AMERICAN ECONOMIC ASSOCIATION
AMERICAN FINANCE ASSOCIATION
AMERICAN MARKETING ASSOCIATION
AMERICAN STATISTICAL ASSOCIATION
ECONOMETRIC SOCIETY
AMERICAN ASSOCIATION OF UNIVERSITY TEACHERS OF INSURANCE
AMERICAN FARM ECONOMICS ASSOCIATION
BIOMETRIC SOCIETY (ENAR)
INDUSTRIAL RELATIONS RESEARCH ASSOCIATION
REGIONAL SCIENCE ASSOCIATION
The 1958 Program of Annual Meetings

of the

JOINT ALLIED
SOCIAL SCIENCE ASSOCIATIONS

American Economic Association
American Finance Association
American Marketing Association
American Statistical Association
Econometric Society
American Association of University Teachers of Insurance
American Farm Economics Association
Biometric Society (ENAR)
Industrial Relations Research Association
Regional Science Association
and
Catholic Economic Association

Chicago
December 27-30, 1958
General Information

This joint program contains a detailed listing of meetings for all Allied Social Science Associations meeting in Chicago this year, as well as the program of the Catholic Economic Association. Each day's listings are arranged chronologically for all associations combined, but the name of the sponsoring association is indicated immediately above the title of each session. In addition, a summary of meeting titles precedes the detailed program schedule for each day.

Only the meetings sponsored by participating associations are included in the body of the program. Other meetings reported to the Local Arrangements Chairman are included in the listing of Special Events commencing on page 4.

Hotel Headquarters

Meetings of the participating associations this year are being held in five Loop hotels. The Palmer House is the headquarters for the American Economic Association, American Finance Association, Econometric Society, American Farm Economics Association, Regional Science Association, and the Catholic Economic Association. The Congress Hotel is the headquarters for the American Statistical Association and the Biometric Society. The Morrison Hotel is the headquarters for the American Marketing Association, and the Conrad Hilton is the headquarters for the Industrial Relations Research Association. Headquarters of the American Association of University Teachers of Insurance are located in the LaSalle Hotel. The location of all headquarters hotels is indicated on the map on the inside front cover of the program.

Registration

Registrants are entitled to attend all open meetings of the participating associations without any additional charge. Tickets for association-sponsored breakfast, luncheon or dinner meetings may be purchased at the registration or information desk where the event is held. Convention facilities maintained in the several hotels for the registrants’ use are listed below.

Palmer House:

Registration desk—4th floor
Hours—1 p.m. to 9 p.m. Friday
—8 a.m. to 8 p.m. Saturday
—8 a.m. to 4 p.m. Sunday
Information desk—4th floor
Convention headquarters—Room 15, Club floor
Employment register—Mezzanine
Hours—9 a.m. to 4:30 p.m., Saturday through Monday

Congress Hotel:

Registration desk—Gold room, 2nd floor
Hours—8 a.m. to 4 p.m., Saturday through Tuesday
Information Center—Gold room, 2nd floor
Press room—French room, 2nd floor
Convention headquarters—Lake Shore room, 3rd floor
Employment register—Application forms may be obtained at the information center. The main office of the employment register is at the Palmer House, Mezzanine floor

Morrison Hotel:

Registration desk—1st floor Foyer
Hours—9 a.m. to 5 p.m. Sunday
—8 a.m. to 5 p.m. Monday
—8 a.m. to 2 p.m. Tuesday
Information desk—1st floor Foyer
Lounge—North end, Constitution Room, 1st floor
Ladies' Headquarters—Room 605
Speakers' room—Walnut Room, 2nd floor
Press room—Burgundy Room, Mezzanine
Personnel Placement—Parlor G, 2nd floor
Academic Placement—Room 534
Convention headquarters—Parlor E, 2nd floor

Conrad Hilton:

Registration desk—3rd floor corridor
Hours—9 a.m. to 5 p.m. Sunday
Information desk—3rd floor corridor

LaSalle Hotel:

Registration desk—Mezzanine
Hours—1 p.m. to 9 p.m. Saturday
—8 a.m. to 4 p.m., Sunday and Monday

Employment Register

Convention registrants who desire assistance in obtaining personnel or positions in economics, statistics, marketing or related fields, are invited to visit the Convention Placement Office on the Mezzanine Floor of the Palmer House Hotel. Contact should be made with placement office as soon as possible after completing convention registration. Office hours: Saturday - Monday, 9 a.m. to 4:30 p.m. The Placement Office is operated by the Illinois State Employment Service, affiliated with the United States Employment Service.
Academy of Management

The annual meeting of the Academy of Management is being held on Monday, December 29, in Siegel Hall on the Illinois Institute of Technology Campus. The program will include a morning session on "Considerations in Organization and Policy Formation", commencing at 9:30 a.m., and an afternoon session on "Executive Decision Gaming Techniques", commencing at 2:00 p.m. All registrants are invited to attend if they so desire.

Exhibits

The book exhibit of the American Economic Association is in Exhibition Hall on the 4th floor of the Palmer House. The American Statistical Association equipment and publications exhibit is in the Gold Room on the 2nd floor of the Congress Hotel, while that of the American Marketing Association is on the 1st floor of the Morrison Hotel. Registrants are invited to visit all exhibits.

Special Events

Friday—6:30 p.m.
AEA Executive Committee Dinner Meeting
Palmer House, Room 16, Club floor

Saturday—12:15 p.m.; bar opens 11:45 a.m.
Organizational Luncheon of the American Association for the Study of Soviet Economics
Palmer House, Room 11, 3rd floor

Saturday—12:30 p.m.
Editors of the Social Science Journals Luncheon (by invitation)
Palmer House, Room 16, Club floor

Saturday—5:00 p.m.
Western Railroads Cocktail Party for Transportation and Public Utilities Section
Palmer House, Room 18, Club floor

Saturday—5:30 p.m. - 7:30 p.m.
University of Chicago Cocktail Party
Palmer House, Room 9, 3rd floor

Saturday—
Dinner Meeting on Graduate Programs in Economics
(by invitation)
Palmer House, Room 4, 3rd floor

Sunday—8:00 a.m.
Joint Council on Economic Education Breakfast (by invitation)
Palmer House, Room 11, 3rd floor

Sunday—8:00 a.m.
Case Institute of Technology, Economics in Action Alumni Breakfast
Palmer House, Room 17, Club floor

Sunday—8:00 a.m.
University of Wisconsin Breakfast
Palmer House, Room 18, Club floor

Sunday—8:00 a.m.
Indiana University Alumni Breakfast
Harding's Restaurant, 21 South Wabash Avenue

Sunday—
Annual Luncheon, Transportation and Public Utilities Section
Palmer House Annex, Wabash Parlor, 4th floor

Sunday—5:00 p.m.
Meeting of Pennsylvania Economists
Palmer House, Room 11, 3rd floor

Sunday—9:00 p.m. - 11:30 p.m.
University of Illinois Smoker
Palmer House, Room 9, 3rd floor

Monday—7:30 a.m.
Annual Minnesota Breakfast
Harding's Restaurant, 21 South Wabash Avenue

Monday—8:00 a.m.
Swift & Company Reunion Breakfast
Palmer House, Room 11, 3rd floor
Association Officers and Program Chairmen

American Economic Association

George W. Stocking (Vanderbilt University)—President and Program Chairman
James Washington Bell (Northwestern University)—Secretary-Treasurer

American Finance Association

Lester V. Chandler (Princeton University)—President
George E. Hassett, Jr. (New York University)—Secretary-Treasurer
James J. O'Leary (Life Insurance Association of America)—Program Chairman

American Marketing Association

Wendell R. Smith (Alderson Associates, Inc.)—President
William C. Jordan, Jr. (American Marketing Association)—Executive Director
Taylor W. Meloan (Indiana University)—Program Chairman

American Statistical Association

Walter E. Hoadley, Jr. (Armstrong Cork Company)—President
Donald C. Riley (U.S. Bureau of the Budget)—Secretary-Treasurer
Ralph E. Burgess (American Cyanamid Company)—Program Chairman

Econometric Society

James Tobin (Yale University)—President
Richard Ruggles (Yale University)—Secretary
Edwin Kuh (Massachusetts Institute of Technology)—Program Chairman

American Association of University Teachers of Insurance

William T. Beadles (Illinois Wesleyan University)—President
Kenneth W. Herrick (Texas Christian University)—Secretary-Treasurer
J. Edward Hedges (Indiana University)—Program Chairman

American Farm Economics Association

R. G. Bressler, Jr. (University of California, Berkeley)—President and Program Chairman
C. Dei Mar Kearl (Cornell University)—Secretary-Treasurer

Biometric Society (ENAR)

Boyd Harshbarger (Virginia Polytechnic Institute)—Regional President
Theodore W. Horner (General Mills, Inc.)—Secretary-Treasurer
Virgil Anderson (Purdue University)—Program Chairman

Industrial Relations Research Association

E. Wight Baake (Yale University)—President and Program Chairman
Edwin Young (University of Wisconsin)—Secretary-Treasurer

Regional Science Association

Walter Isard (University of Pennsylvania)—President and Program Chairman

Catholic Economic Association

Charles Walsh (Fordham University)—President and Program Chairman
Rev. Robert McKeon, S.J. (Boston College)—Secretary-Treasurer

Key to Abbreviations

AAUTI American Association of University Teachers of Insurance
AEA American Economic Association
AFA American Finance Association
AFEA American Farm Economics Association
AMA American Marketing Association
ASA American Statistical Association
BS Biometric Society (ENAR)—East North American Region
CEA Catholic Economic Association
ES Econometric Society
IRRA Industrial Relations Research Association
RSA Regional Science Association
Joint Committee on Local Arrangements

Chairman—George W. Mitchell, Federal Reserve Bank of Chicago
Editor, Joint Printed Program—J. Charles Partee, The Northern Trust Company
Treasurer—William J. Korsvik, The First National Bank of Chicago
Program Advertising—Lawrence L. Peterson, Illinois Bell Telephone Company
Palmer House Registration and Facilities—Harold L. Cheadle, Federal Reserve Bank of Chicago
Morrison Hotel Registration and Facilities—A. J. Kinard, The Quaker Oats Company
Conrad Hilton Registration and Facilities—Sander W. Wirpel, Inland Steel Company
LaSalle Hotel Registration and Facilities—Walter G. Dithmer, Western Underwriters Association

Local Arrangements Chairmen of Associations

- AEA-AFA: George W. Mitchell, Federal Reserve Bank of Chicago
- ASA-BS: Omer Miller, Illinois Bell Telephone Company
- AMA: Robert Lavidge, Elrick and Lavidge, Inc.
- ES-RSA: Dick Netzer, Federal Reserve Bank of Chicago
- AAUTI: Walter G. Dithmer, Western Underwriters Association
- AFEA: Howard G. Diesslin, Farm Foundation
- IRRA: Sander W. Wirpel, Inland Steel Company
- CEA: William A. Hayes, De Paul University

Houghton Mifflin presents
in 1959
5 NEW titles . . .

ECONOMICS: Theory and Practice
Melville J. Ulmer

AN ECONOMIC HISTORY OF THE UNITED STATES
Gilbert C. Fite and Jim E. Reese

MONEY, CREDIT, AND PUBLIC POLICY
Lawrence Smith

ADVERTISING: Mass Communication in Marketing
C. A. Kirkpatrick

ESSAYS IN ECONOMICS: In Honor of E. S. Mason
Carl Kaysen and Contributors

in 1958
these outstanding titles . . .

MONEY AND BANKING
Leland J. Pritchard
783 pages ........... $6.95

THE AFFLUENT SOCIETY
John Kenneth Galbraith
368 pages ........... $5.00
New Harper Books
FALL 1958

COMPANY & COMMUNITY
Case Studies in Industry-City Relationships
WAYNE HODGES

EFFECTIVE MARKETING ACTION
Edited by DAVID W. EWING

THE ESSENCE OF MANAGEMENT
MARY CUSHING NILES

FISCAL POLICY & POLITICS
PAUL J. STRAYER

IMPROVING MANAGERIAL PERFORMANCE
VIRGIL K. ROWLAND

INTERNATIONAL RESOURCES & NATIONAL POLICY
OLIN T. MOUZON

LONG-RANGE PLANNING FOR MANAGEMENT
Edited by DAVID W. EWING

MANAGEMENT'S STAKE IN RESEARCH
MAURICE HOLLAND & CONTRIBUTORS

A PHILOSOPHY OF ADMINISTRATION
Toward Creative Growth
MARSHALL E. DIMOCK

New Harper Books
SPRING 1959

ADMINISTRATIVE VITALITY
The Conflict With Bureaucracy
MARSHALL E. DIMOCK (April)

BALANCE OF PAYMENTS & ECONOMIC GROWTH
JOHN M. LETICHE (March)

CORPORATION FINANCE
RICHARDS C. OSBORN (March)

ECONOMIC PLAN & ACTION
Recent American Developments
CHARLTON OGBURN (May)

THE ECONOMICS OF MONEY & BANKING
Third Edition
LESTER V. CHANDLER (April)

A HISTORY OF ECONOMIC IDEAS
ROBERT LEKATCHMAN (April)

LANDMARKS OF TOMORROW
PETER F. DRUCKER (January)

NEW DIMENSIONS IN COLLECTIVE BARGAINING
HAROLD W. DAVEY, HOWARD S. KALTBORN,
and STANLEY H. RUTTENBERG (January)

OUTPUT, EMPLOYMENT, CAPITAL & GROWTH
HANS BREMS (April)
### Summary of Saturday Meetings

<table>
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<th>Time</th>
<th>Event</th>
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<tr>
<td>9:30 a.m.</td>
<td><strong>AEA</strong> Soviet Economic Trends and Prospects</td>
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<td><strong>AEA</strong> The Fundamentals of Economic Progress in Underdeveloped Countries</td>
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<td><strong>AFEA-ES</strong> Econometric Models in Agriculture</td>
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<td><strong>ES</strong> Econometric Studies I</td>
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<td><strong>ES</strong> Money and Finance I</td>
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<td><strong>ES-ASA</strong> Simulation in Economics</td>
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<td><strong>RSA</strong> Gravity and Relative Income Potential Models</td>
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<td>10:30 a.m.</td>
<td><strong>ASA</strong> Statistical Analysis of Historical Data</td>
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<td><strong>ASA</strong> Training and Teaching Aids in Statistics</td>
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<td><strong>ASA</strong> Recent Surveys of Factors Affecting Family Size</td>
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<td><strong>ASA-BS</strong> Unequal Subclass Numbers</td>
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<td>1:30 p.m.</td>
<td><strong>ES</strong> Linear Programming</td>
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<td><strong>ES</strong> Prediction and Business Cycles</td>
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<td>2:00 p.m.</td>
<td><strong>ASA</strong> Contributed Papers</td>
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<td><strong>ASA</strong> What Has Happened in Manufacturing Since 1947?</td>
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<td><strong>ASA-BS</strong> Measurement of Radioactivity</td>
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<td><strong>ASA</strong> Major Economic Indicators: Canadian Experience</td>
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<td><strong>ASA</strong> Statistical Inference, Etc.</td>
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<td>2:30 p.m.</td>
<td><strong>AEA</strong> Soviet Economic Planning</td>
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<td><strong>AEA</strong> The Role and Character of Foreign Aid</td>
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<td><strong>AEA</strong> Organization and Financing of Economic Research</td>
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<td><strong>AFA</strong> Business Finance</td>
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<td><strong>RSA</strong> Ecological Analysis of Regions</td>
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<td>3:30 p.m.</td>
<td><strong>ES</strong> Decision Making with Uncertainty</td>
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<td><strong>ES</strong> Studies in Wealth and Income Distribution</td>
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<td>4:00 p.m.</td>
<td><strong>ASA-AEA</strong> Adequacy of Monetary and Financial Statistics</td>
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<td><strong>ASA</strong> Adapting Census Procedures to Meet Today's Needs</td>
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<td><strong>ASA</strong> Life and Reliability Testing</td>
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<td><strong>BS</strong> Regional Advisory Board Meeting</td>
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<td><strong>CEA</strong> Executive Council Meeting</td>
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<td>6:00 p.m.</td>
<td><strong>ASA</strong> Dinner Meeting, Board of Directors and Council</td>
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<td>7:00 p.m.</td>
<td><strong>AFEA</strong> Dinner—The International Conference of Agricultural Economists</td>
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<td>8:00 p.m.</td>
<td><strong>AEA</strong> The Non-Russian Communist Economies</td>
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<td><strong>AEA</strong> Maintaining Full Employment and Economic Stability</td>
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<td><strong>AEA</strong> The Economics of Government Expenditures</td>
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<td><strong>AFA</strong> Board of Directors Meeting</td>
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<td><strong>ASA</strong> Statistical Guides to Non-Inflationary Wage Bargaining</td>
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<td><strong>ASA</strong> Smoking and Cancer</td>
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<td><strong>RSA</strong> Selected Regional Topics I</td>
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<td><strong>CEA</strong> The Better Judgment Hypothesis</td>
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### Saturday, December 27, 1958 Schedule of Meetings

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<tr>
<td>9:30 a.m.</td>
<td>Palmer House, Red Lacquer Room, 4th floor</td>
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<tr>
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<td>American Economic Association</td>
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<td></td>
<td><strong>Soviet Economic Trends and Prospects</strong></td>
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<td>Chairman: Abram Bergson, Harvard University</td>
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<td><strong>Industrial Growth</strong></td>
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<td>Francis Seton, Oxford University</td>
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<td><strong>Agriculture under Khrushchev</strong></td>
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<td>Lazar Volin, U. S. Department of Agriculture</td>
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<td><strong>Soviet Foreign Economic Competition</strong></td>
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<td>Joseph Berliner, Syracuse University</td>
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<td><strong>Discussants:</strong> Raymond P. Powell, Yale University</td>
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<td>Robert L. Allen, University of Virginia</td>
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<td>Chauncey Harris, University of Chicago</td>
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Saturday

9:30 a.m.  Palmer House, Room 14, Club floor
American Economic Association

The Fundamentals of Economic Progress in Underdeveloped Countries
Chairman: Theodore W. Schultz, University of Chicago

Using the Resources at Hand More Efficiently
Arnold C. Harberger, University of Chicago

Adding to the Stock of Physical and Human Capital
Richard B. Goode, International Monetary Fund

Maintaining Order and Accommodating Economic Change
William H. Nicholls, Vanderbilt University

Discussants: Benjamin Higgins, Massachusetts Institute of Technology
Alexandre Kafka, United Nations
George E. Britwell, University of Saskatchewan

9:30 a.m.  Palmer House, Grand Ballroom, 4th floor
American Finance Association

Lessons of Monetary Experience Since the Treasury-Federal Reserve Accord
Chairman: Charl E. Walker, Federal Reserve Bank of Dallas

The Adequacy of Federal Reserve Powers to Discharge Responsibilities
Charles F. Haywood, University of Mississippi

Timing of Changes in Monetary Policy
John M. Culbertson, University of Wisconsin

Monetary Policy and Economic Stability: Speed and Scale of Action
Bertram F. Levin, Credit Union National Association

Discussants: Donald C. Miller, Continental Illinois National Bank and
Trust Company
Elmer Wood, University of Missouri

Saturday

9:30 a.m.  Palmer House, Room 18, Club floor
American Farm Economic Association—Econometric Society

Econometric Models in Agriculture
Chairman: Karl Fox, Iowa State College

Linear Programming Models for the Determination of Palatable Human
Diets
Victor E. Smith, Michigan State University

An Econometric Model of the Egg Economy
Martin J. Gerra, U. S. Department of Agriculture

Discussants: David R. Peryam, Quartermaster Food and Container Insti­
tute for the Armed Forces
Charles Zwick, RAND Corporation

9:30 a.m.  Palmer House, Crystal Room, 3rd floor
Econometric Society

Econometric Studies I
Chairman: Reuben Saposnik, Purdue University

Rent as Price vs. Rent as Expenditure
Margaret Reid, University of Chicago

The Valuation of Human Capital
Burton A. Weisbrod, Washington University

Discussants: Paul Farris, Purdue University
Ronald Jones, University of Rochester

9:30 a.m.  Palmer House Annex, Monroe Parlor, 5th floor
Econometric Society

Money and Finance I
Chairman: Otto Eckstein, Harvard University

Inflation: Cost-Push and Demand-Pull
Franklyn D. Holzman, University of Washington

The General Equilibrium of Economy and Money
Yukichi Kurimura, Kyushu University
Saturday

A Theory of Life Insurance Company Portfolio Selection
Leroy S. Wehrle, Yale University
Discussants: Emile Despres, Williams College
Lawrence Fisher, University of Chicago

9:30 a.m. Palmer House, Room 9, 3rd floor
Econometric Society—American Statistical Association

Simulation in Economics
Chairman: Guy H. Orcutt, University of Wisconsin
A Computer Model of the Shoe, Leather, Hide Sequence
Kalman J. Cohen, Carnegie Institute of Technology
Random Variations and Sampling Models in Production Economics
Robert A. Levine and Richard B. Rainey, Jr., The RAND Corporation
Discussants: J. Johnston, University of Wisconsin
T. Y. Shen, Federal Reserve Bank of Boston
Hollis B. Chenery, Stanford University

9:30 a.m. Palmer House, Room 17, Club floor
Regional Science Association

Gravity and Relative Income Potential Models
Regional Employment and Population Projections via Relative Income Potential Models
Walter Isard and David Bramhall, University of Pennsylvania
Gravity Models and Trip Predictive Theories in an Urban Region
Morton Schneider, Chicago Area Transportation Study
Discussants: Edward J. Taaffe, Northwestern University
Douglas Carroll, Chicago Area Transportation Study
Gerald A. P. Carrothers, University of Toronto

Saturday

10:30 a.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical Association

Statistical Analysis of Historical Data
Chairman: Earl J. Hamilton, University of Chicago
Some Reconstruction and Estimation Problems in Historical Statistics
Ernest Rubin, American and Howard Universities
Income Change: An Adjustment for Extended Time Series
Lloyd Saville, Duke University
Statistics in Economic History
Rondo E. Cameron, University of Wisconsin
Discussants: Edward C. Budd, Yale University
Morris B. Ullmen, Bureau of the Census
Robert E. Gallman, Ohio State University

10:30 a.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association

Training and Teaching Aids in Statistics
Chairman: Paul A. Vatter, Harvard University
Educational and Training Films in Statistics
Grant I. Butterbaugh, University of Washington
Some Suggested Aids to Teaching Statistics
R. Clay Sprowls, University of California
Discussants: J. Parker Bursk, University of Pennsylvania

10:30 a.m. Congress Hotel, Pine Room, 2nd floor
American Statistical Association

Recent Surveys of Factors Affecting Family Size
Chairman: Dudley Kirk, Population Council
The Growth of American Families: Results of a National Survey
Pascal K. Whelpton, Scripps Foundation; Arthur A. Bell, Scripps Foundation; and Ronald Freedman, University of Michigan
Saturday

Interim Report on the Study of Future Fertility of Two-Child Families in Metropolitan America
Philip C. Sagi, Robert G. Potter, Jr., and Charles F. Westoff, Princeton University

Family Planning in Medical Practice
Sydney S. Spivack, Columbia University

Discussants: Philip M. Hauser, University of Chicago
William J. Gibbons, S.J., Fordham University

10:30 a.m. Congress Hotel, Caucus Room, 1st floor
American Statistical Association—Biometric Society

Unequal Subclass Numbers (Fixed and Random Models)
Chairman: Henry L. Lucas, North Carolina State College

Influence of Weighting Choices on Tests of Main Effects and Interactions
J. A. Norton, Jr., Purdue University

Level of Significance and Power of the Unweighted Means Test
David G. Gosslee, University of Connecticut

Discussants: D. C. Hurst, Virginia Polytechnic Institute

1:30 p.m. Palmer House, Crystal Room, 3rd floor
Econometric Society

Prediction and Business Cycles
Chairman: Albert Hart, Columbia University

Forecasting Aggregate Economic Activity
Sidney S. Alexander, Massachusetts Institute of Technology

A Quarterly Econometric Model of the Canadian Economy
Leo I. Bakoney, University of Washington

Discussants: Carl Christ, University of Chicago
Lawrence Klein, University of Pennsylvania

2:00 p.m. Congress Hotel, Lincoln Room, 3rd floor
American Statistical Association

Contributed Papers
Chairman: Robert E. Johnson, Western Electric Company

Definition of Population Clusters and the Contiguity Ratio
James M. Beshers, Purdue University

A Suggested Method for the Delimitation of Population Clusters

The Influence of the Number System on Estimation
Stanley Turner, University of Pennsylvania

Negative Skewness and Its Significance in Relation to Distributions of Performance Ratings of Civil Service Employees
James P. George, University of Tennessee

Fertility Estimates from Birth Statistics
Kuno R. Gabriel, University of North Carolina and Hebrew University, Jerusalem; and Ruma Falk, Hebrew University
Saturday

2:00 p.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical Association

What Has Happened in Manufacturing Since 1947?
Chairman: Harold Barnett, Resources for the Future, Inc.
Output Measures in the Analysis of Economic Changes
Clayton Gehman, Federal Reserve Board
Investment Trends
Larry Bridge, Department of Commerce
Recent Employment Trends
Sidney Goldstein, Bureau of Labor Statistics
Discussants: Frederick T. Moore, RAND Corporation
Max Conklin, Bureau of the Census
Paul Cootner, Resources for the Future, Inc.

2:00 p.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association—Biometric Society

Measurement of Radioactivity
Chairman: A. E. Brandt, University of Florida
Estimation when the Regression Function is a Sum of Exponentials
A. M. Dutton, University of Rochester, and S. Lee Crump,
University of Rochester
Estimation from Observations Having Specified but Unassigned Expectations in a Radiation Experiment with “Paramecium Aurelia”
Allyn W. Kimball and R. F. Kimball, Oak Ridge National Laboratory
Some Sampling Studies of Fallout
Marion M. Sandomire, U. S. Naval Radiological Defense Laboratories
Discussants: Joseph Berkson, Mayo Clinic

2:00 p.m. Congress Hotel, Pine Room, 2nd floor
American Statistical Association

Major Economic Indicators: Canadian Experience
Chairman: Walter E. Duffett, Dominion Bureau of Statistics

Saturday

The New Canadian Index of Industrial Production
V. R. Berlinguette, Dominion Bureau of Statistics
Some Recent Developments in Canada’s Quarterly National Accounts
R. B. Crozier, Dominion Bureau of Statistics
Quarterly Capital Formation
D. H. Jones, Dominion Bureau of Statistics
Discussants: Edward F. Denison, Committee for Economic Development
Vito Natrelle, Securities and Exchange Commission
R. C. Geary, United Nations

2:00 p.m. Congress Hotel, Caucus Room, 1st floor
American Statistical Association

Statistical Inference, Etc.
Chairman: Ralph H. Bacon, General Precision Laboratory

Minimum Bias Estimation
William J. Hall, University of North Carolina
Multiple Regression Involving Continuous Processes
Irwin Miller, U. S. Steel Corporation
Nominal Confidence Limits for the Expectation of a Poisson Variable
Nilan Norris, Hunter College and New York University
On Non-Parametric Statistics
Milton Sobel, Bell Telephone Laboratories

2:30 p.m. Palmer House, Red Lacquer Room, 4th floor
American Economic Association

Soviet Economic Planning
Chairman: Evsey D. Domar, Massachusetts Institute of Technology

Industrial Price Formation
Gregory Grossman, University of California
Industrial Reorganization of 1957
Oleg Hoeffding, RAND Corporation
Saturday

Discussants: Robert Campbell, University of Southern California
        David Granick, Carnegie Institute of Technology

2:30 p.m. Palmer House, Grand Ballroom, 4th floor
        American Economic Association

The Role and Character of Foreign Aid
Chairman: Willard L. Thorp, Amherst College

Problems of Foreign Aid Viewed from the Inside
        C. Tyler Wood, International Cooperation Administration

Problems of Foreign Aid Viewed from the Outside
        Harlan Cleveland, Maxwell Graduate School of Citizenship
        and Public Affairs

Agricultural Surplus and Foreign Aid
        John H. Davis, Harvard University

Discussants: Boris C. Swerling, Food Research Institute, Stanford University
        Samuel P. Hayes, The Foundation for Research on Human
        Behavior, Ann Arbor, Michigan
        Richard S. Eckaus, Massachusetts Institute of Technology
        and Brandeis University

2:30 p.m. Palmer House, Room 14, Club floor
        American Economic Association

Round Table on the Organization and Financing of Economic Research
Chairman: Seymour E. Harris, Harvard University

Panellists: Robert D. Calkins, Brookings Institution
        Thomas H. Carroll, Ford Foundation
        Philip H. Coombs, Fund for Advancement of Education
        Solomon Fabricant, National Bureau of Economic Research
        Tjalling Koopmans, Yale University
        Lloyd G. Reynolds, Yale University

Discussion from floor

2:30 p.m. Palmer House, Room 17, Club floor
        Regional Science Association

Ecological Analysis of Regions
Chairman: Philip M. Hauser, University of Chicago

Service Industries and the Urban Hierarchy
        Otis Dudley Duncan, University of Chicago

Population Distribution and Economic Activity
        Beverly Duncan, University of Chicago

Variations in Industrial Composition with City Size
        Hal H. Winsborough, University of Chicago

Discussants: Brian J. L. Berry, University of Chicago
        John Cumberland, University of Maryland

3:30 p.m. Palmer House Annex, Monroe Parlor, 5th floor
        Econometric Society

Decision Making with Uncertainty
Chairman: Gerhard Tintner, Iowa State College

The Theory of Hedging and Speculation in Commodity Futures
        Leland L. Johnson, The RAND Corporation
Saturday

Surprise Attack—A Study in Reciprocal Distrust
Thomas C. Schelling, The RAND Corporation, on leave from Harvard University
Discussants: Lester G. Telser, University of Chicago
Max F. Millikan, Massachusetts Institute of Technology

3:30 p.m. Palmer House, Crystal Room, 3rd floor
Econometric Society
Studies in Wealth and Income Distribution
Chairman: Robert Eisner, Northwestern University
Changes in the Share of Wealth Held by Top Wealth-Holders, 1922-1953
Robert Lampman, University of Wisconsin
British-American Comparisons of Income and Asset Distributions
John B. Lansing, Survey Research Center, University of Michigan, and Harold F. Lydall, Institute of Statistics, Oxford University
Discussants: Selma Goldsmith, Department of Commerce
Victor Perlo, Economic Consultant, New York

4:00 p.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association
Adequacy of Monetary and Financial Statistics for Business Cycle and Money Market Analysis
Chairman: Roland I. Robinson, Federal Reserve Board
A Business Viewpoint on the Adequacy of Monetary and Financial Statistics
Wesley Lindow, Irving Trust Company
Paper to be announced
V. Lewis Bassie, University of Illinois
Discussants: Ira Scott, Columbia University
Robert Solomon, Federal Reserve Board
Frank E. Morris, Investment Bankers Association of America

Saturday

4:00 p.m. Congress Hotel, Caucus Room, 1st floor
American Statistical Association
Life and Reliability Testing
Chairman: Benjamin Epstein, Wayne State University
Typifying Life Behavior from Sample Test Data
E. Bianco, General Electric Company
Estimation of an Average Life Parameter from a Sample from Mixed Populations
Leo Katz, Michigan State University
Early Failures in Life Testing
Rupert Miller, Jr., University of California, Berkeley
Simplified Estimators for the Normal Distribution when Samples are Singly Censored or Truncated
A. C. Cohen, Jr., University of Georgia
Some Aspects of Reliability
William Madow, Stanford University
Factorial Experiments in Life Testing
Marvin Zelen, National Bureau of Standards
Saturday

4:00 p.m. Congress Hotel, English Walnut Room, 2nd floor
Biometric Society (ENAR)—Regional Advisory Board Meeting

4:00 p.m. Palmer House, Room 16, Club floor
Catholic Economic Association Executive Council Meeting

6:00 p.m. Dinner Congress Hotel, Buckingham Room, 3rd floor
Meeting of Board of Directors and Council, American Statistical Association

7:00 p.m. Dinner Hamilton Hotel, Mirror Room
American Farm Economic Association
The International Conference of Agricultural Economists
Moderator: H. C. M. Case, University of Illinois

8:00 p.m. Palmer House, Room 14, Club floor
American Economic Association
The Non-Russian Communist Economies
Chairman: Max F. Millikan, Massachusetts Institute of Technology
Structural Changes in the Economy of the Chinese Mainland, 1933-57
Ta-Chung Liu, Cornell University and RAND Corporation
The Polish Economy After October 1956
Alexander Erlich, Columbia University
Integration of European Satellite Economies with the Russian Economy
Edward Ames, Purdue University
Discussants: Nicolas Spulber, Indiana University
William W. Hollister, Washington, D. C.
Thad P. Alton, Columbia University

8:00 p.m. Palmer House, Grand Ballroom, 4th floor
American Economic Association
Maintaining Full Employment and Economic Stability
Chairman: Robert Aaron Gordon, University of California, Berkeley
The 1957-58 Business Contraction in the Light of its Predecessors
Geoffrey H. Moore, National Bureau of Economic Research
The Problem of Price Stabilization
John P. Lewis, Indiana University
Discussants: Martin R. Gainsbrugh, National Industrial Conference Board
J. Howard Craven, Bank of America, San Francisco
Frank E. Norton, University of California, Los Angeles

8:00 p.m. Palmer House, Red Lacquer Room, 4th floor
American Economic Association
The Economics of Government Expenditures
Chairman: Charles J. Hitch, RAND Corporation
Using Market Mechanisms in Making Government Expenditure Decisions
O. H. Brownlee, University of Minnesota
The Economic Analysis of Defense Problems—Choice Without Markets
Albert Wohlstetter and Fred S. Hoffman, RAND Corporation
Discussants: Klaus E. Knorr, Princeton University
Jack Hirshleifer, University of Chicago
Robert Dorfman, Harvard University

8:00 p.m. Palmer House, Room 16, Club floor
American Finance Association Board of Directors Meeting

8:00 p.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical Association
Statistical Guides to Non-Inflationary Wage Bargaining
Chairman: James T. O'Connell, Department of Labor
Saturday

The Public Policy Framework
George Schultz, University of Chicago

Statistics of Collective Bargaining
Ewan Clague, Department of Labor

Economic Considerations in Wage Determination
Jules Backman, New York University

Discussants: Nat Goldfinger, AFL-CIO
Walter D. Falkler, U. S. Chamber of Commerce

8:00 p.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association

Smoking and Cancer
Chairman: Thomas Parran, Avalon Foundation

The National Institutes of Health Study of Smoking and Cancer
Harold F. Dorn, National Institutes of Health

Discussants: Carl E. Hopkins, University of Oregon Medical School
E. Cuyler Hammond, American Cancer Society
Robert C. Hockett, Tobacco Industry Research Committee
Paul Meier, University of Chicago

8:00 p.m. Palmer House, Room 18, Club floor
Regional Science Association

Selected Regional Topics I
Chairman: Chauncey Harris, University of Chicago

Regional Science: Quo Vadis
Lloyd Rodwin, Massachusetts Institute of Technology

The Southern Appalachians as a Problem Social Area
Rupert Vance, University of North Carolina

Discussants: Robert A. Kavesh, New York University
Regional Science Seminar, University of Pennsylvania

Saturday

8:00 p.m. Palmer House, Room 18, Club floor
Catholic Economic Association

The Better Judgment Hypothesis
Chairman: The Reverend Thomas J. McDonogh, C.S.C., University of Notre Dame

Speaker: Warren J. Bilkey, University of Notre Dame

Discussants: Helen C. Potter, Loyola University, Chicago, Illinois

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Summary of Sunday Meetings

8:00 a.m.
AFA Editorial Board Breakfast Meeting
ASA Breakfast Meeting of Chapter Presidents and Secretaries and District Representatives
AAUTI C.L.U.-C.P.C.U. Breakfast and Social Hour

9:00 a.m.
AEA Studies in the Classical Economics
AEA Power Blocks and the Operation of Economic Forces
AEA Special Problems Facing Underdeveloped Countries

9:30 a.m.
AFA Canons of Investment: A Reappraisal
AFA-ES Agricultural Output and the Demand for Inputs
ES Economic Theory
ES Capital Theory—Invited Address
IRRA Crucial Problems Posed by Automation
IRRA Value of Industrial Relations and Human Relations Research to Labor and Management Leaders
RSA Use of Regional Science Techniques in Business

10:00 a.m.
AAUTI The Insurance Curriculum in Education for Business

10:30 a.m.
ASA-AEA Statistical Studies of the 1957-58 Recession and Recovery
ASA-AEA Methodological Problems in the Collection of Statistics of Research and Development Costs
ASA Engineering Statistics
BS-ASA Statistical Seminars in Medical Research

11:00 a.m.
CEA The Objectives of Social Security

12 noon
ASA-AEA Luncheon—The Economic Outlook
AFA Luncheon—The Economic Outlook
AMA Luncheon—The Economic Outlook
AAUTI Luncheon—Inflation and Life Insurance

1:00 p.m.
CEA Luncheon—Presidential Address

1:30 p.m.
ES Simultaneous Equation Estimation—Sampling
ES The Stability of Equilibrium
ES Capital Theory

2:00 p.m.
AAUTI The Insurance Curriculum in Education for Business
IRRA Present Issues in Unemployment Insurance
IRRA Value of Industrial and Human Relations Research to Social Scientists

2:30 p.m.
AEA Administered Prices Reconsidered
AEA International Trade and Payments
RSA-AEA Regional Economies and Industrial Location
ASA Labor, Statistics, and the Cost of Living
ASA Quality Changes and Index Numbers
ASA-BS Design of Experiments
ASA-ES Decision Theory—Its Teaching in Basic Statistics Courses
ASA-BS Contributed Papers

2:45 p.m.
AMA Planned Obsolescence as a Marketing and Economic Policy
AMA Industrial Marketing Research in Action
AFA-AMA Commodity Advertising of Farm Products

3:00 p.m.
CEA Problems of Inflation and Social Justice
ES Simultaneous Equation Estimation—Correlation
ES Econometric Models
ES Wages, Prices and Employment

3:40 p.m.
AAUTI Reports on Research in Progress

4:00 p.m.
ASA-AEA Adequacy of the Statistical Foundation for Monetary Policy Formulation
ASA Economics and Population Change
ASA-BS Use of Computers on Linear Programming

4:30 p.m.
AFA Annual Business Meeting

4:45 p.m.
IRRA Alumni Conference, University of Illinois Institute of Labor and Industrial Relations

5:00 p.m.
RSA Business Meeting
CEA Business Meeting

6:00 p.m.
AFA Meeting of the Incoming Board of Directors
Sunday, December 28, 1958 Schedule of Meetings

8:00 a.m. Breakfast Palmer House, Room 1, 3rd floor
American Finance Association Editorial Board Meeting

8:00 a.m. Breakfast Congress Hotel, Buckingham Room, 3rd floor
American Statistical Association
Meeting of Chapter Presidents and Secretaries and District Representatives

8:00 a.m. LaSalle Hotel, Chicago Room, Mezzanine
American Association of University Teachers of Insurance
C.L.U.—C.P.C.U. Breakfast and Social Hour

9:00 a.m. Palmer House, Red Lacquer Room, 4th floor
American Economic Association
Studies in the Classical Economics
Chairman: John Perry Miller, Yale University
What Was the Labor Theory of Value?
Donald F. Gordon, University of Washington
The Relevance of Classical and Contemporary Theories of Growth to Economic Development
John M. Letiche, University of California, Berkeley
Discussants: Robert E. Baldwin, University of California, Los Angeles
William J. Fellner, Yale University
Friedrich A. Hayek, University of Chicago

Sunday

9:00 a.m. Palmer House, Grand Ballroom, 4th floor
American Economic Association
Power Blocs and the Operation of Economic Forces
Chairman: George J. Stigler, University of Chicago
Economics by Admonition
Ben W. Lewis, Oberlin College
Economics by Negotiation
George H. Hildebrand, University of California, Los Angeles
Discussants: Calvin B. Hoover, Duke University
Edward H. Chamberlin, Harvard University

9:00 a.m. Palmer House, Room 14, Club floor
American Economic Association
Special Problems Facing Underdeveloped Countries
Chairman: Kent T. Healy, Yale University
Transportation's Role in Economic Development
Wilfred Owen, Brookings Institution
Migrant Labor in Africa: An Economist's Approach
Walter Elkan, East African Institute of Social Research, Makerere College, Kampala, Uganda
Discussants: Philip Locklin, University of Illinois
Melville J. Herskovits, Northwestern University
Peter Gregory, University of Minnesota

9:30 a.m. Palmer House Annex, Monroe Parlor, 5th floor
American Finance Association
Canons of Investment: A Reappraisal
Chairman: Paul M. Van Arsdell, University of Illinois
Changing Interest Rates and the Investment Portfolio
Harry C. Sauvain, Indiana University
Price Level Variations and the Tenets of High Grade Investment
John C. Clendenin, University of California, Los Angeles
Sunday

Discussants: Carliss D. Anderson, Northwestern University
John F. Childs, Irving Trust Company
Douglas A. Hayes, University of Michigan
Roger W. Valentine, Halsey Stuart and Company

9:30 a.m. Palmer House Annex, Wabash Parlor, 4th floor
American Farm Economic Association—Econometric Society

Agricultural Output and the Demand for Inputs
Chairman: Clifford Hildreth, Michigan State University
The Demand for Inputs and a Derived Supply Curve
Zvi Griliches, University of Chicago
The Farm Demand for Tractors, Machinery, and Trucks
William A. Cromarty, Michigan State University
Fertilizer Demand Functions for the United States and Selected Regions
Martin H. Yeh and Earl O. Heady, Iowa State College

9:30 a.m. Palmer House, Room 9, 3rd floor
Econometric Society

Economic Theory
Chairman: Evsey D. Domar, Massachusetts Institute of Technology
Aggregation of Utility Functions
Edmund Eisenberg, The RAND Corporation and Brown University
The Concept of Income and the Theory of International Income Transfers
Lloyd A. Metzler, University of Chicago
Discussants: Lorie Tarshis, Stanford University
J. Denis Sargan, University of Minnesota and University of Leeds

9:30 a.m. Palmer House, Crystal Room, 3rd floor
Econometric Society

Capital Theory—Invited Address
Chairman: Tjalling Koopmans, Yale University

A Modern Approach to Some Ancient Problems
Robert Dorfman, Harvard University
Discussants: Lionel McKenzie, University of Rochester
John W. Kendrick, George Washington University

9:30 a.m. Conrad Hilton, Waldorf Room, 3rd floor
Industrial Relations Research Association

Crucial Problems Posed by Automation
Chairman: Charles R. Walker, Yale University
Papers: Charles Killingsworth, Michigan State University
Floyd C. Mann, University of Michigan
James C. Stern, United Automobile Workers
Herbert R. Northrup, General Electric Company
Discussants: George Schultz, University of Chicago
Bernard Karsh, University of Illinois

9:30 a.m. Conrad Hilton, Room #2, 3rd floor
Industrial Relations Research Association

Value of Industrial Relations and Human Relations Research to Labor
and Management Leaders
Chairman: John W. McConnell, Cornell University
Practical Research Objectives
Dale Yoder, University of Minnesota
Value to Management
Edwin Henry, Esso Standard Oil Company
Value to Labor
Francis Hensen, International Association of Machinists
Discussants: Lazarre Teper, International Ladies Garment Workers Union
Arthur K. Brimhall, B. F. Goodrich Company

9:30 a.m. Palmer House, Room 17, Club floor
Regional Science Association

Use of Regional Science Techniques in Business and Industry
Chairman: Stefan H. Robock, Committee for Economic Development
Sunday

Forecasting Regional Economic Activity
  William H. Miernyk, Northwestern University

Regional Analysis as a Business Tool
  Randall T. Klemme, Northern Natural Gas Company

Business Applications of Area Input-Output Analysis
  Werner Z. Hirsch, Washington University

Discussants: Abraham Gerber, American Electric Power Service Corporation
  Paul H. Gerhardt, Midwest Research Institute

10:00 a.m.  LaSalle Hotel, Illinois Room, Mezzanine
  American Association of University Teachers of Insurance

The Insurance Curriculum in College and University Education for Business

Chairman: Bob A. Hedges, University of Illinois

Functions and Goals of Business Education and Schools of Business
  Arthur M. Weimer, Indiana University

What are the Unique “Principles” of Insurance?
  Ralph H. Blanchard, Columbia University (retired)

Discussants: Joseph F. Trosper, Southern Methodists University
  Irving Pfeffer, University of California, Los Angeles

10:30 a.m.  Congress Hotel, Florentine Room, 3rd floor
  American Statistical—American Economic Associations

Methodological Problems in the Collection of Statistics of Research and Development Costs and Manpower

Chairman: Jacob Perlman, National Science Foundation

Problems of Definition, Concept, and Interpretation of Research and Development Statistics
  Willis H. Shapley, Bureau of the Budget

Development of Statistics Relating to Research and Development Activities in Private Industry
  Kenneth P. Sanow, National Science Foundation

A National Accounting System for Measuring the Inter-sectoral Flow of Research and Development Funds in the U. S.
  Herber Striner, Johns Hopkins University

Discussants: George T. McColm, National Research Council, Canada
  Douglas Greenwald, McGraw-Hill Book Company
  Helen Wood, Bureau of Labor Statistics
  Kathryn S. Arnow, National Science Foundation

10:30 a.m.  Congress Hotel, Pine Room, 2nd floor
  American Statistical Association

Engineering Statistics

Chairman: Arthur H. Walner, New York Naval Shipyard

On an Operational Emphasis in the Management of Applied Research
  Boyd Ladd, Johns Hopkins University

Inequalities for Stochastic Linear Programming Problems
  Albert Madansky, RAND Corporation

The Sample Surface in Variables Sampling
  R. L. Kirkpatrick and R. D. Summers, Bendix Aviation Corporation

10:30 a.m.  Congress Hotel, Caucus Room, 1st floor
  Biometric Society—American Statistical Association

Statistical Seminars in Medical Research
Sunday

Chairman: B. G. Greenberg, University of North Carolina
Panellists: Colin White, Yale University
Carl Hopkins, University of Oregon Medical School
S. M. Free, Smith, Kline & French Laboratories
G. Badger, Western Reserve University
Thomas Chalmers, Harvard University and Lemuel Shattuck Hospital
Henrietta Herbolsheimer, University of Chicago
R. G. Hoffmann (Recorder), University of Florida

11:00 a.m. Palmer House, Room 18, Club floor
Catholic Economic Association

The Objectives of Social Security
Chairman: Francis J. Brown, De Paul University
Speaker: Edwin E. Witte, University of Wisconsin
Discussants: The Reverend Joseph Becker, S. J., Saint Louis University

12:00 Luncheon Palmer House, Red Lacquer Room, 4th floor
American Statistical Association, American Economic Association and American Finance Association

The Economic Outlook
Chairman: Martin R. Gainsbrugh, National Industrial Conference Board
Speakers: Gabriel S. Hauge, Manufacturers Trust Company
Ezra Solomon, University of Chicago

12:00 Luncheon Morrison Hotel, Ballroom, 1st floor
American Marketing Association

The Economic Outlook
Speaker: Dexter M. Keezer, Director, Economics Department, McGraw-Hill Publishing Company

Sunday

12:00 Luncheon LaSalle Hotel, Century Room, 19th floor
American Association of University Teachers of Insurance

Inflation and Life Insurance
Chairman: Dan M. McGill, University of Pennsylvania
Speaker: F. J. McDiarmid, Vice President, Lincoln National Life Insurance Company

1:00 p.m. Luncheon Palmer House, Room 18, Club floor
Catholic Economic Association

Presidential Address—Criteria in Escape Clause Decisions
Chairman: The Reverend Mark J. Fitzgerald, C. S. C., University of Notre Dame
Speaker: Charles J. Walsh, Fordham University

1:30 p.m. Palmer House, Room 17, Club floor
Econometric Society

Simultaneous Equation Estimation—Sampling Properties of Estimates
Chairman: Arnold Zellner, University of Washington
Investigation of Small-Sample Distributions of Estimates of Structural Parameters
Robert L. Basmann, General Electric Company
Small Sample Properties of Simultaneous Equation Estimators
Robert Summers, Yale University

1:30 p.m. Palmer House Annex, Monroe Parlor, 5th floor
Econometric Society

The Stability of Equilibrium
Chairman: Robert W. Clower, Northwestern University
A Contribution to the Theory of the Stability of Competitive Equilibrium
Lionel McKenzie, University of Rochester
Welfare Economics and the Stability of Competitive Equilibrium
Hirofumi Uzawa, Stanford University
Sunday

Discussions: Gerard Debreu, Yale University
Marc Nerlove, University of Minnesota

1:30 p.m. Palmer House, Crystal Room, 3rd floor
Econometric Society

Capital Theory

Chairman: Edwin Mills, Johns Hopkins University

Formal Criteria for Investment Decisions
Martin Bailey, University of Chicago

Transformation in Time
Richard S. Eckaus, Brandeis University and Louis Lefeber, Harvard University

Discussants: Robert Sleighton, Brookings Institute
Fred M. Westfield, Northwestern University

2:00 p.m. LaSalle Hotel, Illinois Room, Mezzanine
American Association of University Teachers of Insurance

The Insurance Curriculum in College and University Education for Business

Chairman: Harold C. Krogh, University of Kansas

The Insurance Curriculum
Harry J. Loman, University of Pennsylvania

Discussants: William M. Howard, University of Florida
W. O. Bryson, Jr., Morgan State College
Robert M. Stevenson, Agricultural and Mechanical College of Texas

2:00 p.m. Conrad Hilton, Waldorf Room, 3rd floor
Industrial Relations Research Association

Present Issues in Unemployment Insurance

Chairman: Wilbur J. Cohen, University of Michigan

Public Policy Implications of Unemployment Insurance Financing
George F. Rohrlich, U. S. Department of Labor

Sunday

An Evaluation of the 1958 Federal and State Unemployment Insurance Legislation
William Haber, University of Michigan

The Role of Unemployment Insurance in Surplus Labor Market Areas
Gerald G. Somers, University of Wisconsin

2:00 p.m. Conrad Hilton, Room 2, 3rd floor
Industrial Relations Research Association

Value of Industrial and Human Relations Research to Social Scientists

Chairman: Chris Argyris, Yale University

Value to Economists
John P. Miller, Yale University

Value to Social Psychologists
Harold Leavitt, Carnegie Institute of Technology

Value to Sociologists
Robert Dubin, University of Oregon

2:30 p.m. Palmer House, Grand Ballroom, 4th floor
American Economic Association

Administered Prices Reconsidered

Chairman: Fritz Machlup, Johns Hopkins University

Administered Prices and the Inflationary Process
Gardner Ackley, University of Michigan

Administered Prices: A Phenomenon in Search of a Theory
John M. Blair, Chief Economist, Subcommittee on Antitrust and Monopoly, Committee on the Judiciary, U. S. Senate

Discussants: Gardiner C. Means, Washington, D. C.
Richard T. Selden, Vanderbilt University and National Bureau of Economic Research
Wroe Alderson, Alderson Associates, Inc., Philadelphia
Martin J. Bailey, University of Chicago

2:30 p.m. Palmer House, Red Lacquer Room, 4th floor
American Economic Association

International Trade and Payments in an Era of Coexistence
Sunday

Chairman: Gardner Patterson, Princeton University

Commercial Policy in the Underdeveloped Countries
Raoul Prebisch, United Nations, Economic Commission for Latin America

Disequilibrium in the Balance of Payments
Randall Hinshaw, Oberlin College

Discussants: Henry G. Aubrey, National Planning Association
Eugene R. Schlesinger, New York University

2:30 p.m. Palmer House, Room 14, Club floor
Regional Science - American Economic Associations

Regional Economies and Industrial Location
Chairman: Seymour E. Harris, Harvard University

Changes in the Location of United States Manufacturing Since 1929
Victor Fuchs, Columbia University

Industrial Complex Analysis, Agglomeration Economies, and Regional Development
Walter Isard and Eugene Schoolder, University of Pennsylvania

Discussants: Wilbur R. Thompson, Wayne University
Paul G. Craig, Ohio State University
Richard Netzer, Federal Reserve Bank of Chicago

2:30 p.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical Association

Labor, Statistics, and the Cost of Living
Chairman: Theodore W. Schultz, University of Chicago

Factors in the Rising Cost of Living
Arynness Joy Wickens, U. S. Department of Labor

Is Labor the Culprit?
Peter Henle, AFL-CIO

Is this a New Type Inflation?
George P. Hitchings, Ford Motor Company

2:30 p.m. Congress Hotel, Caucus Room, 1st floor
American Statistical Association—Econometric Society

Decision Theory, Its Teaching in Basic Statistics Courses and Applications
Chairman: John E. Freund, Arizona State College

Decision Theory in Elementary Statistics
Herman Chernoff, Stanford University
Sunday

Game Theory in Advertising
Lawrence Friedman, M&M Candies
Discussants: William G. Madow, Stanford Research Institute
David L. Wallace, University of Chicago

2:30 p.m. Congress Hotel, English Walnut Room, 2nd floor
American Statistical Association—Biometric Society

Contributed Papers
Chairman: V. L. Anderson, Purdue University
Contributions of Multihospital Data to Standardization and Reliability of Laboratory Determinations
G. S. Woodson, Commission on Professional and Hospital Activities, Inc.
On the Development of Clinical Statistical Systems for Psychiatry
J. B. Chassan, St. Elizabeths Hospital
Chromosome Analysis in Biometrical Genetics
H. E. McKeen and V. L. Anderson, Purdue University
Statistical Interpretation of Experiments in the Physiology of Reproduction in Dairy Cattle
J. P. George, University of Tennessee
Optimal Spacing in Regression Analysis
H. A. David and Beverly Arens, Virginia Polytechnic Institute
Significance Tests in Paired Comparisons
T. H. Stark and H. A. David, Virginia Polytechnic Institute
Rectangular Lattice Designs for \( V=p/k^n \) in Incomplete Blocks of Size \( k \)
W. T. Federer, Cornell University (by title)

2:45 p.m. Morrison Hotel, Constitution Room, 1st floor
American Marketing Association

Planned Obsolescence as a Marketing and Economic Policy
Chairman: D. Maynard Phelps, University of Michigan
The Setting: The Issues Involved
Gerald B. Tallman, Massachusetts Institute of Technology

Sunday

The Competitive Aspects of Product Obsolescence
Edward L. Barnet, Northwestern University

Market Planning and Obsolescence
Edwin H. Sonnecken, Vice President, Marketing Planning Corporation

2:45 p.m. Morrison Hotel, Madison Room, 3rd floor
American Marketing Association

Industrial Marketing Research in Action
Chairman: Robert O. Fernald, Director of Market Research, National Lead Company
Problem Areas in Industrial Forecasting — An Illustrated Discussion
Bay E. Estes, Vice President of Marketing, United States Steel Corporation
How to Measure Industrial Advertising — An Illustrated Discussion
John Fosdick, President, John T. Fosdick Associates
Combining Motivation in Sampling Research in Studying Industrial Public Relations — An Illustrated Discussion
Gerhart D. Wiebe, Partner, Elmo Roper & Associates

2:45 p.m. Palmer House Annex, Wabash Parlor, 4th floor
American Farm Economic-American Marketing Associations

Commodity Advertising of Farm Products
Chairman: George Mehren, University of California
The Advertising and Promotion of Farm Products—Some Theoretical Issues
Sidney S. Hoos, University of California
Needed Research on the Effectiveness of Farm Products Promotion
Frederick V. Waugh, U. S. Department of Agriculture
Discussants: Shelby Robert, American Dairy Association
Seymour Banks, Leo Burnett Company, Inc., Chicago
E. L. Baum, Tennessee Valley Authority
Lester G. Telser, University of Chicago
Sunday

3:00 p.m. Palmer House, Room 18, Club floor
Catholic Economic Association

Problems of Inflation and Social Justice
Chairman: James Cahill, Manhattan College
The New Inflation—The Theory and Processes of Cost-Push
The Reverend Richard L. Porter, S.J., Creighton University
The Concept of Social Justice—Some Current Applications
The Reverend Raymond Jancauskas, S.J., Loyola University
Discussants: Walter Froelich, Marquette University
Austin S. Murphy, Canisius College

3:30 p.m. Palmer House, Room 17, Club floor
Econometric Society

Simultaneous Equation Estimation—Identification and Correlation
Chairman: William C. Hood, University of Toronto
Generalization of the Rank and Order Conditions for Identifiability
Franklin M. Fisher, Harvard University
Simultaneous Equations and Canonical Correlation Theory
John W. Hooper, The RAND Corporation
Discussants: Walter D. Fisher, Kansas State College
Gerhard Tintner, Iowa State College

3:30 p.m. Palmer House, Crystal Room, 3rd floor
Econometric Society

Econometric Models
Chairman: J. Denis Sargan, University of Minnesota and University of Leeds
A Simulation of the United States Economy in Recession
James S. Duesenberry, Otto Eckstein and Gary Fromm, Harvard University
A Distributed Lag Investment Function
Robert Eisner, Northwestern University

Sunday

Discussant: James Kindahl, Johns Hopkins University

3:30 p.m. Palmer House Annex, Monroe Parlor, 5th floor
Econometric Society

Wages, Prices and Employment
Chairman: George H. Borts, Brown University
Market Structure and Stability
Paul B. Simpson, University of Oregon
The Argument for Higher Wages in a Depression Revisited
Jaroslav Vanek, Harvard University
Discussants: Caleb A. Smith, Brown University
Jacob Mincer, City College of New York

3:40 p.m. LaSalle Hotel, Illinois Room, Mezzanine
American Association of University Teachers of Insurance

Reports on Research in Progress
Chairman: Richard M. Heins, University of Wisconsin
Speakers: Harry J. Solberg, University of California
Irving Pfeffer, University of California at Los Angeles
C. Arthur Williams, Jr., University of Minnesota
John Adams and Philip Elkin, Tulane University
Theodore Bakerman, Duquesne University
O. D. Dickerson, Florida State University
Frank Dickinson, American Medical Association

4:00 p.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical — American Economic Associations

Adequacy of the Statistical Foundation for Monetary Policy Formation
Chairman: George Garvy, Federal Reserve Bank of New York
Financial Statistics and Financial Policy
J. J. Polak, International Monetary Fund
The Statistical Foundation for Policy Formation in the Federal Reserve System
Ralph A. Young, Federal Reserve Board
Sunday

Discussants: Warren Smith, University of Michigan
Frank M. Tamagna, American University
Clark Warburton, Federal Deposit Insurance Corporation

4:00 p.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association

Economics and Population Change
Chairman: Simon Kuznets, Johns Hopkins University
Internal Migration and Economic Opportunity
Dorothy Swaine Thomas, University of Pennsylvania
Population Growth and Economic Development in the U.S.S.R.
Warren W. Eason, Princeton University
Business and Babies: The Relations Between Economic Fluctuations and the Birth Rate
Dudley Kirk, Population Council
Discussants: Gary S. Becker, Columbia University
Demitri B. Shimkin, George Washington University

4:00 p.m. Congress Hotel, Caucus Room, 1st floor
American Statistical Association — Biometric Society

Use of Computers on Linear Programming and Response Surface Problems
Chairman: R. H. Gillespie
Some Problems in Linear and Non-Linear Programming
H. O. Hartley, Iowa State College
Some Problems and Applications in Non-Linear Estimation
G. E. P. Box, Princeton University
Discussants: G. R. Sherman, Purdue University
D. R. Jarrell, United Gas Company

4:30 p.m. Palmer House, Room 9, 3rd floor
Annual Business Meeting, American Finance Association

Sunday

4:45 p.m. Conrad Hilton, Upper Tower, 27th floor
Industrial Relations Research Association

Alumni Conference, University of Illinois Institute of Labor and Industrial Relations

5:00 p.m. Palmer House, Room 14, Club floor
Business Meeting, Regional Science Association

5:00 p.m. Palmer House, Room 18, Club floor
Business Meeting, Catholic Economic Association

6:00 p.m. Palmer House, Room 9, 3rd floor
American Finance Association

Meeting of the Incoming Board of Directors

6:30 Dinner Palmer House, Room 16, Club floor
Executive Council Meeting, Catholic Economic Association

7:00 p.m. LaSalle Hotel, Chicago Room, Mezzanine
American Association of University Teachers of Insurance

Dinner Meeting for Active AAUTI Members
(Courtesy of Chicago Life Insurance Companies)

8:00 p.m. Palmer House, Grand Ballroom, 4th floor
American Economic Association

Presidential Address
Chairman: I. Leo Sharfman, University of Michigan
Institutional Factors in Economic Thinking
George W. Stocking, Vanderbilt University
Sunday

8:00 p.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical Association

Is There A Shortage of Scientific Manpower?
Chairman: Donald C. Riley, Office of Statistical Standards
The Economics of the Question
David M. Blank, Columbia Broadcasting Corporation
The Problem as Faced by Federal Agencies
Thomas Mills, National Science Foundation
The Problem from the Standpoint of the Scientist and Technician
Merriam H. Trytten, National Research Council
On Obtaining an Answer to the Question
Philip M. Hauser, University of Chicago
Discussant: William H. Miernyk, Northeastern University

8:00 p.m. Palmer House, Room 17, Club floor
Regional Science Association

Regional Planning and Development
Chairman: Lyle Craine, University of Michigan
Regional Planning: A Problem in Spatial Integration
John Friedmann
Urbanization and Regional Development
Britton Harris, University of Pennsylvania
Discussant: Charles L. Leven, Iowa State College
Joseph Airov, Emory University
Ronald Wonnacott, University of Western Ontario

8:00 p.m. Conrad Hilton, Waldorf Room, 3rd floor
Industrial Relations Research Association Smoker

OXFORD texts in economics

Economics in Action
Harry G. Brainard, Michigan State University
Designed specifically for the one-semester course, this brief, clearly written text emphasizes the vital character of current economic problems. The book affords a well-rounded treatment of the basic theories of price and income determination and the domestic and international problems of most concern to the citizen. 37 figures, 27 tables, questions.

Spring 1959 prob. $5.50

Money and Income
An Outline of Monetary Economics
A. C. L. Day, London School of Economics, and Sterie T. Beza, Princeton University
This adaptation of A. C. L. Day's An Outline of Monetary Economics provides substantial coverage of United States monetary history and institutions. Topics include the theory of money, price fluctuations, cycles, international monetary movements, contemporary problems. The text contains chapter bibliographies, a mathematical appendix, and an index.

Spring 1959 prob. $6.00

Towards a More General Theory of Value
Edward H. Chamberlin, Harvard University
The sixteen essays presented here sum up the work done by Professor Chamberlin on monopolistic competition and show its application to specific economic problems.

1957 $5.00

Essays in the Theory of Economic Growth
Evsey D. Domar, Massachusetts Institute of Technology
A collection of important essays in the theory of economic growth by one of the most versatile and original of leading contemporary economists. Eight of the articles have appeared in major economic journals; the ninth “A Soviet Model of Growth,” is here published for the first time.

1957 $5.00

OXFORD UNIVERSITY PRESS, INC.
417 FIFTH AVENUE NEW YORK 16, N. Y.
Outstanding New Texts of Special Interest to Teaching Economists

THE ECONOMIC ORDER
An Introduction to Theory and Policy
PAUL T. HOMAN, University of California at Los Angeles
ALBERT GAILORD HART, Columbia University
ARNOLD W.SAMETZ, New York University

"Without doubt the finest introductory text on the market. Very impressed with the highly literate writing which clearly reflects the extraordinary abilities of the author."—Arthur J. Kirsch, Long Beach State College

"A most reasonable balance between theoretical and applied, between micro and macro approaches to economics."—K.J. Rothwell, Bucknell University

"I sincerely believe that The Economic Order is without a peer today. I marvel at the incorporation of modern and sophisticated materials (including the fruits of journal articles) into a beginning text."—Leo Silverman, New York University.

Such was the endorsement accorded The Economic Order by teaching economists throughout the country. With the publication in December of the accompanying Student Guide, the effectiveness of this program is further enhanced. Included in the Guide are brief chapter introductions, detailed fill-in outlines which serve as a thoroughgoing review, objective and essay questions, and problems where appropriate. The Instructor's Manual is now in preparation and will be published in the spring.

The text: 839 pages, $6.95
The Student Guide: 272 pages, $2.75 (probable price)

CONCEPTS AND CASES
IN ECONOMIC ANALYSIS
Aaron W. Warner and Victor R. Fuchs
Columbia University

A new text-casebook which emphasizes the proper use of concepts and tools of economic analysis in specific situations. The authors introduce each topic by a concise statement of the basic theory being presented; the topic is then developed through the use of case materials and is followed by questions that enable the student to apply the tools or concepts he has learned. The illustrative materials—188 cases in all—are extracted from many sources, including newspaper items, congressional hearings, articles from professional journals, quotations from classic economic literature.

Concepts and Cases in Economic Analysis offers many different and practical applications; used either as a standard text or a supplement with other readers, it will give the student a firm foundation for understanding economic theory and for solving economic problems.

288 pages, durable paper binding, $2.75

TO BE PUBLISHED

BUSINESS BEHAVIOR, VALUE AND GROWTH
By William J. Baumol, Princeton University
Original in its approach, this book adds to the theory of oligopoly a new model which agrees closely with business experience. The section on oligopoly is followed by a discussion of the theory of economic development.

Coming May 1959

ECONOMIC DYNAMICS, Second Edition
By William J. Baumol
This book provides the prospective theorist with a working knowledge of the theoretical analysis of economic developments. The greatly expanded mathematical section describes the methods of numerical, non-linear and simultaneous equation analysis which have figured so prominently in recent literature.

Coming April 1959

FOREIGN TRADE AND FINANCE:
Essays in International Economic Equilibrium and Adjustment
Edited by Clark Lee Allen, Southern Illinois University; and William R. Allen, University of California, Los Angeles.

Extensive editorial contributions summarize, extend, and evaluate outstanding ideas presented in these important essays by specialists in the field of international finance. The essays are arranged into sections on: international trade theory and commercial policy, interpretation of the balance of payments, alternative mechanisms of balance of payments adjustment, and capital movements and economic development.

Coming June 1959

MANAGERIAL ACCOUNTING: An Introduction
By Harold Bierman, Jr., Cornell University

The first half of this book, entitled Financial Accounting, presents the theories of accounting and various accounting techniques as a background for understanding managerial problems, which are emphasized in the second half. Written chiefly for the non-specialist, Managerial Accounting will also prove valuable for those intending to major in the field.

Coming March 1959

REAL ESTATE PRINCIPLES AND PRACTICES
By Preston Martin, University of Southern California

This analysis of the forces which determine real estate activity treats real estate as part of our total economy. Special emphasis is on real estate finance, real estate development within the new patterns of metropolitan areas, and the federal housing policies.

Coming January 1959

Harcourt, Brace And Company
750 Third Avenue New York 17

Harcourt, Brace And Company
60 Fifth Avenue, New York 11, N. Y.
<table>
<thead>
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<th>Time</th>
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<tr>
<td>8:00 a.m.</td>
<td>ASA</td>
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<td>Breakfast—Business Meeting, Business and Economic Statistics Section</td>
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<td>How to Appraise Quantitatively the Effects of Government Economic Policy</td>
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<td>Dinner for Active Members in Midwestern States</td>
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8:00 p.m.
AMA  The Marketing Curricula
ASA  Presidential Address
9:30 p.m.
ASA-BS  Informal Party

Monday, December 29, 1958 Schedule of Meetings

8:00 a.m.  Breakfast  Congress Hotel, Lincoln Room, 3rd floor
American Statistical Association

Business and Economic Statistics Section Business Meeting

8:00 a.m.  Breakfast  Congress Hotel, English Walnut Room, 2nd floor
American Statistical Association

Social Statistics Section Business Meeting

8:30 a.m.
Morrison Hotel, Embassy Room, Mezzanine
American Marketing Association

Research Techniques of the 1960's
Chairman: Thomas T. Semon, Coordinator of Technical Services,
Stewart, Dougall & Associates
Panelists: Pettersen Marzoni, Jr., Director of Marketing Research,
D'Arcy Advertising Company
G. Wallace Robb, Senior Analyst, Eli Lilly & Company
Wallace O. Yoder, Indiana University

8:30 a.m.  Morrison Hotel, Parlor F, 2nd floor
American Marketing Association

Machinery for Implementing the Responsibilities of Advertising Educators
Chairman: Maurice I. Mandell, Bowling Green State University
Panelists: Harry W. Hepner, Syracuse University
Charles H. Sandage, University of Illinois

Monday

8:30 a.m.  Congress Hotel, Michigan Room, 1st floor
American Statistical Association

Statistics in Research Design
Chairman: Leslie Kish, University of Michigan
Experiments Versus Surveys
Oscar Kempthorne, Iowa State College
Experiments, Surveys and Observations
Jerome Cornfield, Johns Hopkins University
The Role of the Statistical Consultant
W. Edwards Deming, New York University and Washington, D. C.
Discussants: Harry V. Roberts, University of Chicago
Martin B. Wilk, Bell Telephone Laboratories

8:30 a.m.  Congress Hotel, Caucus Room, 1st floor
American Statistical Association — Biometric Society

Cardiac Problems
Chairman: M. F. Hall, New Jersey State Dept. of Health
Some Methodological Problems in Long-Term Studies of Cardiovascular Disease
Tavia Gordon, National Institutes of Health
The Measurement of Blood Pressure Reactivity in Children
R. Remington, University of Michigan
Problems of Diagnosis and Classification in Cardiovascular Renal Mortality Statistics
Iwao Moriyama, National Office of Vital Statistics
Discussants: F. Stephan, Princeton University
D. Thompson, University of Pittsburgh

9:00 a.m.  Palmer House, Room 14, Club floor
American Economic — Economic History Associations

Balanced Economic Growth in History: A Critique
Chairman: Carter Goodrich, Columbia University
Foreign Trade and Balanced Economic Growth: The Historical Conditions
Jonathan R. T. Hughes, Purdue University
Monday

Domestic Aspects of Balanced Economic Growth in History
Goran Ohlin, Stanford University
Discussants: Rudolph C. Blitz, Vanderbilt University
Theodore Morgan, University of Wisconsin

9:00 a.m.  Palmer House, Grand Ballroom, 4th floor
American Economic Association — Industrial Relations
Research Association

Current Critical Issues in Wage Theory and Practice
Chairman: Joseph Shister, University of Buffalo
Wage Policy and Business Activity
George H. Hildebrand, University of California, Los Angeles
Wage-Push Inflation
Walter A. Morton, University of Wisconsin
Wage Structure: Theory and Statistics
Discussants: Milton Friedman, University of Chicago
David McCord Wright, McGill University
Mark W. Leiserson, Yale University

9:00 a.m.  Palmer House, Room 11, 3rd floor
American Economic Association

Round Table on the Market for Economists
Panel discussion of demand and supply aspects of economist
manpower problems by invited participants, with dis­
cussion from the floor
Chairman: James Washington Bell, Northwestern University

9:00 a.m.  Palmer House, Room 18, Club floor
American Economic Association

Open Competition
Chairman: William J. Fellner, Yale University
An Empirical Measurement of the Built-in Flexibility of the Individual
Income Tax
Leo Cohen, Kansas State College
United States Imports and the Tariff
Lawrence B. Krause, Cowles Foundation for Research in
Economics, Yale University
Discussants: Joseph A. Pechman, Committee for Economic Development
Warren S. Hunsberger, University of Rochester and Council
on Foreign Relations

9:00 a.m.  Morrison Hotel, Constitution Room, 1st floor
American Marketing Association

Implementing the Marketing Concept
Chairman: Robert T. Browne, Vice President, The Pillsbury Company
An Interpretation of The Marketing Concept
Robert J. Keith, Executive Vice President in Charge of
Consumer Foods Divisions, The Pillsbury Company
A Business Editor's View of Marketing Today
Sol Fox, Senior Editor, Printers' Ink
A Marketing View of Business Policy
Wroe Alderson, Partner, Alderson Associates, Inc.
Monday

The Utility of Marketing Tools in the Accomplishment of Marketing Objectives
Burton F. Bowman, Director of Marketing, Agricultural Division, American Cyanamid Company

9:00 a.m. Morrison Hotel, Cotillion Room, Mezzanine
American Marketing Association

The Cost Squeeze in Retailing
Chairman: Delbert J. Duncan, University of California
The Social and Economic Background of the Problem
Reavis Cox, University of Pennsylvania
What’s Behind Changing Retail Margins?
Hans Krusa, New York University
The Role of Merchandise Management Accounting in Cost Control
Robert I. Jones, Vice President, Arthur Andersen & Company

9:00 a.m. LaSalle Hotel, Illinois Room, Mezzanine
American Association of University Teachers of Insurance

Taxation of Insurance
Chairman: Frank J. Schwentker, University of North Carolina
General Survey — The Total Impact
John W. Cowee, University of California
Taxation of Life Insurance Companies
Robert L. Hagg, Equitable Life Assurance Society
Taxation of Property and Casualty Insurance Companies
George D. Haskell, American Mutual Alliance
Discussion

9:30 a.m. Palmer House, Room 17, Club floor
Econometric Society — Regional Science Association

Interregional Linear Programming
Chairman: Robert Dorfman, Harvard University
A Spatial and Dynamic Growth Model
Edward Berman, Corporation for Economic and Industrial Research
Application to Location and Flow Determination in the Tomato Processing Industry
Robert Koch and Milton M. Snodgrass, Purdue University
Discussants: Frederick T. Moore, RAND Corporation
Earle W. Orr, Jr., Northwestern University
Martin Beckmann, Yale University

9:30 a.m. Palmer House, Crystal Room, 3rd floor
Econometric Society

Simultaneous Equation Estimation — Any Verdict Yet?
Panel Discussion
Chairman: Edward Ames, Purdue University
Discussants: Carl F. Christ, University of Chicago
Clifford G. Hildreth, Michigan State University
Lawrence R. Klein, University of Pennsylvania
Ta-Chung Liu, Cornell University

The Investment Outlook
Chairman: John Lintner, Harvard Business School
Monday

9:30 a.m. Palmer House Annex, Monroe Parlor, 5th floor
Econometric Society

Money and Finance II
Chairman: Almarin Phillips, University of Virginia
Money, Debt and Growth in a Neo-Classical World
Alain Enthoven, The RAND Corporation
The Banking Industry and Monetary Control
  John G. Gurley, Brookings Institute
Discussants: Sidney Weintraub, University of Pennsylvania
  Ira O. Scott, Jr., Columbia University

9:30 a.m. Palmer House, Room 9, 3rd floor
Econometric Society

Market Price Determination
Chairman: David W. Slater, Queens University
The Micro Dynamics of Price Formation in n-Seller Markets
  Robert W. Clower, Northwestern University
Market Price Formation
  Stanley Reiter, Purdue University
Discussants: Gregory C. Chow, Massachusetts Institute of Technology
  Martin Bailey, University of Chicago

9:30 a.m. Conrad Hilton, Room 2, 3rd floor
Industrial Relations Research Association

Appraisal of Education in Industrial and Human Relations
Chairman: Arnold Tolles, Cornell University
Papers:
  William G. Caples, Inland Steel Company
  H. G. Heneman, University of Minnesota
  Stanley Ruttenberg, AFL-CIO
  Irving H. Sabghir, Ford Motor Company

Monday

10:15 a.m. Morrison Hotel, Hollywood Room, Mezzanine
American Marketing Association

Developing Long Range International Marketing Programs
Chairman: Robert R. Manley, Jr., Senior Project Director,
  James E. Jump Associates
The Development of an International Marketing Plan for a Frontier
  Industry
  Gary O. Haglund, Manager of Nuclear Products, General
  Mills, Inc.
A Case History of Successful International Merchandising
  Charles A. Meyer, Vice President, Sears Roebuck &
  Company
A Quantitative Measurement of the Foreign Markets
  Mrs. Alberta R. Edwards, Marketing Research,
  Schering Corp.

10:15 a.m. Morrison Hotel, Parlor F, 2nd floor
American Marketing Association

Content of the Salesmanship Course
Chairman: C. A. Kirkpatrick, University of North Carolina
Course Content — What Business Wants
  P. F. Prince, Director of Merchandise Training, Sears
  Roebuck and Company
Course Content — What Teachers Do
  John P. Maggard, Miami University
The Case for Demonstration Sales by Students
  Charles L. Lapp, Washington University
The Case Against Demonstration Sales by Students
  Joseph W. Thompson, Michigan State University
Enrichment of Course Content
  Steven J. Shaw, University of South Carolina
Monday

10:30 a.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical — American Economic Associations

How to Appraise Quantitatively the Effects of Government Economic Policy
Chairman: Kenneth B. Williams, Federal Reserve Board
Expenditures and Taxes
Gerhard Colm, National Planning Association
Federal Loan Insurance and Guarantee Programs
George F. Break, University of California, Berkeley
Problems in the Quantitative Appraisal of the Influence of Government Programs on Prices
James Knowles, Joint Economic Committee, U. S. Congress
Discussants: John M. Culbertson, University of Wisconsin
Charles D. Stewart, U. S. Department of Labor

10:30 a.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association

Life and Reliability Testing
Chairman: Mervin Muller, Princeton University
Reliability Program for an Electronic Reconnaissance Set
Julian Edelman, Loral Electronics Corp.
Weibull Analysis and Synthesis of Assembly and Component Reliability
Leonard S. Johnson, General Motors Corp.
A Statistical Model for Evaluating the Reliability of Safety Systems for Plants Manufacturing Hazardous Products
Louis B. Kahn, Shell Development Co.
Reliability Functionalism
John Tuggle and Leonard Rado, Westinghouse Electric Co.
Optimum Maintenance Policies
John A. Zoellner, General Electric Co.

Monday

10:30 a.m. Congress Hotel, Pine Room, 2nd floor
American Statistical Association

Training of Foreign Statisticians
Chairman: Calvert L. Dedrick, Bureau of the Census
Some Training Needs of Foreign Statisticians
John W. Morse, Hobart & William Smith College
International Training for the 1960 World Census Program
Omer A. Lemieux, Dominion Bureau of Statistics
Training of Foreign Statisticians in Governmental Agencies
Thomas F. Mosimann, Bureau of Labor Statistics
Discussants: Jacob Perlman, National Science Foundation
Tulo H. Montenegro, InterAmerican Statistical Institute
Waller Wynne, Jr., Bureau of the Census

10:30 a.m. Congress Hotel, Caucus Room, 1st floor
American Statistical Association

Recent Surveys in Health
Chairman: Theodore D. Woolsey, Department of Health, Education and Welfare
Survey Methods and Medical Care — Strategy and Tactics of a Research Program
Odin W. Anderson, Health Information Foundation
A Sample of Developments from Sampling Projects of the United States National Health Survey
Walt R. Simmons, Public Health Service
What Americans Think About Their Hospital and Medical Care
Jacob J. Feldman, University of Chicago
Discussant: Sam Shapiro, Health Insurance Plan of Greater New York

10:30 a.m. Congress Hotel, Buckingham Room, 3rd Floor
American Statistical Association

Business Meeting of the Biometrics Section
Monday

12:00 Luncheon  Morrison Hotel, Ballroom, 1st floor
American Marketing Association

Integrated Marketing
Chairman: Wendell R. Smith, Vice President, Alderson Associates, Inc.
Speaker: William Stuart, President, Martin-Senour Company

12:00 Luncheon  LaSalle Hotel, Century Room, 19th floor
American Association of University Teachers of Insurance

Current Trends in Insurance
Chairman: William T. Beadles, Illinois Wesleyan University President,
A.A.U.T.I.
Speaker: James C. O'Connor, Executive Editor, The National Underwriter

12:30 Luncheon  Conrad Hilton, Upper Tower, 27th floor
Industrial Relations Research Association

Presidential Address
Speaker: E. Wight Bakke, Yale University

1:30 p.m. Palmer House, Crystal Room, 3rd floor
Econometric Society

Stochastic Models of Growth
Chairman: Robert Stratz, Massachusetts Institute of Technology and
Northwestern University
Firm Size, Rate of Growth and Profitability
Stephen Hymer and B. Peter Pashigian, Massachusetts Institute of Technology
Linear Dynamic Models for the Distribution Functions of Economic Variables
J. Denis Sargan, University of Minnesota and University of Leeds
Discussants: C. P. Bonini, Carnegie Institute of Technology
J. Johnston, University of Wisconsin

Monday

1:30 p.m. Palmer House, Room 18, Club floor
Econometric Society

Econometric Studies II
Chairman: Charles Zwick, The RAND Corporation
A Statistical Analysis of Friction in Economics
Richard Rosett, University of Rochester
A Regression Model of Cost and Revenue in Nationalized Road Haulage
Alan A. Walters, Northwestern University and Birmingham University
Discussants: Benjamin Chinitz, New York Metropolitan Region Study
Ralph Bristol, The RAND Corporation

1:30 p.m. Palmer House, Room 9, 3rd floor
Econometric Society

Information and Markets
Chairman: Charles M. Tiebout, University of California at Los Angeles
Models for Simulation of an Intermediate Market
Austin Hoggatt and Frederick E. Balderston, University of California, Berkeley
Migration Flows and Information Distribution
Philip Nelson, Columbia University
Discussants: Martin J. Beckmann, Yale University
Alfred H. Conrad, Harvard University

2:00 p.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical — American Economic Associations

Estimating Federal Government Receipts and Expenditures
Chairman: Lawrence Seltzer, Wayne State University
The Econometric Approach to Tax Revenue Estimating
Thomas Smith, U. S. Treasury
Problems in Estimating Government Expenditures
Samuel H. Cohn, Bureau of the Budget
Monday

Discussions: Otto Eckstein, Harvard University
            John Lintner, Harvard University
            Lawrence S. Ritter, Federal Reserve Bank of New York

2:00 p.m. Congress Hotel, Michigan Room, 1st floor
          American Statistical Association

Ceremonial Meeting in Honor of Harold F. Dodge
Chairman: W. Edwards Deming, New York University and Washington, D.C.

On Acceptance Sampling
Harold F. Dodge, Rutgers University

2:00 p.m. Congress Hotel, Caucus Room, 1st floor
          American Statistical Association

Census Tract Conference
Chairman: Howard Whipple Green, Cleveland Health Council

Theories and Methods of Differentiating Urban Social and Demographic Areas
Calvin F. Schmid and Santo F. Camilleri, University of Washington; Earle H. MacCannell, San Diego State College; Maurice D. Van Arsdol, University of Southern California

Land Use Inventory in Philadelphia
Harlin G. Loomer, Philadelphia City Planning Commission

Building a Street Index for the Outlying Areas
Albert Moellmann, The Detroit News

Census Tract Plans for the 1960 Census
Howard G. Brunsman, Frank S. Kristof, C. E. Batschelet, and Robert C. Klove, Bureau of the Census

Discussion Period

2:00 p.m. Congress Hotel, English Walnut Room, 2nd floor
          American Statistical Association

Business Meeting, Section on Training

Monday

2:00 p.m. Congress Hotel, Lincoln Room, 3rd floor
          Business Meeting, Biometric Society (ENAR)

2:00 p.m. LaSalle Hotel, Illinois Room, Mezzanine
          American Association of University Teachers of Insurance

Problems in Insurance Regulation
Chairman: Arthur Mason, Washington University
Speakers: Honorable Victor Hansen, U.S. Department of Justice
          Honorable Joseph S. Gerber, Director of Insurance, State of Illinois

Discussion

2:30 p.m. Palmer House, Grand Ballroom, 4th floor
          American Economic Association — Econometric Society

Selected Problems in Economic Theory
Chairman: Edwin Kuh, Massachusetts Institute of Technology

Economic Growth, Fluctuations, and Stability
Albert K. Ando, Massachusetts Institute of Technology and Franco Modigliani, Carnegie Institute of Technology

The Demand for Money — Some Theoretical and Empirical Results
Milton Friedman, University of Chicago

Discussion: Edward S. Shaw, Stanford University
            James S. Duesenberry, Harvard University

2:30 p.m. Palmer House, Room 14, Club floor
          American Finance Association

Current International Monetary Issues
Chairman: Samuel E. Braden, Indiana University

Cushioning the Impact of U.S. Economic Fluctuations on the Rest of the World
Joseph Coppock, Earlham College

The Free Trade Area: Common Currency vs. Monetary Autonomy
Franz Gehrels, Indiana University
Monday

Discussants: Wendell C. Gordon, University of Texas
George Kleiner, University of Illinois
John M. Letiche, University of California, Berkeley
Jorgen Pederson, University of Aarhus, Denmark, and
Indiana University
W. A. Salant, Huntington, New York

2:30 p.m. Conrad Hilton, Waldorf Room, 3rd floor
Industrial Relations Research Association

Role of Law in Control of Internal Union Affairs
Chairman: W. Willard Wirtz, Northwestern University
Speaker: Clyde Summers, Yale University
Discussants: Benjamin Aaron, University of California, Los Angeles
Robben W. Fleming, University of Illinois
P. L. Siemiller, International Association of Machinists

2:30 p.m. Palmer House, Room 17, Club floor
Regional Science Association

Selected Regional Topics II
Chairman: Edward B. Espenshade, Northwestern University
Transport Inputs at Urban Residential Sites
Duane F. Marble, University of Washington
A Linear Programming Model of Urban Traffic Patterns
Howard W. Bevis, Chicago Area Transportation Study
The Trade Balance of the Pacific Northwest
Richard Pfister, Dartmouth College
Space and Economic Theory
Melvin L. Greenhut, Florida State University

2:45 p.m. Morrison Hotel, Cotillion and Embassy Rooms, Mezzanine
American Marketing Association

Advertising as a Stabilizing Influence In Our Economy
Chairman: Melvin Brorby, Senior Vice President, Needham, Louis & Brorby, Inc.
From the Point of View of an Economist
Martin R. Gainsbrugh, Chief Economist, National Industrial Conference Board
From the Point of View of a Large Advertiser
Thomas C. Morrill, Vice President, State Farm Mutual Insurance Company
From the Point of View of a Tax Attorney
Robert A. Schulman, Partner, Wenchel, Schulman & Manning

3:30 p.m. Morrison Hotel, Hollywood Room, Mezzanine
American Marketing Association

Marketing Management, Something Old, New, or Borrowed?
Chairman: Robert H. Myers, Miami University
Panelists: John J. Breen, Providence College
Harrison L. Grathwohl, University of Washington
John A. Howard, University of Pittsburgh
Milan R. Karas, University of Cincinnati
Fred W. Kniffin, Indiana University
Richard R. Still, Syracuse University
Monday

3:30 p.m.  Morrison Hotel, Parlor F, 2nd floor
American Marketing Association

Chairman: John J. Rath, Wayne State University
What Subject Areas Should be Included in an Industrial Marketing Course?
Edward Cundiff, University of Texas
Where Does the Industrial Marketing Course Fit Into the Marketing Curriculum?
Thomas A. Staudt, Michigan State University
Teaching Techniques for the Industrial Marketing Course
E. Raymond Corey, Harvard University
An Approach to the Teaching of Industrial Marketing
Kenneth Lawyer, Western Reserve University
An Industrial Marketing Curriculum
John J. Rath, Wayne State University
The Price of Eggs
A Motion Picture Presented by Jones & Lamson Machine Co.

4:00 p.m.  Congress Hotel, Michigan Room, 1st floor
American Statistical Association

Research Tools of the Social Scientist
Chairman: William Hodgkinson, Jr., American Telephone & Telegraph Co.
Purposes of Scaling Techniques and Choices of Metrics
Robert F. Abelson, Yale University
A New Methodology When Equations Outnumber Unknowns
Thomas N. E. Greville, Social Security Administration
Methods of Measuring Differences in Social Class
Theodore R. Anderson, Yale University
Discussants: William G. Madow, Stanford Research Institute
Ledyard R. Tucker, Educational Testing Service

4:00 p.m.  Congress Hotel, Pine Room, 2nd floor
American Statistical Association

Regional Statistics
Chairman: Willard Thorp, Amherst College
Projecting Local Government Expenditures in Metropolitan Areas
Werner Z. Hirsch, Resources for the Future, Inc.
The Pattern of Local Government Finances in the Cleveland Metropolitan Area
Seymour Sacks, Cleveland Metropolitan Services Commision
Discussants: Robert Ferber, University of Illinois
Walter Heller, University of Minnesota
Howard G. Schaller, Tulane University

4:00 p.m.  Congress Hotel, English Walnut Room, 2nd floor
American Statistical Association

Business Meeting, Section on Physical and Engineering Sciences
Monday

4:00 p.m. Congress Hotel, Lincoln Room, 3rd floor
American Statistical Association

Meeting of Experiment Station Statisticians
Chairman: Henry Tucker, University of Arizona

4:00 p.m. LaSalle Hotel, Illinois Room, Mezzanine
Annual Business Meeting, A.A.U.T.I.

5:00 p.m. Palmer House, Red Lacquer Room, 4th floor
Business Meeting, American Economic Association

5:00 p.m. Morrison Hotel, Venetian Room, 2nd floor
Business Meeting, American Marketing Association

6:00 p.m. Dinner Palmer House, Room 16, Club floor
American Economic Association

Executive Committee Meeting

7:00 p.m. Dinner LaSalle Hotel, Chicago Room, Mezzanine
American Association of University Teachers of Insurance

Dinner for Active Members in Midwestern States
(Courtesy Western Underwriters Association)

8:00 p.m. Morrison Hotel, Embassy Room, Mezzanine
American Marketing Association

The Marketing Curricula in Tomorrow’s Schools of Business
Chairman: William A. Knoke, University of Iowa
Panelists: Harvey W. Huegy, University of Illinois
John E. Jeuck, University of Chicago
Schuyler F. Otteson, Indiana University
Discussants: Paul M. Hoffman, Southern Illinois University
Harry A. Lipson, University of Alabama
Edmund J. McCarthy, University of Notre Dame
Donald L. Shawver, University of Missouri
William J. Stanton, University of Colorado
Edward E. Werner, University of Wisconsin

8:00 p.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical Association

Presidential Address
Speaker: Walter E. Hoadley, Jr., Armstrong Cork Company

9:30 p.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical Association — Biometric Society

Informal Party

Houghton Mifflin Company
is pleased to announce the appointment of

Carl Kayser
Professor of Economics
Harvard University

as EDITORIAL ADVISER in the field of Economics
Summary of Tuesday Meetings

8:30 a.m.  Setting Your Sales Targets Accurately
AMA
AMA  New Teaching Methods in Marketing Research
ASA-AEA  Structure, Uses and Inadequacies of the Official Price Deflators
ASA  Planning the 1960 Censuses
ASA  Desiderata for the Basic Course in Economics and Business Statistics
ASA-BS  Design of Experiments

9:00 a.m.  The Strategy of Market Segmentation
AMA
AMA  Analyze Your Distribution Costs

10:15 a.m.  Improving Public Utility Marketing Techniques
AMA
AMA  Government's Role in Marketing—Help or Hindrance

10:30 a.m.  Use of Computers and Mechanical Equipment in Statistics
ASA
ASA-BS  Response Surfaces
ASA  Tranquilizing Drugs—What is Being Learned

12 noon  Luncheon, The Marketing Implications of the Jet Age
AMA

2:00 p.m.  Recent Developments in Operations Research
ASA
ASA-BS  Multivariate Analysis
ASA  Measuring Industrial and Population Growth
ASA  Contributed Papers

2:45 p.m.  Curriculum Construction in Foreign Marketing
AMA
AMA  Uses of Cost and Margin Data in Retailing
AMA  New Tools for Improved Decision Making
AMA  The Role of Symbols in the Market Place
AMA  Significant Doctoral Dissertation Research
Tuesday, December 30, 1958 Schedule of Meetings

8:30 a.m. Morrison Hotel, Embassy Room, Mezzanine
American Marketing Association

Setting Your Sales Targets Accurately—An Industrial Marketing Session
Chairman: Donald A. Doheny, Assistant to the President, Vestal, Inc.
Establishing The Market Index for Your Company
Albert Haring, Indiana University
Determining Sales Potentials for Your Company
J. T. Turner, Manager, Marketing Research Department, International Paper Company
Fixing Sales Quotas for Your Company
John H. Martin, Marketing and Statistical Coordinator, White-Rodgers Company

8:30 a.m. Morrison Hotel, Parlor F, 2nd floor
American Marketing Association

New Techniques and Teaching Methods in Marketing Research
Chairman: Donald F. Blankertz, University of Pennsylvania
Panelists: Harper W. Boyd, Northwestern University
Kenneth Davis, Dartmouth College
Ralph L. Westfall, Northwestern University

8:30 a.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical Association — American Economic Associations

Structure, Uses and Inadequacies of the Official Price Deflators
Chairman: Louis H. Bean, Washington, D. C.
Use of B. L. S. Price Indexes in Deflation of Value Aggregates
Sidney A. Jaffe, Bureau of Labor Statistics
The Deflation of the Gross National Product by the Department of Commerce
George M. Cobren, Department of Commerce
Discussants: Louis Weiner, Federal Reserve Board
B. Sanders, Public Health Service

8:30 a.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association

Planning the 1960 Censuses to Meet National and Local Needs
Chairman: Robert W. Burgess, Bureau of the Census
What Will the 1960 Censuses Do?
Conrad Taeuber, Bureau of the Census
New Subjects and New Emphasis in the 1960 Housing Census
Wayne F. Daugherty, Bureau of the Census
What is New in our Eighteenth Decennial Census of the Population?
Henry S. Shryock, Jr., Bureau of the Census
Discussants: J. T. Marshall, Dominion Bureau of Statistics

8:30 a.m. Congress Hotel, Pine Room, 2nd floor
American Statistical Association

Desiderata for the Basic Course in Economics and Business Statistics
Chairman: Rutledge Vining, University of Virginia
On the Content of the First Course in Statistics for Majors in Economics and Business Administration
W. Allen Wallis, University of Chicago
Statistics in the Business Administration Curriculum
Maurice W. Lee, University of North Carolina
A Single Semester Introductory Course in Statistics for Students Majoring in Economics and Business
George F. Break, University of California
Discussants: John E. Freund, Arizona State College
G. Leland Bach, Carnegie Institute of Technology
Millard Hastay, State College of Washington

8:30 a.m. Congress Hotel, Caucus Room, 1st floor
American Statistical Association — Biometric Society

Design of Experiments
Chairman: I. W. Burr, Purdue University
Comparison of Designs for Exploration of Response Relationships
Leroy Folks, Texas Instruments Company
Tuesday

Randomization and Least Squares Estimation
G. E. P. Box and Mervin Muller, Princeton University

Some Observations on Random Balance Experimentation
M. Wilk and G. Levenbach, Bell Telephone Laboratories

9:00 a.m. Morrison Hotel, Constitution Room, 1st floor
American Marketing Association

The Strategy of Market Segmentation
Chairman: Jack C. Griffin, Marketing Research Director, Gerber Products Company

Segmentation by Personality Types
Morris Gottlieb, Vice President, Market Facts, Inc.

What Consumer Profiles Don’t Tell You About Who’s Buying Your Product
Leslie A. Beldo, Research Director, Campbell-Mithun, Inc.

Discussants: Frank Evans, University of Chicago
Thomas A. Staudt, Michigan State University

9:00 a.m. Morrison Hotel, Cotillion Room, Mezzanine
American Marketing Association

Analyze Your Distribution Costs
Chairman: Donald R. Longman, Vice President and Director of Research, J. Walter Thompson Company

Distribution Cost Analysis Procedures
Thomas McGann, Consultant

Effective Use of Distribution Costs Data
Richard D. Crisp, Director of Marketing, Guild, Bascom & Bonfigli, Inc.

Discussants: Robert B. Miner, Ohio State University
Michael Schiff, New York University

10:15 a.m. Morrison Hotel, Hollywood Room, Mezzanine
American Marketing Association

Improving Public Utility Marketing Techniques
Chairman: Walter E. Rotthaus, Assistant Vice President, The Bell Telephone Company of Pennsylvania

Introducing the Marketing Concept Through Management Development — From the Academic View
Melvin Anshen, Carnegie Institute of Technology

How Research Can Lead to Better Public Utility Marketing — From the Professional View
Walter G. Barlow, Executive Vice President, Opinion Research Corporation

Modern Marketing Challenges Utility Management — From the Management View
O. W. Tuthill, General Manager of Merchandising, Illinois Bell Telephone Company

10:15 a.m. Morrison Hotel, Parlor F, 2nd floor
American Marketing Association

Government's Role in Marketing — Help or Hindrance
Chairman: Howard L. Stier, Director of Statistics and Marketing Research, National Canners' Association

Marketing Food and Agricultural Products
O. V. Wells, Agricultural Marketing Service, Department of Agriculture

Facts and Figures for Marketing Decisions
Harry W. Ketchum, Office of Distribution, Department of Commerce

How to Increase the Usefulness of Government Marketing Information
Charles W. Smith, Senior Consultant, McKinsey and Company

10:30 a.m. Congress Hotel, Florentine Room, 3rd floor
American Statistical Association

Use of Computers and Mechanical Equipment in Statistics
Chairman: R. J. Nelson, Case Institute of Technology
Tuesday

Some Advantages and Limitations of Automatic Computers in Processing Statistical Data
Joseph F. Daly, Bureau of the Census
Use of Computers in Linear and Non-Linear Statistical Estimation
Mervin E. Muller, Princeton University
Discussants: Fred Leone, Case Institute of Technology
Jack Moshman, Corporation for Economic and Industrial Research

10:30 a.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association — Biometric Society

Response Surfaces
Chairman: C. E. Marshall, Oklahoma State University
Some New Designs for Exploring Response Surfaces
D. W. Behnken, Princeton University
Response Surface Techniques Versus Factorial Analysis in a Development Application
Walter F. Foster and E. K. Wolfe, Biological Warfare Labs
Discussants: G. E. P. Box, Princeton University

10:30 a.m. Congress Hotel, Pine Room, 2nd floor
American Statistical Association

Tranquilizing Drugs — What Is Being Learned
Chairman: Morton Kramer, National Institute of Mental Health
The Social Effects of Tranquilizing Drugs
Dean J. Clyde, National Institute of Mental Health
Community Adjustment of Former Mental Patients and Needed Steps for Their Assistance
Else B. Kris, New York State Department of Mental Hygiene
What the Tranquilizing Drugs Are Doing to the Population in Mental Hospitals
Robert E. Patton, New York State Department of Mental Hygiene
Discussant: James C. Munch, Hahnemann Medical School and Pharmacodynamics, Inc.

Tuesday

12:00 Luncheon Morrison Hotel, Ballroom, 1st floor
American Marketing Association

The Marketing Implications of the Jet Age
Chairman: Reavis Cox, University of Pennsylvania
Speaker: Robert E. Johnson, Senior Vice President, United Air Lines

2:00 p.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association

Recent Developments in Operations Research
Chairman: David C. Melnicoff, Pennsylvania Railroad
Operations Research, Models and Data Organization
Martin Shubik, General Electric Company
Problems of Allocation
Maurice Sasieni, Case Institute of Technology
Inventory Control Models
Thompson M. Whitin, Massachusetts Institute of Technology
Discussants: Oliver Hamilton, Budd Company
Benjamin Tepping, National Analysts, Inc.

2:00 p.m. Congress Hotel, Pine Room, 2nd floor
American Statistical Association — Biometric Society

Multivariate Analysis
Chairman: R. D. G. Steel, University of Wisconsin
The Effect of Serial Correlation on Principal Components
G. P. Williams and E. K. Harris, Dept. of Health, Education and Welfare
Some Uses of Chi-Square in Market Research With Extensions to Multi-Dimensional Tables
C. C. Krause and H. Smith, Jr., Procter and Gamble Co.
The Application of Multivariate Analysis of Variance to Chemical Process Problems
R. Gnanadesikan, Procter and Gamble Company
Some Interpretations in the Analysis of Univariate and Multivariate Transformed Data
R. E. Bargmann, Virginia Polytechnic Institute
Tuesday

2:00 p.m.  Congress Hotel, Caucus Room, 1st floor  
American Statistical Association

Measuring Industrial and Population Growth: Tools for Marketing and Small Area Research

Chairman:  Everett S. Lee, University of Pennsylvania

Demographic Aspects of Military Statistics
Jacob S. Siegel and Meyer Zitter, Bureau of the Census

A Method of Projecting the Number of Households in Small Areas
William Hodgkinson, Jr., American Telephone and Telegraph Company

Effectiveness of our Tools for Estimating Population Change in Small Areas
Carl M. Frisen, California Department of Finance

Discussant: Chester Rapkin, Institute for Urban Studies

2:00 p.m.  Congress Hotel, Buckingham Room, 3rd floor  
American Statistical Association

Contributed Papers

Chairman:  Albert T. Sommers, National Industrial Conference Board

A Survey of New Product Activity in the United States
Richard C. Henshaw, Michigan State University; Milton V. Johns, Jr., Stanford University; Royce W. Plyler, Humble Oil and Refining Co.

Use of the Observation Technique in Measuring Retail Sales
Earl E. Houseman, Department of Agriculture, and Benjamin Lipstein, Benton & Bowles

The Relationship of the Centralized Statistical Unit to Management Decision Making
Royal A. Crystal, Connecticut Medical Service, Inc.

Data Processing Statistics and Automatic Computers
Mitchell O. Locks, Remington Rand UNIVAC

Preparation of Forecasts of Customers, Sales and Revenue in an Electric Utility
John M. Henriquez, Long Island Lighting Company

Tuesday

2:45 p.m.  Morrison Hotel, Embassy Room, Mezzanine  
American Marketing Association

Curriculum Construction in Foreign Marketing

Chairman:  Harold Kellar, The City College of New York

Status Reports on Projects
John Fayerweather, Columbia University, James A. Hagler, Harvard University and Donald F. Mulvihill, University of Alabama

Criteria and Objectives for Basic Courses in Foreign Marketing
William Lazer, Michigan State University, and Eric Schenker, Michigan State University

An Analysis of the Contents of the Basic Courses in Foreign Marketing
William R. Hoskins, Indiana University, Peter S. King, Massachusetts Institute of Technology, and Roland L. Kramer, University of Pennsylvania

A Review of the Methods Used in Teaching Foreign Marketing
Harold Kellar, The City College of New York

2:45 p.m.  Morrison Hotel, Parlor F, 2nd floor  
American Marketing Association

Uses of Cost and Margin Data in Retailing and Retail Education

Chairman:  Edward A. Brand, Michigan State University

The Drug Store Study
Orin E. Burley, University of Pennsylvania

The Super Valu Study
Robert W. Mueller, Editor, Progressive Grocer Magazine

The Department Store Study
Rose Kneznek, Executive Secretary of the Bureau of Business Research, Harvard University

2:45 p.m.  Morrison Hotel, Cotillion Room, Mezzanine  
American Marketing Association

New Tools for Improved Decision Making

Chairman:  Arnold Corbin, New York University

Quantifying Motivational Research
C. Joseph Clawson, Director of Consulting Services, Facts Consolidated
Tuesday

Simulators and Games as Educational Tools for Decision Making
G. Truman Hunter, Educational Consultant, Executive Development School, International Business Machines Corporation

Discussants: G. R. Andlinger, Associate, McKinsey and Company
John S. Coulson, Vice President, Leo Burnett Company, Inc.

2:45 p.m. Morrison Hotel, Constitution Room, 1st floor
American Marketing Association

Symbols for Sale — The Role of Symbols in the Market Place
Chairman: Harper W. Boyd, Northwestern University
Context and Comments
Henry O. Whiteside, Director of Research, J. Walter Thomson Company

Symbols by Which We Live
Reuel Denney, University of Chicago

Symbols by Which We Buy
Sidney J. Levy, Director of Psychological Research, Social Research, Inc.

2:45 p.m. Morrison Hotel, Hollywood Room, Mezzanine
American Marketing Association

Significant Doctoral Dissertation Research
Chairman: Hugh G. Wales, University of Illinois
The Significance of Ethnic Groups in Marketing New-Type Packaged Foods in Greater New York
Milton Alexander, Progressive Grocer Magazine

The Application of Mathematical Programming to Marketing Problems
Ralph L. Day, University of North Carolina

Marketing Strategies in the Fiber Glass Panel Industry
William Egloff, Northwestern University

The Wholesaling Potential of a Satellite City
Guy G. Gordon, University of California

The Use of Consumer Survey Data in Forecasts of the Domestic Demand for Consumer Durable Goods
Frederick E. May, University of Michigan

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MARCHANT CALCULATORS
Marchant Calculators is featuring the Decl-Magic automatic decimals calculator and the new “Transflo” Figuremaster model. The “Transflo”, being previewed at our Annual Meeting, takes its mode from its ability to make figures “flow” from one set of dials to another. This new automatic Marchant back transfers from carriage dials to keyboard dials, where the amount becomes the next multiplicand, addend, minuend, subtrahend, dividend or divisor. The amount can also be transferred into a section of the carriage dials for storage and then recalled for later use.

McGRAW-HILL BOOK COMPANY
The McGraw-Hill Book Company extends to you a cordial invitation to examine its display of titles on statistics here at Booth No. 18. Among others, you will find such recent books as Gass: LINEAR PROGRAMMING, Dorfman-Samuelson & Solow: LINEAR PROGRAMMING AND ECONOMIC ANALYSIS, Ferguson & Sargent: LINEAR PROGRAMMING, Vols. APPLIED STATISTICS, PROBABILITY AND STATISTIC, and the proof of Saaty: MATHEMATICAL METHODS OF OPERATIONS RESEARCH which will be published in January.

MONROE CALCULATOR
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NEWSWEEK
The Newsweek exhibit will contain information on two foreshadowing studies. The first, the Newsweek Continuing Study of Capital Appropriations is a foreshadowing series on the capital spending plans of the nation’s one thousand largest manufacturing firms. The second, the Newsweek Continuing Study of Consumer Buying Plans reports information on the buying plans of all U.S. households. Both studies are conducted by the National Industrial Conference Board under the financial sponsorship of Newsweek magazine.

A. C. NIELSEN COMPANY
The A. C. Nielsen Company exhibit emphasizes “Accuracy of Basic Data.” This, plus scrupulous checking before processing and tabulation, receives high priority in Nielsen operations. Nielsen Food and Drug Index services obtain their field data through a staff of full-time travelling auditors, trained in the Company’s own school and working under close supervision. Audience data for the Broadcast Division come from electronic metering devices of high reliability and accuracy which record all the activity of radio and television sets in sample households. Literature available at the exhibit describes Nielsen services in detail.

JOHN WILEY & SONS, INC.
John Wiley & Sons, Inc., cordially invite you to visit Booth 17. On display for the first time will be Donald Fraser’s new book, STATISTICS: AN INTRODUCTION. Also available for examination are galley proofs of the following books to be published in the Spring: ANALYSIS OF STRAIGHT-LINE DATA by Acton, and INFORMATION THEORY AND STATISTICS by Kullback.
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