behavior

Scott Cunningham, Research Associate, Harvard University

Choice Behavior

William D. Wells, Associate Professor of Psychology, Rutgers: The State University

Analogue Experiments with a Model of Consumer Attitude Change

James M. Carman, Assistant Professor of Business Administration, The University of California, Berkeley

Francesco M. Nicosia, Assistant Professor, School of Business Administration and Research Associate, Survey Research Center, The University of California, Berkeley

MONDAY

2:00 p.m.
SHERATON-
CHICAGO
Tropical Room 72
AMA

Integrating Quantitative Analysis into the Marketing Curriculum (Quantitative Methods)

Chairman: Edgar A. Pessemier, Professor of Industrial Administration, Purdue University

Quantitative Analysis of Marketing Simulation Exercises

Ralph L. Day, Professor of Marketing, Pennsylvania State University

Quantitative Analysis in Masters Programs
Alfred Kuehn, Professor, Carnegie Institute of Technology

Quantitative Analysis in Marketing Research Courses

Philip Kotler, Associate Professor of Marketing, Northwestern University

Quantitative Analysis in Undergraduate Marketing Courses

Donald L. Shawver, Professor of Business Management, University of Missouri

Statistical Developments in Education Research Social Statistics Section, ASA

2:00 p.m.
PICK-CONGRESS
Florentine Room 73
ASA

Chairman: Herbert Solomon, Stanford University

Development of a Data System for Longitudinal Research

E. F. Lindquist, State University of Iowa

Statistics and Educational Research

Henry F. Kaiser, University of Wisconsin

The Office of Education Cooperative Research Program and the Statistician

Howard Hjelm, U. S. Office of Education

Discussants:

Alexander M. Mood, U. S. Office of Education

Donald T. Campbell, Northwestern University

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MONDAY

2:00 p.m.
PICK-CONGRESS
Gold Room
ASA

Order Statistics and Ranking
Section on Physical and Engineering
Sciences, ASA
74
Chairman: S. G. Mohanty, McMaster University

**A Monte Carlo Study of the Performance
Characteristics of Two Competing Sequential
Ranking Procedures**
Robert E. Bechhofer, Cornell University

**On Linear Functions of Ordered Correlated
Random Variables with Applications**
S. S. Gupta, Purdue University
K. C. S. Pillai, Purdue University

On Distribution of Quasi Ranges
S. K. Barnerjee, University of Wisconsin

2:00 p.m.
**SHERATON-
BLACKSTONE**
Mayfair Room
ASA-ENAR-IMS-WNAR

Bayesian Methods in Research
Biometrics Section, ASA, Biometric Society,
ENAR-WNAR, and Institute of Mathematical
Statistics
75
Chairman: Marvin Schneiderman, National
Cancer Institute

Bayesian Indifference Procedures
Melvin R. Novick, University of North Carolina
W. J. Hall, University of North Carolina

**The Assumptions Underlying a Cost Function
Approach to Determine the Size of a Clinical
Trial**

Theodore W. Colton, Harvard University

MONDAY

2:00 p.m.
PICK-CONGRESS
Lincoln Room
ASA-ENAR-WNAR

76 **Consulting Training in Statistics for Graduate Students: A Round-Table**
Chairman: Virgil Anderson, Purdue University

Participants:

Jacob E. Bearman, University of Minnesota
Walter T. Federer, Cornell University
James E. Grizzle, University of North Carolina
Robert J. Monroe, University of North Carolina,
Raleigh
Bernard Ostle, Rocketdyne Corporation

2:00 p.m.
**SHERATON-
BLACKSTONE**
Hubbard Room
ASA-ENAR-WNAR

77 **Contributed Papers – II**
Biometrics Section, ASA and Biometric Society,
ENAR-WNAR

Chairman: E. L. LeClerg, U. S. Department of
Agriculture

**A Statistical Study of Diagnostic Consistency
and Change Using Psychiatric Case Register
Data**

Genell L. Knatterud, Hawaii Department of
Health

Elmer A. Gardner, University of Rochester

Haroutun M. Babigian, University of Rochester

**Single-Case Design: Rationale and Some
Applications to Drug Evaluation**

J. B. Chassan, Hoffman-LaRoche Inc.

**The Appropriate Scale of Measurement in Blood
Pressure: An Empirical Determination**

Seymour Kantor, State University of New York,
Buffalo

Monitoring a Viral Challenge in the Laboratory

Robert F. White, Smith Kline and French
Laboratories

MONDAY

2:00 p.m.
CONRAD HILTON
Bel Air Room
ES

Cycles, Growth and Public Policy
Chairman: Evsey D. Domar, Massachusetts
Institute of Technology 78

**Money, Multiplier Accelerator Interaction, and
the Business Cycle**
Michael C. Lovell, Carnegie Institute of
Technology
Edward Prescott, Carnegie Institute of Technology

Measuring Potential Gross National Product
W. H. L. Anderson, University of Michigan
J. M. Babcock, University of Michigan

**Notes on a Macroeconomic Model for Monetary
and Fiscal Policy**
Carl F. Christ, The Johns Hopkins University

Discussants:
Karl Brunner, University of California, Los
Angeles
Martin Bailey, Institute for Defense Analyses
O. H. Brownlee, University of Minnesota

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MONDAY

2:00 p.m.

CONRAD HILTON

Dining Room 4

ES

79

Production Functions II: Estimation

Chairman: Murray Brown, Department of Commerce

Estimation of Production Functions with Constant Elasticity of Substitution

John Kmenta, University of Wisconsin

Notes on the Estimation of the Elasticity of Substitution

Daniel McFadden, University of California, Berkeley

An Estimation of Technological Change by Means of a Production Function

Eytan Sheshinski, Massachusetts Institute of Technology

Discussants:

Earl A. Thompson, Stanford University

Lester B. Lave, Carnegie Institute of Technology

Ryuzo Sato, University of Hawaii

2:00 p.m.

CONRAD HILTON

Dining Room 3

ES

80

Inventories

Chairman: Lloyd Metzler, University of Chicago

Estimation of Linear Decision Rules for Inventories of Finished Goods and Unfilled Orders

Gerald L. Childs, Dartmouth College

Financial Determinants of Manufacturing Inventory Behavior, A Quarterly Study Based on U. S. Estimates: 1947-1961

Paul W. Kuznets, Indiana University

Optimal Decision Rules for Multi-Warehouse Inventory Systems

Irving N. Fisher, Northwestern University

Discussants:

John Muth, Carnegie Institute of Technology

Gilbert R. Whitaker, Jr., Northwestern University

Peter Winters, Stanford University

MONDAY

2:30 p.m.
PICK-CONGRESS
Avenue West Room 81
AFA

The Outlook for the Credit and Capital Markets

Chairman: Kenneth M. Wright, Vice President,
Irving Trust Company

Round Table Discussion:

Bank Credit

Tilford C. Gaines, Vice President, First
National Bank of Chicago

Government Securities

Frank Morris, Vice President, Loomis, Sayles
& Company, Inc.

Corporate & Municipal Bonds

Thomas R. Atkinson, Economist, Scudder,
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James Gillies, Assistant Dean, University of
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MONDAY

2:30 p.m.
PALMER HOUSE
Dining Room 17 82
IRRA

**Industrial Relations in 1975--Trade Unions:
Is a Strong Central Trade Union Federation
the Solution?**

Chairman: Jack Barbash, University of Wisconsin

**The Sources for Future Growth and Decline in
American Trade Unions**

Joel Seidman, University of Chicago

Discussants:

Lloyd Ulman, University of California

Julius Rezler, Loyola University

Melvin Rothbaum, University of Illinois

Mitchell Sviridoff, Community Progress Inc.

Jack Conway, AFL-CIO

2:30 p.m.
PALMER HOUSE
State Ballroom 83
IRRA

Evaluation of National Manpower Policies

Chairman: Neil Chamberlain, Yale University

Three Fallacies Concerning Poverty

Arthur M. Ross, University of California

Training Programs at Home and Abroad

Margaret Gordon, University of California

**Area Redevelopment Programs at Home and
Abroad**

William Miernyk, University of Colorado

Discussants:

J. S. Zeisel, U. S. Department of Labor

Sar A. Levitan, Upjohn Institute for

Employment Research

Murray Edelman, University of Illinois

4:00 p.m.
CONRAD HILTON
Dining Room 19 84
AEA

Business and Its Environment

Chairman: Joseph W. McGuire, Dean, The
University of Kansas, School of Business,
Lawrence, Kansas

Panel Discussion

MONDAY

4:00 p.m.

**SHERATON-
CHICAGO**
Boulevard Room 85
AMA

Historical Analysis in Marketing

Chairman: Alton F. Doody, Associate Professor of Marketing, The Ohio State University

Historical Emphasis: Its Contribution to Marketing Education

Alton F. Doody, Associate Professor of Marketing, The Ohio State University

Editorial Postscript--Marketing in America: Settlement to Civil War

Stanley J. Shapiro, Assistant Professor of Marketing, University of Pennsylvania

Approaches to the Use of Historical Materials in Marketing Education

Fred D. Sturdivant, Assistant Professor of Marketing, University of Southern California

Discussants:

John E. Jeuck, Robert Law Professor of Business Administration, University of Chicago

Integrating International Business and the Marketing Curriculum

4:00 p.m.
**SHERATON-
CHICAGO**
Tropical Room 86
AMA

Chairman: Donald F. Mulvihill, Chairman, Department of Marketing, Kent State University

The Place of Marketing in International Business Curricula

Laurence P. Dowd, Director, Center for World Business, San Francisco State College

International Business Institutes and Short Courses

Robert E. Weigand, Chairman, Department of Marketing, DePaul University

Internationalization of Business Courses: Basic Assumptions

Harry F. Evarts, Associate Dean, Ohio University

The International Marketing Course in Marketing or Business Curricula

Yusaku Furuhashi, Assistant Professor, University of Notre Dame

MONDAY

- 4:00 p.m.
PICK-CONGRESS
Great Hall 87
ASA-ENAR-IMS-WNAR
- General Session - I**
American Statistical Association, Institute of
Mathematical Statistics and Biometric Society,
ENAR-WNAR
Chairman: John W. Lehman, U. S. Department
of Labor
- Statistics and Romance in the Stock Market
Irwin Friend, University of Pennsylvania
- Simulation of the U. S. Economy
Guy H. Orcutt, University of Wisconsin
- 4:00 p.m.
PICK-CONGRESS
Buckingham Room 88
BS-ENAR
- Regional Committee Meeting**
Biometric Society, ENAR
Chairman: T. A. Bancroft, Regional President,
ENAR
- 4:00 p.m.
CONRAD HILTON
International
Ballroom North 89
ES
- Presidential Address, Robert M. Solow,**
Massachusetts Institute of Technology
Chairman: Franklin M. Fisher, Massachusetts
Institute of Technology
- 4:30 p.m.
CONRAD HILTON
Dining Room 2 90
CEA
- Business Meeting (Open to entire membership)**
- 4:45 p.m.
PALMER HOUSE
State Ballroom 91
IRRA
- General Membership Meeting**
Chairman: Solomon Barkin, OECD
- 5:00 p.m.
CONRAD HILTON
Secretary's Suite 92
AEA
- Northwestern University Cocktail Party**

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- 5:30 p.m. **National Presidents' Reception**
SHERATON-CHICAGO 94
King Arthur Room
AMA
- 6:00 p.m. ***Executive Board Dinner**
PALMER HOUSE 95
Dining Rooms 15 & 16
IRRA
Chairman: Solomon Barkin, OECD
- 6:00 p.m. ***Princeton University Dinner**
George Diamond 96
Steak House
Chairman: Frank Fetter, Northwestern University
- 7:00 p.m. ***First ENAR Annual Banquet (All Society Members Invited)**
HERATON-BLACKSTONE 97
Sheraton Room
ENAR
Visits with the Regions of the Biometric Society
Speaker: Chester I. Bliss, Connecticut Agricultural Experiment Station
- 8:00 p.m. **Columbia University Reception**
CONRAD HILTON 98
Dining Room 1
- 8:00 p.m. **Richard T. Ely Lecture**
CONRAD HILTON 99
International Ballroom North
AEA
Chairman: Robert D. Calkins, Brookings Institution
Invited Lecture:
A Review of Economic Development
W. Arthur Lewis, Princeton University

MONDAY & TUESDAY

8:00 p.m.
PICK-CONGRESS
Great Hall
ASA 100

Special Address Invited by the President
Chairman: Albert H. Bowker, President,
American Statistical Association and
Chancellor, The City University of New York

Survey of Mathematical Learning Theory
Speaker: Patrick C. Suppes, Stanford University

9:00 p.m.
PALMER HOUSE
Victoria Room
IRRA 101

IRRA Social Hour

TUESDAY

7:30 a.m.
CONRAD HILTON
Bel Air Room 102

Ohio State University Breakfast
Chairman: Robert Miner

7:30 a.m.
PICK-CONGRESS
Plaza Room
ASA 103

*** Breakfast Meeting**
Social Statistics Section, ASA (All Section
Members Urged to Attend)

Chairman: Leslie Kish, Chairman, Social
Statistics Section, American Statistical
Association

8:00 a.m.
CONRAD HILTON
Dining Room 5
ASSA 104

***Breakfast - Allied Social Science Secretaries**
Chairman: Harold Williamson

8:00 a.m.
PALMER HOUSE
Victorian Room
IRRA 105

***Breakfast**
The W. O. Upjohn Institute for Employment
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Chairman: Harold C. Taylor

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TUESDAY

- 8:00 a.m. **Indiana University Breakfast**
CONRAD HILTON Chairman: E. J. Kuntz
Lower Tower 106
- 8:00 a.m. **Past Fellows Breakfast**
CONRAD HILTON Case Institute of Technology
Astoria Room 107 Chairman: Gerhard Rossegger
- 8:00 a.m. **New York University Alumni Breakfast**
CONRAD HILTON Chairman: Thomas Anderson
Dining Room 19 108
- 8:00 a.m. **University of Colorado Alumni Breakfast**
CONRAD HILTON Chairman: Carl McGuire
Dining Room 13 109
- 8:00 a.m. **Social Science Institute Breakfast**
CONRAD HILTON Chairman: Donald E. Yett, Washington
Dining Room 14 110 University, St. Louis, Mo.

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TUESDAY

8:30 a.m.

CONRAD HILTON
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The Evolving International Monetary Mechanism

111 *Chairman:* Dr. Karl Bopp, President, Federal Reserve Bank of Philadelphia

The Report of the Group of Ten

J. Dewey Daane, Member, Board of Governors, Federal Reserve System

The Report of the International Monetary Fund

Jacques J. Polak, Director, Research and Statistics Department, The International Monetary Fund

The Report of the Non-government Economists Study Group

Fritz Machlup, Princeton University

Discussants:

Milton Friedman, University of Chicago

E. M. Bernstein, Edward M. Bernstein Ltd.

Milton Gilbert, Bank for International Settlements

8:30 a.m.

CONRAD HILTON
Beverly Room
AEA - AFEA

Agricultural Structure and Productivity

112 *Chairman:* George Brinegar, University of Illinois

The Structure and Productivity of Brazilian Agriculture

William H. Nicholls, Vanderbilt University

Rui Miller Paiva, Vargas Foundation

Agriculture and Economic Development

Bruce Johnston, Stanford University

George R. Tolley, North Carolina State College

Discussants:

D. Woods Thomas, Purdue University

Clifton R. Wharton, Jr., Agricultural Development Council

TUESDAY

8:30 a.m.
**SHERATON-
BLACKSTONE**
Mayfair Room 113
ASA

A New Look at Seasonal Adjustment Business and Economic Statistics Section, ASA

Chairman: Julius Shiskin, U. S. Bureau of the Census

A Non-Linear Analysis of Seasonal Variation
Michael Godfrey, Princeton University

A Spectral Study of "Overadjustment" for Seasonality

N. F. Nettheim, Stanford University

New Statistical Techniques for Seasonal Adjustment: Historical Estimation or Short-Term Forecasting

Jon S. Cunyngnam, Columbia University and NBER

Discussants:

Marc Nerlove, University of Chicago

Abe Rothman, U. S. Department of Labor

8:30 a.m.
PICK-CONGRESS
Gold Room 114
ASA

Contributed Papers - II: The Consumer Price Index

Business and Economic Statistics Section, ASA

Chairman: William W. Tongue, Jewel Tea Company

Measurement of Sampling Error in the Consumer Price Index; First Results

Marvin Wilkerson, U. S. Department of Labor

Problems of Quality Changes in the Consumer Price Index

C. Ashley Wright, Standard Oil Company, New York

Chain Index vs. a Fixed-Base Index for Measure Changes in the Cost of Living
John C. Sawhill, Commercial Credit Company

Potentials in Applying Linear Programming to the Consumer Price Index

John Neter, University of Minnesota

William Wasserman, Syracuse University

TUESDAY

- 8:30 a.m.
PICK-CONGRESS
Lincoln Room
ASA
- 115 **Chapter Training Activities: A Round-Table**
Section on Training, ASA
Chairman: John Alman, Boston University
Participants:
Herbert Alfasso, New York State Division of
the Budget
Lawrence V. Conway, American Savings and
Loan Institute
Paul D. Minton, Southern Methodist University
- 8:30 a.m.
PICK-CONGRESS
Florentine Room
ASA
- 116 **The Use of Social Statistics in Urban Policy**
Research
Social Statistics Section, ASA
Chairman: Scott Greer, Northwestern University
Statistics and The Urban Revolution
Albert Mindlin, Government of the District
of Columbia
Statistical Analysis of the Urban Political
Process: Problems and Promises
Peter Orleans, University of California,
Los Angeles
Statistical Analysis and the Comparative Study
of Cities: With Special Attention to the Cities
of the "New Nations"
Dennis McElrath, Northwestern University
Discussant:
Thomas Scott, University of Minnesota
- 8:30 a.m.
PICK-CONGRESS
Great Hall
ASA-ENAR-WNAR
- 117 **Statistical Inference**
Section on Physical and Engineering Sciences,
ASA and Biometric Society ENAR-WNAR
Chairman: Robert E. Bechhofer, Cornell
University
Optimum Extrapolation and Interpolation Designs
Jack Kiefer, Cornell University
Some Principles of Estimation
Francis J. Anscombe, Yale University

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PICK-CONGRESS
Avenue West Room 118
ASA-ENAR-WNAR

Statistical Aspects of Human Cancer
Biometrics Section, ASA and Biometric Society,
ENAR-WNAR

Chairman: Colin White, Yale University

Month of Birth and Cancer Mortality
John C. Bailar, III, National Cancer Institute

**Aggregation in Time and Space of Cases of
Leukemia and Lymphoma**
Fred Ederer, National Cancer Institute

On the Interpretation of Clinical Trials
Y. Sathe, National Cancer Institute
M. Zelen, National Cancer Institute
J. Zweifel, National Cancer Institute

8:30 a.m.
CONRAD HILTON
Dining Room 1 119
ES

Growth Models

Chairman: A. K. Sen, Delhi University and
University of California, Berkeley

A Two-Sector Growth Model with Inside Money
Aaron Douglas, Stanford University

National Debt in a Neoclassical Growth Model
Peter A. Diamond, University of California,
Berkeley

**An Empirical Implementation of Aggregate
Mathematical Growth Models**
John Conlisk, Rice University

Discussants:

Albert Ando, University of Pennsylvania
Edmund S. Phelps, Yale University
Richard R. Nelson, The Rand Corporation

TUESDAY

8:30 a.m.
CONRAD HILTON
Dining Room 3 ES 120

Group Decision-Making and Behavior Under Uncertainty

Chairman: William C. Brainard, Yale University

A Theorem on Group Decision Making
Richard Zeckhauser, Harvard University

Group Decision Making: An Experimental Study
Joseph L. Bower, Harvard University

Convexity in the Theory of Choice Under Risk
Menahem E. Yaari, Yale University

Discussants:

Sidney Afriat, Rice University and Yale University

James W. Friedman, Yale University

F. T. Dolbear, Jr., Carnegie Institute of Technology

THE COSTS OF AMERICAN GOVERNMENTS:

FACTS, TRENDS, MYTHS by **FREDERICK C. MOSHER** and **ORVILLE F. POLAND**, both of the University of California. 180 pp. + xv; 1964; \$3.50 (paperback only). For undergraduate courses in economics, public finance, fiscal policy, budgeting and financial administration. Here is an incisive profile of the trends of American public finances over the last several decades. By relating governmental revenues and expenditures to such factors as inflation, population increase, economic growth, and defense and military expenditures, etc., the authors contribute to an informed public discussion of a key topic. The book seeks to provide a sound factual basis for better understanding and interpretation of the financial aspects of governmental activities, the development of and reason for public expenditures, revenues, and debt.

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TUESDAY

8:30 a.m.

CONRAD HILTON
Dining Room 4 121
ES

Interaction of Social and Economic Variables

Chairman: Charles A. Cooper, The Rand Corporation

Births, Marriages and Business Cycles
Morris Silver, City College of New York

A Quantitative Study of Social and Political Determinants of Intercountry Differences in Per Capita GNP

Irma Adelman, The Johns Hopkins University
Cynthia Taft Morris, American University

Cyclical Labor Force Behavior of Married Women
Stuart H. Altman, Department of Defense

Discussants:

Edward Kalachek, Washington University
Werner Baer, Yale University
Norman J. Simler, University of Minnesota

Product Management

8:45 a.m.
SHERATON-
CHICAGO
Boulevard Room 122
AMA

Chairman: Stuart U. Rich, Associate Professor of Marketing, and Director, Forest Industries Management Center, University of Oregon

Analyzing the Economic Potential of a New Consumer Product

Edgar A. Pessemier, Professor of Industrial Administration, Purdue University

Product Management in the Forest Products Industry

Stuart U. Rich, Associate Professor of Marketing, and Director, Forest Industries Management Center, University of Oregon

Product Management for Defense Markets

Murray L. Weidenbaum, Associate Professor of Economics, Washington University and Director, NASA Economic Research Project

TUESDAY

8:45 a.m.
**SHERATON-
CHICAGO**
Tropical Room 123
AMA

Integrating the Behavioral Sciences into the Marketing Curriculum

Chairman: Donald F. Cox, Assistant Professor of Business Administration, Harvard University

The Behavioral Sciences and the Marketing Curriculum--A Survey of Current Practices
Donald F. Cox, Assistant Professor of Business Administration, Harvard University

Segregation vs Integration

Sidney J. Levy, Professor of Marketing, Northwestern University

Joseph W. Newman, Associate Professor of Business Administration, Stanford University

9:30 a.m.
CONRAD HILTON
Dining Room 2 124
AFA

Structural Changes in Money Markets

Chairman: Charles T. Taylor, Vice President & Director of Research, Federal Reserve Bank of Atlanta

Speaker:

Robert W. Stone, Vice President, Federal Reserve Bank of New York

Discussants:

Ernest Bloch, New York University

Robert Bethke, Vice President, Discount Corporation

9:30 a.m.
PALMER HOUSE
State Ballroom 125
IRRA

Industrial Relations in 1975--Collective Bargaining: Is the Solution of a National Joint-tripartite bargaining system supplemented by a continuing bargaining procedure by local bargaining units?

Chairman: David L. Cole, Paterson, New Jersey

Is the American Collective Bargaining System Obsolete?

Nathan Feinsinger, University of Wisconsin

Discussants:

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10:30 a.m.
CONRAD HILTON
Waldorf Room 126
AEA

Technological Change: Stimuli, Constraints, Returns

Chairman: Burt Klein, The Rand Corporation

Rates of Return from Industrial Research and Development

Edwin Mansfield, University of Pennsylvania
and Harvard University

Market Structure, Business Conduct and Innovation

Jesse Markham, Princeton University

Economic Theory and Technological Change

Jacob Schmookler, University of Minnesota

Discussants:

Morris Adelman, Massachusetts Institute of
Technology

Zvi Griliches, University of Chicago

Richard Tybout, Ohio State University

10:30 a.m.
CONRAD HILTON
Beverly Room 127
AEA

Economic Theory and Nonprofit Enterprise

Chairman: M. A. Eggers, Syracuse University

Economics of the Hospital

Melvin Reder, Stanford University

Economics of the University

Allan Cartter, American Council on Education

Economics of the Performing Arts

William Baumol, Princeton University

William G. Bowen, Princeton University

Discussants:

Manual Gottlieb, University of Wisconsin,
Milwaukee

Simeon E. Leland, Northwestern University

Martin Bronfenbrenner, Carnegie Institute of
Technology

TUESDAY

10:30 a.m.
CONRAD HILTON
Bel Air Room
AEA - IRRA

Manpower and Welfare Programs: Benefit-Cost Analysis
128 *Chairman:* Herbert Parnes, Ohio State University

Benefit-Cost Analysis of Manpower Retraining
Gerald Somers, University of Wisconsin
Ernst Stromsdorfer, University of Tennessee

Benefit-Cost Analysis of Welfare Programs
John S. MacDonald, United Nations

Discussants:

Juanita Kreps, Duke University

Selma Mushkin, Advisory Commission on
Intergovernmental Relations

Benson Soffer, Committee for Economic
Development

Leland S. Burns, University of California,
Los Angeles

10:30 a.m.
HERATON-CHICAGO
Boulevard Room 129
AMA

Marketing Institutions and Channels of Distribution

Chairman: Bert C. McCammon, Jr., Associate
Professor of Marketing, Indiana University

Conflict and Cooperation in Marketing Channels
Bruce Mallen, President, Bruce Mallen &
Associates

**Patterns of Conflicting Perceptions Among
Channel Members**

Donald H. Granbois, Assistant Professor of
Marketing, Indiana University

**Emerging Patterns of Competition in Food
Retailing**

Curt Kornblau, Director of Research, Super
Market Institute, Inc.

TUESDAY

10:30 a.m.
SHERATON-
CHICAGO
Tropical Room 130
AMA

New Developments in Doctoral and Post-Doctoral Programs in Marketing

Chairman: Eugene J. Kelley, Research Professor of Business Administration, The Pennsylvania State University

The Education of College Teachers of Marketing

Reavis Cox, Professor of Marketing, University of Pennsylvania

Discussant: John K. Pfahl, Professor, The Ohio State University

Recent Changes in Doctoral Curricula in Marketing

William F. Brown, Jr., Chairman of the Division of Marketing and Professor of Business Administration, University of California

Discussant: Edward W. Cundiff, Professor, University of Texas

Post-Doctoral Programs in Marketing

Albert Haring, Professor of Marketing, Indiana University

Discussant: Robert V. Mitchell, Vice President, Edward Lamb Enterprises

Discussants:

Taylor W. Meloan, Professor of Marketing and Chairman, Department of Marketing and Transportation, University of Southern California

Stewart H. Rewoldt, Professor, University of Michigan

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FISHER R. and YATES, F. Statistical Tables for Biological, Agricultural and Medical Research. 6th ed. 146 pp. 1964. **\$5.95**

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TUESDAY

10:30 a.m.
**SHERATON-
BLACKSTONE**
French Room 131
AMA - ASA

Census Tract Conference
Census Tract Committee, ASA and American
Marketing Association
Chairman: James C. Yocum, Ohio State University
**An Analysis and Appraisal of Marketing
Potentials in the Delaware Valley Area by
56 Community Business Areas**
Harry R. Hannum, Philadelphia Inquirer

10:30 a.m.
**SHERATON-
BLACKSTONE**
Mayfair Room 132
ASA

**The National Bureau of Economic Research
Study of Short-Term Economic Forecasting**
Business and Economic Statistics Section,
ASA
Chairman: Milton Friedman, University of
Chicago
**An Appraisal of Some Aggregative Short-Term
Forecasts**
Victor Zarnowitz, University of Chicago and
NBER
**The 1965 NBER Indicators: An Expanded
Analytical Scheme**
Geoffrey H. Moore, National Bureau of
Economic Research
Julius Shiskin, U. S. Bureau of the Census
**The Forecasting Ability of Short-Term
Econometric Models**
Jon S. Cunyngnam, Columbia University and
NBER
Discussants:
Gordon McKinley, McGraw-Hill Publishing
Company, Inc.
Daniel B. Suits, University of Michigan

TUESDAY

- 10:30 a.m.
PICK-CONGRESS
Florentine Room 133
ASA
- Retraining and Research for America's Manpower Needs**
Social Statistics Section and Business and Economic Statistics Section, ASA
Chairman: Margaret E. Martin, U. S. Office of Statistical Standards
- Congressional Expectations and Intent for Manpower Research**
Curtis C. Aller, Select Subcommittee on Labor of the Committee on Education and Labor, U. S. House of Representatives, 1963-1964
- The Administrative Statistics on Retraining**
Frederick W. Suffa, U. S. Office of Manpower, Automation, and Training
- Blue to White Collar Mobility**
James Stern, University of Wisconsin
David B. Johnson, University of Wisconsin
- Economics of Retraining**
Einar Hardin, Michigan State University
- Discussants:**
Marvin Friedman, AFL-CIO
Richard A. Lester, Princeton University
- 10:30 a.m.
PICK-CONGRESS
Lincoln Room 134
ASA
- Meeting**
Section on Training, ASA (All Section Members Urged to Attend)
Chairman: John Neter, Chairman, Section on Training, American Statistical Association

TUESDAY

10:30 a.m.
PICK-CONGRESS
Great Hall
ASA

135 Meeting
Section on Physical and Engineering Sciences,
ASA (All Section Members Urged to Attend)

Chairman: H. Leon Harter, Chairman, Section
on Physical and Engineering Sciences,
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TUESDAY

10:30 a.m.
PICK-CONGRESS
Avenue West Room 136
ASA-ENAR-WNAR

Biological Applications of Multivariate Analysis
Biometrics Section, ASA and Biometric Society,
ENAR-WNAR

Chairman: J. S. Williams, Colorado State University

Time-Invariant Indices
N. S. Urquhart, Colorado State University

A Review of Some Biological Applications of Multivariate Methods
A. P. Dempster, Harvard University

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Journal of Omicron Delta Epsilon

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TUESDAY

10:30 a.m.
PICK-CONGRESS
Buckingham Room 137
ENAR

Business Meeting (All Society Members Invited)
Biometric Society, ENAR
Chairman: T. A. Bancroft, Regional President,
ENAR

10:30 a.m.
CONRAD HILTON
Dining Room 14
ES

138 **Econometric Methods I: The Bayesian Approach
and Missing Observations**
Chairman: Albert Madansky, The Rand Corporation

**Bayesian Analysis of Multinormal Process and
Reduced Form System: Extended Natural
Conjugate Analysis**
Albert Ando, University of Pennsylvania
Gordon M. Kaufman, Massachusetts Institute
of Technology

Missing Values in Multiple Regression
Abdelmonem A. Afifi, University of California,
Berkeley

**Prediction and Decision Problems in Regression
Models from the Bayesian Point of View**
Arnold Zellner, University of Wisconsin
V. Karuppan Chetty, University of Wisconsin

Discussants:
John W. Pratt, Harvard University
Gary Fromm, Brookings Institution
Phoebus J. Dhrymes, University of Pennsylvania



TWO NEW ECONOMICS TEXTS

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INTERNATIONAL PAYMENTS, DEBTS AND GOLD: Collected Essays. By Fritz Machlup, Princeton University. This text brings together twenty essays by Professor Machlup; many of them are "classics" in the field, and two of them are being published here for the first time. They are concerned with international finance, and in particular, with the balance of payments. The collection is divided into five parts: (I) Foreign Exchanges and Balance of Payments, (II) The Effects of Devaluation, (III) Gold and Foreign Reserves, (IV) Reform Plans, and (V) Capital Movements and the Transfer Problem. Each part contains an introduction giving a brief preview of the chapters to follow and a survey of the major themes to be discussed. With graphical illustrations, Tables, T-Account Sets and Models. About 480 pp. Cloth. \$7.50. November, 1964

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JOHN J. COYLE and EDWARD J. MOCK, *both of The Pennsylvania State University*. The objective of these readings is to analyze various foreign markets from the viewpoint of a firm in this country considering sales abroad. pages. \$ (paper). 1964.

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LOUIS J. RAGO, *the University of Illinois*. Text, cases, and projects that illustrate and analyze production operations. 863 pages. \$9.50. 1963.

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REED T. PHALAN, *The Pennsylvania State University*. Basic business law treated as a social institution. The Uniform Commercial Code is stressed. 700 pages. \$7.75. 1964.

Marketing Models: Quantitative and Behavioral

RALPH L. DAY, *The Pennsylvania State University*. These selected articles deal with the widely accepted quantitative and behavioral methods and models used in reaching solutions to marketing problems. 671 pages. \$7.75. 1964.

Marksim: A Marketing Decision Simulation

PAUL S. GREENLAW and FRED W. KNIFFIN, *The Pennsylvania State University*. Marksim is a computerized marketing management simulation. It provides a dynamic simulated marketing decision-making environment. 195 pages. \$3.75 (paper). 1964.

Our Economy

TROY J. CAULEY, *Indiana University*. This book provides an introduction to the study of economics principles for students who require a general survey of the subject. 324 pages. \$5.75. 1963.

See these books in booth

INTERNATIONAL TEXTBOOK COMPANY
Scranton, Pennsylvania 18515

TUESDAY

10:30 a.m.

CONRAD HILTON

Astoria Room 139
ES

Interest Rates and Monetary Policy

Chairman: Ronald L. Teigen, University of Michigan

A Markov Model of the Term Structure

Gordon Pye, University of California, Berkeley

A Time Series Analysis of Interest Rates

David I. Fand, State University of New York at Buffalo

Monetary Policy, 1951-63

Patric H. Hendershott, Federal Reserve Board
George Horwich, Purdue University

Discussants:

David I. Meiselman, Office of the Comptroller of the Currency

Jack M. Guttentag, University of Pennsylvania

John M. Culbertson, University of Wisconsin

10:30 a.m.

CONRAD HILTON

Dining Room 4 140
ES

Firm and Farm Behavior

Chairman: Charles E. Ferguson, Duke University

A Dynamic Model of the Firm

Thomas Naylor, Duke University

Kong Chu, California Western University

A Dynamic Theory of Interfirm Behavior

Oliver E. Williamson, University of California Berkeley

Simple vs. Sophisticated Farm Decision Models: An Empirical Study

William C. Merrill, Iowa State University

Discussants:

Stephen H. Archer, University of Washington

H. O. Stekler, University of California, Berkeley

John M. Scheidell, University of Georgia

TUESDAY

- 10:30 a.m.
PICK-CONGRESS
Gold Room
IMS
- 141 **Institute of Mathematical Statistics - Invited Addresses--I**
Chairman: Constance Van Eeden, University of Minnesota
- A General Proof of Termination with Probability One of Sequential Probability Ratio Tests Based on a Maximal Invariant if the Observations are Multivariate Normal**
R. A. Wijsman, University of Illinois
- Non-Central Sequential Probability Ratio Tests**
Adnan Ifram, Northwestern University
- Bayesian Methods in Non-Parametrics**
Charles Kraft, University of Minnesota
- 12:00 Noon
CONRAD HILTON
Lower Tower
AEA
- 142 **Transportation and Public Utilities Group Luncheon**
Chairman: Robert Harbeson
- 12:00 Noon
CONRAD HILTON
Dining Room 5
AEA
- 143 **Journal Editors Luncheon**
Chairman: Harold Williamson
- 12:00 Noon
PALMER HOUSE
Victoria Room
IRRA
- 144 ***Presidential Luncheon**
Chairman: Edwin Young, University of Wisconsin
A Current Focus for Industrial Relations Research
Presidential Address: Solomon Barkin, OECS

TUESDAY

- 12:15 p.m.
SHERATON-CHICAGO
Grand Ballroom 145
AMA
- President's Luncheon -- Marketing - Marketing**
Joint Luncheon with Council for Professional Education for Business
Chairman: Schuyler F. Otteson, Professor of Marketing, Chairman, Department of Marketing, Indiana University, and President-Elect, American Marketing Association
- Presidential Address:*
Edwin H. Sonneck, Director of Corporate Planning and Research, Goodyear Tire & Rubber Company, and President of the American Marketing Association
- 12:30 p.m.
**SHERATON-
BLACKSTONE**
French Room 146
ASA
- *Census Tract Conference - Luncheon**
Census Tract Committee, ASA
Chairman: Harlin G. Loomer, Chairman, Census Tract Committee, ASA
- Welcome to Chicago
Philip M. Hauser, University of Chicago
- The Availability of Small Area Data from the Census of Business
Harvey Kailin, U. S. Bureau of the Census
- New Developments in the Availability of Machine Readable Statistics
Charles B. Lawrence, Jr., U. S. Bureau of the Census
- 12:30 p.m.
PICK-CONGRESS
Plaza Room 147
ASA
- *Luncheon Meeting**
Business and Economic Statistics Section, ASA
(All Section Members Urged to Attend: Guests are Cordially Invited)
- Chairman:* Robert J. Eggert, Chairman, Business and Economic Statistics Section, American Statistical Association
- Results of the new B & E Section Members Survey of 1965 Business Outlook Expectations
- Business Meeting Including the Announcement of the 1965 B & E Section Slate of Officers

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By *R. S. Alexander*, Columbia University (Emeritus), and *Thomas Berg*, New York University

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MARKETING: Principles and Methods, Fifth Edition

By *Charles F. Phillips*, Bates College, and *Delbert J. Duncan*, University of California

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TUESDAY

2:00 p.m.

CONRAD HILTON

Waldorf Room 148

AEA

Domestic Implications of the Evolving International Monetary Mechanism

Chairman: Emile Despres, Stanford University

**Domestic and External Equilibrium: Western
European Objectives and Policies**

Milton Gilbert, Bank of International Settlements

Warren McClam, Bank of International Settlements

International Finance: Discipline or Distraction

Herbert Stein, Committee for Economic
Development

Are There Enough Policy Tools?

Warren Smith, University of Michigan

Discussants:

James Ingram, University of North Carolina

R. A. Mundell, McGill University and Brookings
Institution

James Tobin, Yale University

2:00 p.m.

CONRAD HILTON

Beverly Room 149

AEA

Economic Growth: International Comparisons

Chairman: Walter Krause, State University of
Iowa

**The Economic Growth of Argentina and
Australia Compared**

Arthur Smithies, Harvard University

**The Economic Growth of India and Mainland
China Compared**

Sidney Klien, Rutgers--The State University

Discussants:

W. M. Corden, Australian National University

Wilfred Malenbaum, University of Pennsylvania

M. C. Urquhart, Queens University

TUESDAY

2:00 p.m.
CONRAD HILTON
Dining Room 1 150
AFEA

Special Program

Chairman: D. Gale Johnson, President,
American Farm Economic Association

Some Observations of an Ex-Economic Advisor:
Or What I Learned in Washington
Willard Cochrane, University of Minnesota

2:00 p.m.
**SHERATON-
CHICAGO**
Boulevard Room 151
AMA

Marketing Information Systems

Chairman: Robert D. Buzzell, Associate
Professor of Business Administration,
Harvard Business School

The Current State of Marketing Intelligence in American Business

Edward L. Brink, Associate Professor of
Marketing, University of Pennsylvania

A Continuous Advertising Planning Program

John C. Maloney, Manager, Research Division,
Leo Burnett Company, Inc.

The Informational Role of Prices

Lee E. Preston, University of California,
Berkeley, California

The Role of Experimentation in the Information System of a Retailer

Keith Cox, Assistant Professor of Marketing,
Kent State University

Defense Marketing

2:00 p.m.
**SHERATON-
CHICAGO**
Lake Superior Room 152
AMA

Chairman: John J. Kennedy, Chairman,
Department of Marketing Management,
University of Notre Dame

General Environmental Factors Affecting Defense Marketing

Barry Shillito, President, Logistics Management
Institute

Customer's Point of View

James Dunham, Assistant Plant Manager,
Bendix Corporation, Baltimore Division

Organizing for the Defense Market Function

John J. Kennedy, Chairman, Department of
Marketing Management, University of Notre
Dame

NEW MERRILL TITLES FOR 1965 AT BOOTH 17

PRODUCTION: CONCEPTS-ANALYSIS-CONTROL, By *Richard J. Hopeman, Oregon State University*. Combines descriptive and analytical techniques and uses a systems approach to unify the presentation. Applies production concepts, analytical techniques, and controls to production of services as well as products. 1965, 650 pp.

GOVERNMENT-BUSINESS RELATIONS, By *Arthur M. Johnson, Harvard University*. A pragmatic approach to the American experience. Compact, thorough treatment explaining the process of adjustment between private and public relationships. 1965, 384 pp.

COMMUNICATION, By *Ted J. McLaughlin and Lawrence P. Blum, The University of Wisconsin-Milwaukee, and David M. Robinson, University of Arkansas*. Features a new concept—Total Communication—blending the most modern and successful written and oral principles and techniques for improved internal management communication and external management presentation. 1965, 500 pp.

PRINCIPLES OF OFFICE ADMINISTRATION, By *Edward N. Rausch, The National Cash Register Company*. A practicing administrator describes the effect of automation on the modern business office. Approach explains the basic ideas behind many of the new administrative advances. 1965, 448 pp.

ISSUES IN TRANSPORTATION ECONOMICS, Edited by *Karl M. Ruppenthal, Stanford University*. Brings into focus questions presently being debated in Washington concerning the proper role of government in relation to regulated industries. Includes selections from leading industrialists and government officials. 1965, 270 pp. Paperbound.

EXECUTIVE DECISION-MAKING THROUGH SIMULATION: A Case Study and Simulation of Corporate Strategy in the Rubber Industry, By *Douglas C. Basil and Paul R. Cone, University of Southern California-Los Angeles, and John E. Fleming, California State College at Los Angeles*. Makes the tool of executive simulation (business games) available to students even when elaborate facilities and special skills are absent. Helps develop decision-making skills and an awareness of the functional fields which constitute business administration. Forthcoming.

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PRODUCTION PLANNING AND CONTROL, Edited by *Robert H. Bock, Northwestern University, and William K. Holstein, Harvard University*. Treats PERT, heuristics, linear programming, and linear decision rules. Approach is *analytical*. 1963, 434 pp.

ELEMENTS OF FINANCIAL ADMINISTRATION, Edited by *John L. O'Donnell, Michigan State University, and Milton S. Goldberg, Arizona State University*. Correlates extensive research, experience, and the authoritative opinions of capital management experts in 39 essays. 1962, 688 pp.

HUMAN RELATIONS IN BUSINESS, By *James L. Latham, Pembroke State College*. Integrates the behavioral sciences into today's business procedures. 1964, 320 pp.

ADMINISTRATIVE CONTROL AND EXECUTIVE ACTION, Edited by *B. C. Lemke and J. Don Edwards, both of Michigan State University*. Explores the depth and breadth of the control function as related to organization in a compilation of 70 experts and issues. 1961, 804 pp.

PERSONAL FINANCE, By *Edward R. Willett, Northeastern University*. Using illustrations from business practice, shows how to design a workable budget and conduct effective personal finances of all kinds. 1964, 640 pp.

LABOR LAW, By *Sanford Cohen, Visiting Professor, University of Michigan*. Presents the evolution of wage and hour, and industrial law, emphasizing their administrative application. 1964, 540 pp.

MODERN TRANSPORTATION ECONOMICS, By *Hugh S. Norton, University of Tennessee*. Focuses the application of regulatory control against the background of the economic character of the industry and the structure of the modern economy. 1963, 478 pp.

TUESDAY

2:00 p.m.
SHERATON-
CHICAGO
Tropical Room 153
AMA

Research on Consumer Behavior and Buying Habits

Chairman: John U. Farley, Assistant Professor of Industrial Administration, Carnegie Institute of Technology

Intensive and Extensive Margins as Summary Measures of Consumer Brand Choice Patterns

John U. Farley, Assistant Professor of Industrial Administration, Carnegie Institute of Technology

Life Styles Research and Consumer Behavior

Robert L. King, Associate Professor of Marketing, University of South Carolina

Developments in Behavioral Study of Consumer Behavior

Gerald D. Bell, Assistant Professor of Sociology, University of North Carolina

An Experimental Study of Consumer Effort, Expectation and Satisfaction

Richard Cardozo, Assistant Professor of Business Administration, Harvard Business School

2:00 p.m.
SHERATON-
BLACKSTONE
French Room 154
AMA - ASA

Census Tract Conference

Census Tract Committee, ASA and American Marketing Association

Chairman:

Uses of Census Tract Data in Population Research

Evelyn Kitagawa, University of Chicago

Intercensal and Postcensal Estimates for a City

Elisabeth S. Nagy, Group Health Association of America, Inc.

Forecasts of Population

Raymond Clapp, Washington, D.C.

TUESDAY

2:00 p.m.
PICK-CONGRESS
Gold Room 155
ASA

**New Evidence on the Analytical Value of
Anticipations Data**
Business and Economic Statistics Section, ASA

Chairman: Robert Ferber, University of Illinois

The Survey of Purchasing Agents
John H. Hoagland, Michigan State University

**Prediction with Consumer Attitudes—A
Perspective View**
F. Gerard Adams, University of Pennsylvania

**An Experiment in the Measurement of Consumer
Intentions to Purchase**
James C. Byrnes, U. S. Bureau of the Census

Discussants:
Eva Mueller, University of Michigan
Walter F. Ryan, U. S. Office of Statistical
Standards

SIXTY-SIX

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marketing, and related subjects are also on
display.

TUESDAY

2:00 p.m.
PICK-CONGRESS
Avenue East Room 156
ASA

Contributed Papers - III

Business and Economic Statistics Section, ASA

Chairman: Adolph O. Berger, U. S. Department of Labor

Least Squares with Less Effort

Irving H. Siegel, Research Analysis Corporation

Testing Single-Equation Least-Squares Regression Models for Autocorrelated Disturbances

Richard C. Henshaw, Jr., Michigan State University

A Method to Aid in the Selection of Regression Functions in Demand Analysis

Donald H. Niewiaroski, International Bank for Reconstruction and Development

The Determinants of Regional Factor Mobility

Cicely W. Blanco, Kent State University

Experimental Designs for Marketing Analysis

William E. Cox, Jr., Western Reserve University

Seasonal Economic Policy

George J. Viksnins, Georgetown University

A Model of the Primary Commodity Market of the World

K. C. Kogiku, University of California, Riverside

2:00 p.m.
PICK-CONGRESS
Florentine Room 157
ASA

Measuring The Impact of the War on Poverty

Social Statistics Section, ASA

Chairman: Genevieve Carter, U. S. Welfare Administration

Conceptual Approaches to Assessing Impacts of Large-Scale Intervention Programs

Howard E. Freeman, Brandeis University

Methodological, Measurement and Social Action Consideration Related to the Assessment of Large-Scale Demonstration Programs

Clarence Sherwood, Action for Boston Community Development

TUESDAY

2:00 p.m.
PICK-CONGRESS
Great Hall 158
ASA

Contributed Papers – I Section on Physical and Engineering Sciences, ASA

Chairman: William S. Connor, Texas A. & M.
University

**Skewed Loan-Strength Distributions in
Reliability**
E. H. Baur, Aerojet-General Corporation

**A Statistical Model of Duration of Weather
Conditions**
Irving I. Gringorten, Air Force Cambridge
Research Laboratories

**2^P Factorial Experiments with the Factors
Applied Sequentially**
R. R. Prairie, Sandia Corporation
William J. Zimmer, Sandia Corporation

**Overcoming Computer Memory Limitations in
Fitting an Equation or Polynomial Curve to a
Large Number of Observations by the Least-
Square Method**
Pravin L. Kadakia, Perkin-Elmer Corporation

**Two-Sided Distribution-Free Confidence Bounds
for $P(X < Y)$ Based on Independent Samples of
X and Y and Confidence Limits When X and Y
are Normal**
Z. Govindarajulu, Case Institute of Technology
and University of California, Berkeley

**On Some Tests of Hypothesis Relating to the
Exponential Distributions When Some Outliers
are Present**
A. P. Basu, University of Minnesota

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MODELS, MEASUREMENT AND MARKETING

Edited by Peter Langhoff, Vice President, Young & Rubicam, Inc. Implications of management science and data processing technology for the work of the marketing executive — the theme for this collection of original essays was conceived and the resulting volume edited by Dr. Langhoff, President of the Market Research Council, 1961-62. The contributors are outstanding authorities in one or more of the fields related to the central theme and all have pioneered in the design of models and the applications of EDP to marketing subjects.
January 1965, 256 pp., \$8.50 or \$8.95

EFFECTIVE PUBLIC RELATIONS, 3rd Ed., 1964

Scott M. Cutlip, University of Wisconsin, and Allen H. Center, Vice President, Motorola, Inc. A revision of the most widely used public relations text published: the most definitive, authoritative and accepted in its field. For the introductory course in public relations it traces the field's evolution, outlines the ecology, and shows the four fundamental steps in the public relations process. This book demonstrates that mature, ethical, public relations is an important function in today's society and outlines requirements for a career in this field.
1964, 544 pp., \$8.95

ELEMENTS OF MARKETING, 7th Ed., 1965

Paul D. Converse, Harvey W. Huegy, and Robert V. Mitchell, all of the University of Illinois. Revised to give greater emphasis on marketing planning, analysis and policy, this book continues as a standard in its field — a position held for more than half a century. It retains its strong coverage of the historical development of marketing institutions.
February 1965, approx. 736 pp., \$9.50

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April 1965, approx. 192 pp., paperbound, \$2.95

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AMERICAN ECONOMIC DEVELOPMENT, 2nd Ed., 1965

Herman Krooss, New York University. An economic history of the United States describing and analyzing its economic development, and the institutions that have been created in the course of economic development. Emphasis is on what happened to the scale of living and why it happened. This edition stresses the businessman as the protagonist in economic history.
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February 1965, approx. 656 pp., \$9.75

(Be sure to visit the Prentice-Hall Economic Texts exhibit at the Conrad-Hilton, Booth Nos. 26 and 35, December 27-30, 1964.)

Write: Box 903

ENGLEWOOD CLIFFS, N. J.

TUESDAY

2:00 p.m.
PICK-CONGRESS
Lincoln Room 159
ASA

Quantitative Methods in the Business Curriculum: A Round-Table

Chairman: Edwin B. Cox, Boston University

Participants:

Charles Bonini, Stanford University
George Brabb, University of Washington
Frederick Ekeblad, Northwestern University
Paul Jedamus, University of Colorado
Donald Roberts, University of Illinois and Ernst & Ernst

2:00 p.m.
PICK-CONGRESS
Avenue West Room 160
ASA-ENAR-WNAR

Stochastic Models in Biology and Medicine Biometrics Section, ASA and Biometric Society, ENAR-WNAR

Chairman: John J. Gart, The Johns Hopkins University

Theory of Epidemics with Carriers
George H. Weiss, Rockefeller Institute and National Cancer Institute

Simulation Studies in a Cell Renewal System
Stephen M. Shea, Harvard University
Anthony F. Bartholomay, Peter Bent Brigham Hospital

A Model for Chemical Mutagenesis in Bacteriophage
Allyn W. Kimball, Jr., The Johns Hopkins University

from Harcourt, Brace & World

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2:00 p.m.

CONRAD HILTON

Dining Room 3
ES

161

Exchange Markets

Chairman: William C. Hood, Bank of Canada

The Latent Statistical Structure of Security Price Changes

Benjamin F. King, Jr., University of Chicago

Utility of Wealth Functions for Commodity Speculators

Ralph E. Beals, Northwestern University

Speculative Prices and a "Martingale" Stochastic Model

Benoit Mandelbrot, I.B.M. Research Center

Discussants:

Victor B. Niederhoffer, University of Chicago

Paul H. Cootner, Massachusetts Institute of Technology

Charles C. Ying, Massachusetts Institute of Technology and the University of Rochester

2:00 p.m.

CONRAD HILTON

Dining Room 4
ES

162

Theory of Consumer Behavior

Chairman: Donald V. T. Bear, University of Chicago

Revealed Preference Theory

Marcel K. Richter, University of Minnesota

New Necessary and Sufficient Conditions for Additive, Block-Additive and Tree Indifference Maps

Robert A. Pollak, University of Pennsylvania

On a Modification of the Theory of Consumer Choice to Accommodate "Once-Over" Expenditures

Gerald L. Nordquist, University of Iowa

Discussants:

Hirofumi Uzawa, University of Chicago

Sidney N. Afriat, Rice University

Robert Summers, University of Pennsylvania



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TUESDAY

2:00 p.m.
CONRAD HILTON
Dining Room 13 163
ES

Econometric Methods II: Simultaneous Equations

Chairman: Ta-Chung Liu, Cornell University

Non-Linear Full-Information Estimation

H. Eisenpress, IBM

J. L. Greenstadt, IBM

Two Methods of Computing Full-Information Maximum Likelihood Estimates in Simultaneous Stochastic Equations

Gregory C. Chow, IBM Research Center

Specification Analysis in the Estimation of Parameters of a Simultaneous Equations Model with Autoregressive Residuals

Takeshi Amemiya, Stanford University

Discussants:

Thomas J. Rothenberg, Northwestern University

Jon Cunyningham, Columbia University and

National Bureau of Economic Research

H. S. Konijn, City College of New York

2:00 p.m.
CONRAD HILTON
Dining Room 14 164
ES

Contributed Papers

Chairman: Lawrence R. Klein, University of Pennsylvania

The Neo-classical Theorem and the Two-sector Model of Economic Growth

Masao Fukuoka, Keio University, Tokyo

Kunio Kawamata, Keio University, Tokyo

On the Application of Linear Programming Models in the Short-run Optimization of Commodity Patterns by Markets of Foreign Trade

Adam Marton, Hungarian Central Statistical Office

A Model of Resource Allocation for Israel

Michael Bruno, Bank of Israel and Hebrew University

Discussants:

Emmanuel Drandakis, Yale University

William P. Travis, Massachusetts Institute of Technology

Richard S. Eckaus, Massachusetts Institute of Technology

TUESDAY

2:00 p.m.

**SHERATON-
BLACKSTONE**

Mayfair Room 165
IMS

Institute of Mathematical Statistics - Invited Addresses II

Chairman: Charles Kraft, University of Minnesota

Statistical Terminology, English vs. Russian
Samuel Kotz, University of Toronto

Design of Classification Experiments
R. M. Elashoff, University of California, Berkeley

2:00 p.m.

CONRAD HILTON

Dining Room 19 166

Some Public Policy Issues in Regulated Industries

Transportation and Public Utilities Group

Chairman: Robert Harbeson, University of
Illinois

**Evaluation of Public Policy Relating to Radio
and Television Broadcasting: Social and
Economic Issues**

Ronald Coase, University of Virginia

**The Interrelationship of the Changing Structure
of American Transportation and Changes in
Industrial Location**

Marvin Barloon, Western Reserve University

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Structure of the Transportation Industry:
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R. A. Nelson, University of Washington and
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2:30 p.m.

CONRAD HILTON
Dining Room 2 167
AFA

Evaluation of Recent Tax Legislation

Chairman: Arnold C. Harberger, The University of Chicago

Individual Income Tax Provisions of the 1964 Act

Joseph A. Pechman, Brookings Institution

Business Tax Provisions of the 1962 and 1964 Acts

Daniel M. Holland, Massachusetts Institute of Technology

Discussants:

Melvin White, Brooklyn College

E. Gordon Keith, Wharton School

2:30 p.m.

CONRAD HILTON
Bel Air Room 168
AFA

Problems of Banking Structure

Chairman: Almarin Phillips, University of Pennsylvania

Speakers:

Banking Concentration and Performance

Theodore G. Flechsig, Board of Governors of the Federal Reserve System

Branch Banking and Economies of Scale

George Benston, University of Chicago

Branch Banking and Conditions of Entry

Donald Jacobs, House Banking & Currency Committee

Over-all Evaluation

Howard D. Crosse, Vice President, Federal Reserve Bank of New York

TUESDAY

2:30 p.m.
PALMER HOUSE
State Ballroom 169
IRRA

Industrial Relations in 1975--Manpower Policies: Is the Solution a National Active Manpower Policy with a Federal Manpower Authority?

Chairman: Charles Killingsworth, Michigan
State University

Problems in American Manpower Policy and Practice

Frederick Harbison, Princeton University

Discussants:

Garth L. Mangum, U. S. Senate Sub-Committee
on Employment and Manpower

Seymour L. Wolfbein, U. S. Department of Labor

Nathan Goldfinger, AFL-CIO

Frank H. Cassell, Inland Steel Company

George Shultz, University of Chicago

2:30 p.m.
PALMER HOUSE
Dining Room 17 170
IRRA

Labor Participation in Management: Does Modern Enterprise Organization Require Trade Union Participation in Management Decision- Making, or Only Consultation or Only Bargaining?

Chairman: William F. Whyte, Cornell University

The Prospects for Formal Union Management Cooperation

Melville Dalton, University of California at
Los Angeles

Labor Participation in Engineering and Metal Work Industries Abroad

Milton Derber, University of Illinois

Conclusions Concerning Union Management Cooperation

Adolph Sturmthal, University of Illinois

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Mark van de Vall, University of Buffalo

Discussants:

Fred G. Lesieur, Massachusetts Institute of
Technology

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INDEX OF ECONOMIC JOURNALS, Volume VI

Published for The Economic Growth Center, Yale University

WAGES, PRODUCTIVITY, AND INDUSTRIALIZATION IN PUERTO RICO

By **Lloyd G. Reynolds**, Yale University, and **Peter Gregory**, University of Minnesota, with the assistance of **Luz M. Torruellas**, University of Puerto Rico



PUBLISHERS FOR THE AMERICAN ECONOMIC ASSOCIATION

TUESDAY

3:00 p.m.

CONRAD HILTON

Astoria Room 171
AEA

UNESCO: Economic Policies and Opportunities State Department

Chairman: Joseph J. Spengler, Duke University
Jerry Miner, Syracuse University, Senior Research
Economist, Economic Analyses Unit, Social
Sciences Department UNESCO, Paris 1962-1964

4:00 p.m.

CONRAD HILTON

International
Ballroom North 172
AEA-ES

Utility and Saving

Chairman: Robert Solow, Massachusetts
Institute of Technology

Speaker:

Sir John Hicks, All Souls College, Oxford
University

4:00 p.m.

SHERATON-CHICAGO

Boulevard Room 173
AMA

Product-Brand Adoption and Diffusion

Chairman: Ronald E. Frank, Assistant
Professor of Business Administration,
Stanford University

**The Determinants of Innovative Behavior with
Respect to a Branded, Frequently--Purchased
Food Product**

William F. Massy, Associate Professor of
Business Administration, Stanford University;
and

Ronald E. Frank, Assistant Professor of
Business Administration, Stanford University

Discriminants of Innovative Consumer Behavior

Charles W. King, Assistant Professor of
Industrial Management, Purdue University

**Auto Insurance, Opinion Leader, and Flow
Information: Some Generalizations**

Francesco M. Nicosia, Assistant Professor,
School of Business Administration, and Research
Associate, Survey Research Center, University
of California, Berkeley

TUESDAY

4:00 p.m.

SHERATON-CHICAGO

Tropical Room 174
AMA

Physical Distribution and Marketing Logistics

Chairman: Martin R. Warshaw, Associate Professor of Marketing, University of Michigan

Milestones on the Road of Physical Distribution

Lewis M. Schneider, Assistant Professor of Business Administration, Harvard University

Developing a New Course in Marketing Logistics and Physical Distribution Management

Martin R. Warshaw, Associate Professor of Marketing, University of Michigan

Physical Distribution and Logistics: A Look into the Future

J. L. Heskett, Associate Professor of Business Organization, The Ohio State University

4:00 p.m.

PICK-CONGRESS

Gold Room 175
ASA-BS-IMS

General Session - II: R. A. Fisher Memorial Lecture

American Statistical Association, Institute of Mathematical Statistics and Biometric Society

Chairman: William Kruskal, University of Chicago

R. A. Fisher and the Last Fifty Years of Statistical Methodology

Speaker:

Maurice Bartlett, University of London

5:00 p.m.

CONRAD HILTON

Dining Room 14 176

University of Michigan Cocktail Party

5:00 p.m.

CONRAD HILTON

Waldorf Room 177

University of Chicago Cocktail Party

Chairman: Mrs. Robert Fogel

TUESDAY

- 5:00 p.m.
CONRAD HILTON
Dining Room 3 178
- University of Pennsylvania Cocktail Party**
Chairman: Irving Kravis
- 8:00 p.m.
CONRAD HILTON
International
Ballroom North 179
AEA
- Presidential Address**
Chairman: Frank H. Knight, University of Chicago
The Economist and the State
Speaker:
George J. Stigler, University of Chicago
- 8:00 p.m.
CONRAD HILTON
Dining Room 13 180
AFA
- Meeting of the Board of Directors**
- 8:00 p.m.
PICK-CONGRESS
Great Hall 181
ASA
- Presidential Address**
American Statistical Association
Chairman: Raymond T. Bowman, Past
President, American Statistical Association
Presentation of New Fellows:
Boyd Harshbarger, Chairman, Committee on
Fellows and Honorary Members, American
Statistical Association
Quality and Quantity in Higher Education
Speaker:
Albert H. Bowker, President, American
Statistical Association and Chancellor,
The City University of New York
- 9:00 p.m.
CONRAD HILTON
Beverly Room 182
- University of Illinois Reception (Smoker)**
- 10:00 p.m.
PICK-CONGRESS
Gold Room 183
ASA-ENAR-IMS-WNAR
- *Informal Party (Immediately following the
Presidential Address)**
All Societies are Invited.

WEDNESDAY, DECEMBER 30

7:30 a.m.
CONRAD HILTON
Dining Room 5 184
ES

**Econometric Society Council
Breakfast Meeting**

8:30 a.m.
CONRAD HILTON
Dining Room 2 185
ACE-AEA

**Comparative Economic Systems: Nationalized
Industry**

Chairman: Robert Dernberger, University of
Chicago

British Socialism: Whether or Whither
Ben W. Lewis, Oberlin College

Efficiency and the Socialist Firm in Yugoslavia
Benjamin Ward, University of California,
Berkeley

Discussants:

George Macesich, Florida State University
Herbert G. Grubel, University of Chicago
William G. Shepherd, University of Michigan
H. Edward English, Private Planning
Association of Canada

8:30 a.m.
CONRAD HILTON
Waldorf Room 186
AEA

The Economics of Poverty

Chairman: Marshall Colberg, Florida State
University

Investing in Poor People: An Economist's View
T. W. Schultz, University of Chicago

Approaches to the Reduction of Poverty
Robert J. Lampman, University of Wisconsin

Poverty: The Special Case of the Negro
Alan B. Batchelder, Kenyon College

Discussants:

George H. Hildebrand, Cornell University
Harry G. Johnson, University of Chicago
Malcolm Liggett, University of California,
Santa Barbara

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WEDNESDAY

8:30 a.m.
CONRAD HILTON
Dining Room 19 187
AEA

Graduate Student Session (Organized by The American Economist, Journal of the National Honor Society in Economics, in which the papers will be published)

Chairman: Evsey Domar, Massachusetts Institute of Technology

An Analysis of Technological Change in the U. S. Fertilizer Minerals Industries During 1936-1960

G. S. Sahota, Vanderbilt University

A Stochastic Model of Commercial Bank Behavior

H. I. Grossman, The Johns Hopkins University

Growth Implications of Optimum Allocation in Diminishing Cost Industries

M. Z. Fabrycy, The City University of New York

Discussants:

Robert Bushnell, Princeton University

Lars Sandberg, Harvard University

Jerome R. La Pittus, Cornell University

8:30 a.m.
SHERATON-
BLACKSTONE
Hubbard Room 188
AEA ASA

Problems of Wealth Estimation

Business and Economic Statistics Section, ASA and American Economic Association

Chairman: Raymond T. Bowman, U. S. Office of Statistical Standards

Balance Sheets and Wealth Estimates as Part of the U. S. Economic Accounts--Recent Progress

Milton Moss, U. S. Office of Statistical Standards

Problems in the Valuation of Tangible Assets

John W. Kendrick, George Washington University

The Use of Wealth Data in Quantitative Economic Analysis

Joel Popkin, U. S. Department of Commerce and George Washington University

Discussants:

Patrick Huntley, George Washington University

Richard Ruggles, Yale University

WEDNESDAY

8:30 a.m.
PICK-CONGRESS
Gold Room 189
ASA

The Outlook for Population and the Labor Force at Mid Decade
Business and Economic Statistics Section
and Social Statistics Section, ASA

Chairman: Gertrude Bancroft, U. S. Department
of Labor

The Outlook for Population at Mid Decade
Jacob S. Siegel, U. S. Department of Commerce

The Outlook for the Labor Force at Mid Decade
Sophia Cooper, U. S. Department of Labor

Discussants:

Joel Darmstadter, National Planning Association
Richard A. Easterlin, University of Pennsylvania

8:30 a.m.
PICK-CONGRESS
Lincoln Room 190
ASA

Contributed Papers
Section on Training, ASA

Chairman: Raymond Willis, University of
Minnesota

Teaching Statistics to Industrial Personnel
Nicholas Relich, Purdue University

The Computer--Tutor and Research Assistant
Robert J. Meyer, University of Rhode Island

**Comparative Norms and Selection Test Battery
Weighting for Pakistani Graduate Business
Students**
George W. Summers, University of Illinois

WEDNESDAY

8:30 a.m.
PICK-CONGRESS
Florentine Room
ASA

- 191 **Evaluation of Panel Operations**
Social Statistics Section, ASA
Chairman: Leon Pritzker, U. S. Bureau of the Census
Does a Panel Operation Increase the Reliability of Survey Data?: The Case of Consumer Savings
Robert Ferber, University of Illinois
The Current Population Survey: A Case History in Panel Operations
J. Waksberg, U. S. Bureau of the Census
R. B. Pearl, U. S. Bureau of the Census
The Use of Panel Operations in Political Surveying: Removing the Artifacts of Change
Louis Harris, Louis Harris and Associates, Inc.
Discussants:
P. E. Converse, University of Michigan
W. R. Pabst, Jr., U. S. Department of the Navy

8:30 a.m.
PICK-CONGRESS
Great Hall
ASA

- 192 **Contributed Papers - II**
Section on Physical and Engineering Sciences, ASA
Chairman: Bernard M. Levin, National Bureau of Standards
Non-Homogeneous Linear Death Processes in Life Testing
George Mico, International Business Machines Corporation
Optimum Effort for Reliability Growth, A Bayesian Approach
Mitchell O. Locks, Rocketdyne Corporation
Significance Levels in Stepwise Regression
F. Beckley Smith, Jr., Gulf Research and Development Company
Optimality Properties of Orthogonal Designs
S. R. Webb, Rocketdyne Corporation
The Effect of Neglected Factors in the Fixed Effects Analyses of Variance Model
W. W. E. Schotz, Cornell Aeronautical Laboratory
N. C. Severo, State University of New York, Buffalo
An Interesting Hypothesis Testing Problem Arising in the Design of an Infrared Detector
John R. Holdsworth, Bissett-Berman Corporation

WEDNESDAY

8:30 a.m.
PICK-CONGRESS
Avenue West Room
ASA-ENAR-WNAR

193

Analysis of Variance
Biometric Society, ENAR-WNAR, Biometrics
Section and Section on Physical and
Engineering Sciences, ASA

Chairman: Franklin A. Graybill, Colorado
State University

**Further Contributions to the Problem of
Estimating Variance Components in the
General Multiway Classification**

N. Bush, Pan American World Airways
R. L. Anderson, University of North Carolina,
Raleigh

**Experimental Designs to Estimate Variance
Components and to Reduce Product Variability
for Nested Classification**

R. R. Prairie, Sandia Corporation
R. L. Anderson, University of North Carolina,
Raleigh

**Estimation of the Joint Inheritance of Multiple
Traits**

Gary Krause, Kansas State University
Paul Seigel, Virginia Polytechnic Institute

Cyclic Designs

Herbert A. David, University of North Carolina
Fred W. Wolock, Boston College

8:30 a.m.
CONRAD HILTON
Dining Room 4
ES

194

International Trade

Chairman: John Auten, U. S. Treasury

**Theory and Policy Analysis of Short-Term
Movements in the Balance of Payments**
Stanley Black, Yale University

**Economic Growth, Price Trends, and the
United States Balance of Trade**

John E. Floyd, University of Washington
J. Allan Hynes, University of Washington

**The Determinants of the Factors Affecting
American and British Exports in the Interwar
and Postwar Periods**

Alan L. Ginsburg, University of Michigan
Robert M. Stern, University of Michigan

Discussants:

Hourmouzis Georgiadis, Princeton University
Walter S. Salant, Brookings Institution
Rudolph R. Rhomberg, International Monetary
Fund

WEDNESDAY

- 8:30 a.m.
CONRAD HILTON
Dining Room 18 195
ES
- Econometric Methods III: Collinearity, Cross-Sections, and Time Series**
Chairman: Joseph L. Bower, Harvard University
- Pooling Cross-Section and Time-Series Data in the Estimation of a Dynamic Model: The Demand for Natural Gas
Marc Nerlove, Stanford University
Pietro Balestra, Stanford University
- Quadratic Forms, Principal Components and Multicollinearity
Lester D. Taylor, Council of Economic Advisers
- Multi-Collinearity in Regression Analysis: The Problem Revisited
Donald E. Farrar, Massachusetts Institute of Technology
Robert Glauber, Harvard University
- Discussants:*
Edwin Kuh, Massachusetts Institute of Technology
John Wise, University of Hawaii
Paul Taubman, Harvard University
- 8:30 a.m.
CONRAD HILTON
Beverly Room 196
ES
- Firm-Financing and Investment**
Chairman: W. H. L. Anderson, University of Michigan
- Optimal Short-Term Financing Decision
A. A. Robichek, Stanford University
D. Teichroew, Case Institute of Technology
J. Jones, Stanford University
- A Model of Capital Budgeting under Risk
Bertil Naslund, Carnegie Institute of Technology
- Predictive and Forecasting Ability of Econometric Investment Models
Mohammed I. Nadiri, Northwestern University.,
Dale W. Jorgenson, University of California, Berkeley
- Discussants:*
Merton H. Miller, University of Chicago
Gordon Pye, University of California, Berkeley
David T. Kresge, Harvard University

WEDNESDAY

9:00 a.m.
CONRAD HILTON
Bel Air Room 197
ASA AEA

New Economic Program at the Census Bureau and the Office of Business Economics-- Status and Plans

Chairman: Richard H. Holton, Assistant
Secretary for Economic Affairs, U. S.
Department of Commerce

**New Developments in Increasing the
Availability of Census Information**
Morris H. Hansen, Bureau of the Census

**The Regional Economic Programs of the
Office of Business Economics**
Robert E. Graham, Office of Business Economics

The Census Programs in the Manufacturing Sector
Max Conklin, Bureau of the Census

Discussants:

Harold Watts, University of Wisconsin
Charles Levin, University of Pittsburgh
Lee E. Preston, University of California,
Berkeley

9:30 a.m.
CONRAD HILTON
Astoria Room 198
AFA

Changing Role of Financial Intermediaries in the Market for Equity Capital

Chairman: Harry C. Sauvain, Indiana University

Speakers:

Orson Hart, Second Vice President, The New
York Life Insurance Company
A. James Meiggs, Senior Economist, First
National City Bank

Discussants:

Roland I. Robinson, Michigan State University
Sid Cottle, Stanford Research Institute

WEDNESDAY

10:30 a.m.
CONRAD HILTON
Dining Room 2 199
AEA

Invited Student Dissertations

Chairman: James A. Morris, University of South Carolina

Income and the Allocation of Effort
Gordon Winston (Ph.D., Stanford University)
Williams College

An Adaptive Production Function and Its Economic Implications
Ferdinand K. Levy (Ph.D., Carnegie Institute of Technology) Stanford University and Rice University

Some Aspects of Technical Change, Capital Longevity, and Economic Growth
E. Philips Howrey (Ph.D., University of North Carolina) Princeton University

Discussants:

Vincent F. Boland, University of Arizona
Hans Brems, University of Illinois
David McCord Wright, University of Georgia

10:30 a.m.
CONRAD HILTON
Waldorf Room 200
AEA

Economic Education: Experiments in the Teaching of Economics

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

The Effectiveness of "Programmed Learning" in Economics

Richard Attiyeh, Yale University
Keith Lumsden, Stanford University

Role-Playing in Teaching Economics
Myron Joseph, Carnegie Institute of Technology

Tests of the Success of the Principles Courses
Simon Whitney, Rutgers--The State University

Discussants:

Irwin L. Herrnstadt, Northwestern University
Daniel Fusfeld, University of Michigan
Rendigs Fels, Vanderbilt University

WEDNESDAY

10:30 a.m.
CONRAD HILTON
Beverly Room
AEA - ES

201 **The New National Econometric Model: Its Application**

Chairman: Robert H. Strotz, Northwestern University

The SSRC-Brookings Quarterly Econometric Model of the United States: Model Properties
Lawrence Klein, University of Pennsylvania
Gary Fromm, Brookings Institution

Large-Scale Econometric Models: Is a New Age Dawning?

Edwin Kuh, Massachusetts Institute of Technology

Discussants:

Marc Nerlove, Stanford University
R. A. Gordon, University of California, Berkeley

10:30 a.m.
PICK-CONGRESS
Gold Room
ASA

202 **Statistical Methods for Measuring Advertising Effectiveness**

Business and Economic Statistics Section, ASA

Chairman: Seymour Banks, Leo Burnett Company, Inc.

The Study of Consumer Purchase Sequences Using Factor Analysis and Simulation

Ronald E. Frank, Stanford University
William Massy, Stanford University

Fitting Models to Aggregate Data to Measure Advertising and Promotion

Alfred Kuehn, Carnegie Institute of Technology

Application of Covariance Analysis to Marketing Problems

Peter L. Henderson, U. S. Department of Agriculture

Discussants:

Leonard Kent, Needham, Louis & Brorby, Inc.
Albert Madansky, The Rand Corporation

WEDNESDAY

10:30 a.m.
PICK-CONGRESS
Avenue West Room 203
ASA-ENAR-WNAR

The Problems and Prospects of Modern Information Systems -- Memorial to E. J. Engquist, Jr.

American Statistical Association and Biometric Society, ENAR-WNAR

Chairman: Edgar S. Dunn, Jr., Resources for the Future, Inc.

A Tribute to Dr. Ernest Engquist
Berdj Kenadjian, U. S. Internal Revenue Service

Gaining Control of the "Information Explosion"
J. C. R. Lickliger, OST Panel on Scientific and Technical Communication

Some Characteristics of Technical Information Services and Possibilities for Improvement
Bernard K. Dennis, Battelle Memorial Institute
Roger Van Buskirk, Battelle Memorial Institute

Understanding Information User Needs
Herbert Menzel, Columbia University

Discussants:

Morris H. Hansen, U. S. Bureau of the Census
John Tukey, Princeton University

WEDNESDAY

10:30 a.m.

CONRAD HILTON
Dining Room 1 204
ES

Optimal Growth Theory

Chairman: Edmund S. Phelps, Yale University

Optimum Economic Growth in an Aggregative Model of Capital Accumulation: The Finite Horizon Case

David Cass, Yale University

Optimum Capital Accumulation of an Economy Facing an International Capital Market

Koichi Hamada, Yale University

Optimal Savings Ratio

Michael D. Intriligator, University of California, Los Angeles

Discussants:

Peter A. Diamond, University of California, Berkeley

K. C. Kogiku, University of California, Riverside

Daniel McFadden, University of California, Berkeley

10:30 a.m.

CONRAD HILTON
Dining Room 4 205
ES

Technical Change

Chairman: Richard R. Nelson, The Rand Corporation

Invention and Technical Change

Karl Shell, Massachusetts Institute of Technology

Technical Progress and Returns to Scale

Fred M. Westfield, Northwestern University

The Estimation of Biased Technical Progress and the Production Function

Ryuzo Sato, University of Hawaii

Discussants:

Leonid Hurwicz, University of Minnesota

Robert E. Lucas, Jr., Carnegie Institute of Technology

Zvi Griliches, University of Chicago

WEDNESDAY

10:30 a.m. **Association of Comparative Economics**
CONRAD HILTON *Chairman: Jack W. Skeels, Northern Illinois*
Dining Room 3 *University* 206

12:00 noon **Association of Comparative Economics Luncheon**
CONRAD HILTON
Astoria Room 207

12:30 p.m. **Luncheon Meeting -- Committee on Data**
PICK-CONGRESS **Sources and Information Systems, ASA**
Buckingham Room **(By Invitation)** 208
ASA *Chairman: Edgar S. Dunn, Jr., Chairman,*
Committee on Data Sources and Information
Systems, American Statistical Association

12:30 p.m. **Luncheon Meeting - 1965 Incoming Board of**
PICK-CONGRESS **Directors, American Statistical Association**
A. H. Bowker's Suite **(By Invitation)** 209
ASA *Chairman: W. Allen Wallis, President (1965),*
American Statistical Association

2:00 p.m. **Business Meeting**
CONRAD HILTON *Chairman: George J. Stigler*
Bel Air Room 210
AEA



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2:00 p.m.
PICK-CONGRESS
Plaza Room
ASA

Contributed Papers - II
Social Statistics Section, ASA
211 **Chairman:**

Some Alternative Estimators for a Population Mean
Donald T. Searls, Westat Research Analysts, Inc.

The Use of Diverse Sampling Plans for the Collection of Transportation Data
Paul Rackow, Tri-State Transportation Committee

Incorrect Inferences Commonly Drawn from Traditionally Designed Surveys
Albert L. Johnson, University of Miami

The Problem of Geographic Contiguity--A Monte Carlo Approach
Stephen F. Gibbens, California Department of Public Health
James A. Tonascia, California Department of Public Health

Residential Segregation and the Spatial Distribution and Level of Negro Employment
John F. Kain, U. S. Air Force Academy

2:00 p.m.
PICK-CONGRESS
Gold Room
ASA

212 **The Measurement of Poverty**
Business and Economic Statistics Section and Social Statistics Section, ASA

Chairman: Robert J. Lampman, University of Wisconsin

Expenditure Patterns of Low-Consumption Families
Helen H. Lamale, U. S. Department of Labor

Measurements for Alternative Concepts of Poverty
Herman Miller, U. S. Bureau of the Census and University of California

Discussants:
Martin H. David, University of Wisconsin
Leonard A. Lecht, National Planning Association

2:00 p.m.
**SHERATON-
 BLACKSTONE**
 Hubbard Room
 ASA

New Measures of Industry Relations and Capacities
 Business and Economic Statistics Section, ASA
 213 *Chairman:* W. Duane Evans, Cornell University

The 1958 Interindustry Study
 Martin L. Marimont, Office of Business Economics
 Beatrice N. Vaccara, Office of Business Economics
 Morris R. Goldman, Office of Business Economics

Capacity Utilization in Manufacturing
 Peter Gajewski, Board of Governors of the
 Federal Reserve System

Discussants:
 Anne P. Carter, Harvard University
 Douglas Greenwald, McGraw-Hill Publishing
 Company, Inc.

2:00 p.m.
PICK-CONGRESS
 Great Hall
 ASA

Reliability and Life Testing
 Section on Physical and Engineering Sciences,
 214 ASA

Chairman: Richard E. Barlow, University of
 California, Berkeley

**Exponential Life Test Procedures When the
 Distribution Has Increasing Failure Rate**
 Richard E. Barlow, University of California,
 Berkeley
 Frank Proschan, Boeing Scientific Research
 Laboratories

**Use of Order Statistics in Iterative Estimation
 of the Parameters of Life Distributions**

H. Leon Harter, Aerospace Research
 Laboratories

A. H. Moore, Air Force Institute of Technology

On the Use of Partial A Priori Knowledge

J. R. Blum, University of New Mexico
 Judah I. Rosenblatt, University of New Mexico

On Precedence Life Testing

Joan Eilbott, Bell Telephone Laboratories, Inc.
 Jack Nadler, Bell Telephone Laboratories, Inc.

WEDNESDAY

2:00 p.m.
PICK-CONGRESS
Lincoln Room 215
ASA

Statistics and Civil Defense Social Statistics Section, ASA

Chairman: Louis Schwalb, U. S. Office of Civil Defense

Statistics and Civil Defense
Joseph Romm, U. S. Office of Civil Defense

Vulnerability Analysis and Damage Assessments
Joseph D. Coker, U. S. Office of Emergency Planning

Surveys for Civil Defense
Trienah Meyers, U. S. Department of Agriculture

Discussant:
Harry Sheftel, U. S. Office of Statistical Standards

2:00 p.m.
PICK-CONGRESS
Avenue West Room 216
ASA

Topics in Biostatistics Biometrics Section, ASA and Biometric Society, ENAR-WNAR

Chairman: Felix E. Moore, University of Michigan

A Generalized Wilcoxon Test for Comparing Arbitrarily Single-Censored Samples
Edmund A. Gehan, National Cancer Institute

A Multivariate Study of Inbreeding and Growth
M. Anthony Schork, University of Michigan

Independent Tests for More Than One Factor in an Analysis of Covariance
Joan Reisch, Southern Methodist University
J. T. Webster, Southern Methodist University

2:00 p.m.
CONRAD HILTON
Dining Room 3
ES

The Arms Race, Disarmament, and Military Pay
217 *Chairman:* Stephen Enke, Institute of Defense
Analyses

An Economic Model of the Arms Race
Martin C. McGuire, Department of Defense

**Some Economic Implications of Disarmament
on the Structure of American Industry**
Robert G. Kokat, University of Maryland

**Occupational Pay Differentials for Military
Technicians**
Gorman C. Smith, U. S. Army

Discussants:
R. W. Pfouts, University of North Carolina
Mancur Olson, Jr., Princeton University
Lowell E. Gallaway, University of Pennsylvania

2:00 p.m.
CONRAD HILTON
Dining Room 4
ES

The Banking Sector
218 *Chairman:* Edward J. Kane, Princeton University

**An Econometric Model of the Commercial
Banking Sector**
David T. Kresge, Harvard University

Control of Member Bank Demand Deposits
William G. Dewald, University of Chicago

**The Relation Between Bank Portfolios and
Earnings: An Econometric Analysis**
Donald Hester, Yale University
John Zoellner, Federal Reserve Bank of
Kansas City

Discussants:
Warren L. Smith, University of Michigan
Robert C. Holland, Board of Governors,
Federal Reserve System
Stephen M. Goldfeld, Princeton University



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