

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

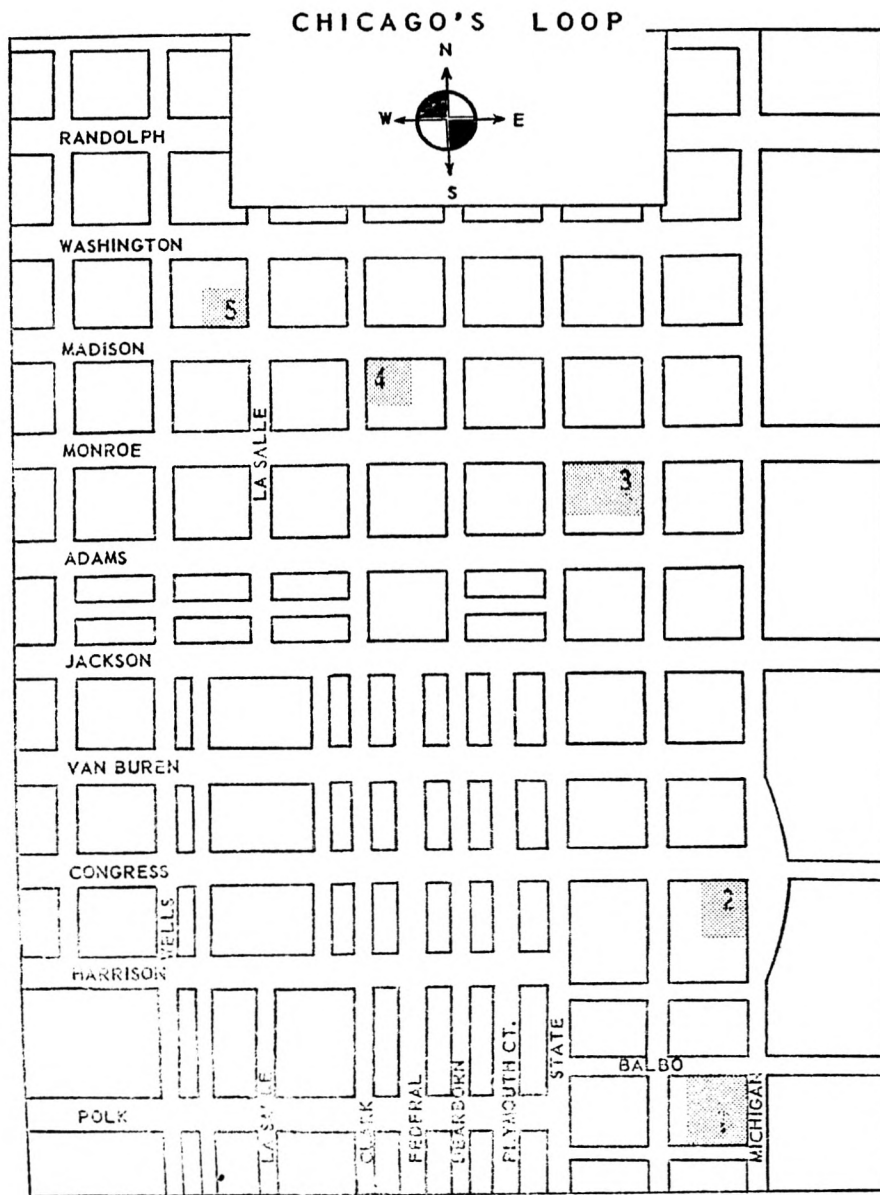
BIOMETRIC SOCIETY (ENAR)

INDUSTRIAL RELATIONS RESEARCH ASSOCIATION

REGIONAL SCIENCE ASSOCIATION

Chicago 1958

JOINT ALLIED
SOCIAL SCIENCE
ASSOCIATIONS



1. CONRAD HILTON HOTEL - 720 SOUTH MICHIGAN AVENUE - WABASH 2-4400
2. CONGRESS HOTEL - 520 SOUTH MICHIGAN AVENUE - HARRISON 7-3800
3. PALMER HOUSE - STATE AND MONROE STREETS - RANDOLPH 6-7500
4. MORRISON HOTEL - 79 WEST MADISON - FRANKLIN 2-9600
5. LA SALLE HOTEL - LA SALLE AND WEST MADISON STREETS - FRANKLIN 2-0700

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. Jordon, 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
Employment Register—Adolph Berger, U. S. Bureau of Labor Statistics
Palmer House Registration and Facilities—Harold L. Cheadle, Federal Reserve Bank of Chicago
Congress Hotel Registration and Facilities—George W. Cloos, Federal Reserve Bank of Chicago, and Adolph Berger, U.S. Bureau of Labor Statistics
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


HOUGHTON MIFFLIN COMPANY
Boston 7
New York 16
Chicago 16
Dallas 1
Palo Alto

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. KALTENBORN,
and STANLEY H. RUTTENBERG (January)

OUTPUT, EMPLOYMENT, CAPITAL & GROWTH

HANS BREMS (April)

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49 EAST 33d STREET

NEW YORK 16, NEW YORK



Summary of Saturday Meetings

9:30 a.m.

AEA	Soviet Economic Trends and Prospects
AEA	The Fundamentals of Economic Progress in Underdeveloped Countries
AFA	Lessons of Monetary Experience Since the Accord
AFEA-ES	Econometric Models in Agriculture
ES	Econometric Studies I
ES	Money and Finance I
ES-ASA	Simulation in Economics
RSA	Gravity and Relative Income Potential Models

10:30 a.m.

ASA	Statistical Analysis of Historical Data
ASA	Training and Teaching Aids in Statistics
ASA	Recent Surveys of Factors Affecting Family Size
ASA-BS	Unequal Subclass Numbers

1:30 p.m.

ES	Linear Programming
ES	Prediction and Business Cycles

2:00 p.m.

ASA	Contributed Papers
ASA	What Has Happened in Manufacturing Since 1947?
ASA-BS	Measurement of Radioactivity
ASA	Major Economic Indicators: Canadian Experience
ASA	Statistical Inference, Etc.

2:30 p.m.

AEA	Soviet Economic Planning
AEA	The Role and Character of Foreign Aid
AEA	Organization and Financing of Economic Research
AFA	Business Finance
RSA	Ecological Analysis of Regions

3:30 p.m.

ES	Decision Making with Uncertainty
ES	Studies in Wealth and Income Distribution

4:00 p.m.

ASA-AEA	Adequacy of Monetary and Financial Statistics
ASA	Adapting Census Procedures to Meet Today's Needs
ASA	Life and Reliability Testing
BS	Regional Advisory Board Meeting
CEA	Executive Council Meeting

6:00 p.m.

ASA	Dinner Meeting, Board of Directors and Council
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7:00 p.m.

AFEA	Dinner—The International Conference of Agricultural Economists
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8:00 p.m.

AEA	The Non-Russian Communist Economies
AEA	Maintaining Full Employment and Economic Stability
AEA	The Economics of Government Expenditures
AFA	Board of Directors Meeting
ASA	Statistical Guides to Non-Inflationary Wage Bargaining
ASA	Smoking and Cancer
RSA	Selected Regional Topics I
CEA	The Better Judgment Hypothesis

Saturday, December 27, 1958 Schedule of Meetings

9:30 a.m. Palmer House, Red Lacquer Room, 4th floor
American Economic Association

Soviet Economic Trends and Prospects

Chairman: Abram Bergson, Harvard University

Industrial Growth

Francis Seton, Oxford University

Agriculture under Khrushchev

Lazar Volin, U. S. Department of Agriculture

Soviet Foreign Economic Competition

Joseph Berliner, Syracuse University

Discussants: Raymond P. Powell, Yale University

Robert L. Allen, University of Virginia

Chauncey Harris, University of Chicago

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: Charls 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 Institute 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 Annex, Monroe Parlor, 5th floor
Econometric Society

Linear Programming

Chairman: Louis Lefebvre, Harvard University

Activity Analysis—An Alternative Formulation and Some Further Generalizations
Abraham Charnes, Northwestern University and
William W. Cooper, Carnegie Institute of Technology

Some Aspects of Continuous Programming
Kenneth S. Kretschmer, Imperial Oil Limited, Toronto

Discussants: Hirofumi Uzawa, Stanford University
Martin J. Beckmann, Yale University

Saturday

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
Arthur F. Loeben, Planning Commission, Montgomery
County, Pa.

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 Natrella, 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 18, 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

Saturday

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

Business Finance

Chairman: John J. Scanlon, American Telephone and Telegraph Company

Does Callability Raise Bond Yields?
Willis J. Winn and Arleigh Hess, Jr., University of Pennsylvania

Postwar Corporate Demands on the Capital Market
Eli Shapiro, Massachusetts Institute of Technology

Discussants: Arnold La Force, El Paso Natural Gas Company
J. Arnold Pines, Securities and Exchange Commission

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, Florentine Room, 3rd floor
American Statistical—American Economic Associations

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, Michigan Room, 1st floor
American Statistical Association

Adapting Census Procedures to Meet Today's Needs

Chairman: A. Ross Eckler, Bureau of the Census

Teaming Up Censuses and Samples
Frederick F. Stephan, Princeton University

Meeting Present Day Needs for Census Data in Agriculture
Arnold J. King, National Analysts, Inc.

Procedures for the 1960 Censuses of Population and Housing
Morris H. Hansen, Bureau of the Census

Discussants: William G. Madow, Stanford Research Institute

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: Nicolaş Spulber, Indiana University
William W. Hollister, Washington, D. C.
Thad P. Alton, Columbia University

Saturday

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 17, 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 Blocs and the Operation of Economic Forces
 AEA Special Problems Facing Underdeveloped Countries

9:30 a.m.

AFA Canons of Investment: A Reappraisal
 AFEA-ES Agricultural Output and the Demand for Inputs
 ES Economic Theory
 ES Capital Theory—Invited Address
 IRRRA Crucial Problems Posed by Automation
 IRRRA 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-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
 IRRRA Present Issues in Unemployment Insurance
 IRRRA 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
 AFEA-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

6:30 p.m.

CEA Executive Council Dinner

7:00 p.m.

AAUTI Dinner Meeting for Active AAUTI Members

8:00 p.m.

AEA Presidential Address

ASA Is There A Shortage of Scientific Manpower?

RSA Regional Planning and Development

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: Corliss 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

Sunday

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. Brintnall, 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, Michigan Room, 1st floor
American Statistical—American Economic Associations

Statistical Studies of the 1957-58 Recession and Recovery

Chairman: Geoffrey H. Moore, National Bureau of Economic Research

New Measures of Recession and Recovery
Julius Shiskin, Bureau of the Census

Rates of Change and Cyclical Magnitude
Pao Lun Cheng, University of Massachusetts, and Leonard Lempert, Statistical Indicator Associates

Discussants: Joseph A. Pechman, Committee for Economic Development
Donald J. Daly, Department of Trade and Commerce, Canada

Sunday

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

Discussants: 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 Lefebvre,
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 Schooler, 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
Aryness 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

Sunday

2:30 p.m. Congress Hotel, Michigan Room, 1st floor
American Statistical Association

Quality Changes and Index Numbers

Chairman: Frank Hanna, Duke University

Quality Changes and Manufacturing Indexes
Frank de Leeuw, Federal Reserve Board

The Use of the Annual Survey of Manufactures in an Annual Index of Production
Morris R. Goldman, Bureau of the Census

Discussants: Ethel Hoover, Bureau of Labor Statistics
Edward F. Denison, Committee for Economic Development
R. C. Geary, United Nations

2:30 p.m. Congress Hotel, Pine Room, 2nd floor
American Statistical Association - Biometric Society

Design of Experiments

Chairman: J. D. Hromi, U. S. Steel Corporation

Some Recent Work on Mixed Fractional Factorial Designs
W. S. Connor, National Bureau of Standards

The Power of the Analysis of Variance Test Under Constrained Randomization
H. C. Sweeny, Atlantic Refining Company

The Role of Treatment Error in Comparative Experiments
G. Zyskind and O. Kempthorne, Iowa State College

Measurements Made by Matching with Known Standards
W. J. Youden, National Bureau of Standards

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. Chassin, St. Elizabeths Hospital

Chromosome Analysis in Biometrical Genetics
H. E. McKean and V. L. Anderson, Purdue University

Statistical Interpretation of Experiments in the Physiology of Reproduc-
tion 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 $V = pk^n$ 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. Sonneck, 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. Dusenberry, 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.

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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

The Macmillan Company

60 FIFTH AVENUE, NEW YORK 11, N. Y.

Summary of Monday Meetings

8:00 a.m.

ASA Breakfast—Business Meeting, Business and Economic Statistics Section
 ASA Breakfast—Business Meeting, Social Statistics Section

8:30 a.m.

AMA Research Techniques of the 1960's
 AMA Machinery for Implementing the Responsibilities of Advertising Educators
 ASA Statistics in Research Design
 ASA-BS Cardiac Problems

9:00 a.m.

AEA-EHA Balanced Economic Growth in History: A Critique
 AEA-IRRA Current Critical Issues in Wage Theory and Practice
 AEA-AFEA Industrial Structure in Economic Development
 AEA Round Table on the Market for Economists
 AEA Open Competition
 AMA Implementing the Marketing Concept
 AMA The Cost Squeeze in Retailing
 AAUTI Taxation of Insurance

9:30 a.m.

AFA The Investment Outlook
 ES-RSA Interregional Linear Programming
 ES Simultaneous Equation Estimation—Discussion
 ES Money and Finance II
 ES Market Price Determination
 IRRA Education in Industrial and Human Relations

10:15 a.m.

AMA Long Range International Marketing Programs
 AMA Content of the Salesmanship Course

10:30 a.m.

ASA-AEA How to Appraise Quantitatively the Effects of Government Economic Policy
 ASA Life and Reliability Testing
 ASA Training of Foreign Statisticians
 ASA Recent Surveys in Health
 ASA Business Meeting of the Biometrics Section

12 noon

AMA Luncheon—Integrated Marketing
 AAUTI Luncheon—Current Trends in Insurance

12:30 p.m.

IRRA Luncheon—Presidential Address

1:30 p.m.

ES Stochastic Models of Growth
 ES Econometric Studies II
 ES Information and Markets

2:00 p.m.

ASA-AEA Estimating Government Receipts and Expenditures
 ASA Ceremonial Meeting in Honor of Harold F. Dodge
 ASA Census Tract Conference
 ASA Business Meeting, Section on Training
 BS Business Meeting, Biometric Society (ENAR)
 AAUTI Problems in Insurance Regulation

2:30 p.m.

AEA-ES Selected Problems in Economic Theory
 AFA Current International Monetary Issues
 IRRA Role of Law in Control of Internal Union Affairs
 RSA Selected Regional Topics II

2:45 p.m.

AMA-AEA Current Trends in Public Policy Toward Business
 AMA Advertising as a Stabilizing Influence In Our Economy

3:30 pm.

AMA Marketing Management
 AMA Industrial Marketing Course and Curriculum

4:00 p.m.

ASA Significance of Postwar Productivity Trends
 ASA Research Tools of the Social Scientist
 ASA Regional Statistics
 ASA Business Meeting, Section on Physical and Engineering Sciences
 ASA Meeting of Experiment Station Statisticians
 AAUTI Annual Business Meeting

5:00 p.m.

AEA Business Meeting
 AMA Business Meeting

6:00 p.m.

AEA Executive Committee Dinner Meeting

7:00 p.m.

AAUTI Dinner for Active Members in Midwestern States

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
Harry M. Douty, U. S. Bureau of Labor Statistics

Discussants: Milton Friedman, University of Chicago
David McCord Wright, McGill University
Mark W. Leiserson, Yale University

9:00 a.m. Palmer House Annex, Wabash Parlor, 4th floor
American Economic—American Farm Economic Associations

The Significance of Industrial Organization and Market Structure to Development and Marketing Problems

Chairman: Robert L. Clodius, University of Wisconsin

Changing Structure of the American Economy, Its Implications for
Performance in Industrial Markets
Jesse W. Markham, Princeton University

Changing Structure of the American Economy: Its Implications for the
Performance of Agricultural Markets
Willard W. Cochrane, University of Minnesota

Some Market Structure Considerations in Economic Development
Willard F. Mueller, University of Wisconsin

Discussants: Walter Adams, Michigan State University
Norman R. Collins, University of California
Harry C. Trelogan, Agricultural Marketing Service, USDA

Monday

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. Hogg, Equitable Life Assurance Society

Taxation of Property and Casualty Insurance Companies
George D. Haskell, American Mutual Alliance

Discussion

9:30 a.m. Palmer House, Red Lacquer Room, 4th floor
American Finance Association

The Investment Outlook

Chairman: John Lintner, Harvard Business School

Monday

The Outlook for Long-Term Funds
Sidney Homer, Scudder, Stevens & Clark

The Outlook for Short-Term Funds
Roy L. Reiersen, Bankers Trust Company

The Outlook for Federal Reserve and Treasury Policy
Warren L. Smith, University of Michigan

Discussion: Twenty-minute discussion among the speakers
General Discussion by James S. Duesenberry,
Harvard University

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

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 Strotz, 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

Discussants: 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. Brunzman, 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

Discussants: 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, Constitution Room, 1st floor
American Marketing — American Economic Associations

Current Trends in Public Policy Toward Business

Chairmen: Corwin D. Edwards, University of Chicago
Charles N. Davisson, University of Michigan

Monday

The Present Legal Environment of Growth Through Merger
Paul W. Cook, Jr., Harvard University

The Law and Economics of Price Discrimination — A Reappraisal
Mark Massel, Brookings Institution

The Role of Cost in Public Policy Towards Business
H. F. Taggart, University of Michigan

Discussants: Howard Westing, University of Wisconsin
John S. McGee, University of Chicago
John T. Wheeler, University of California, Berkeley

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

Industrial Marketing Course and Curriculum, What, Why, Who, Where, When, and How

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, Florentine Room, 3rd floor
American Statistical Association

Significance of Postwar Productivity Trends

Chairman: Leon Greenberg, Bureau of Labor Statistics

Implications of Postwar Productivity Trends in the U. S.

John W. Kendrick, George Washington University

Implications of International Postwar Productivity Trends

Marvin Frankel, University of Illinois

Discussants: George H. Hagedorn, National Association of Manufacturers

Nat Goldfinger, AFL-CIO

Paul Fischer, International Cooperation Administration

Monday

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 Commission

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

Monday

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 KAYSEN

Professor of Economics
Harvard University

as **EDITORIAL ADVISER** in the field of Economics



Boston 7
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Chicago 16
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THE INTERNATIONAL ECONOMY, Revised Edition

By P. T. ELLSWORTH, *University of Wisconsin*
1958, 513 pages, \$6.75

ESSENTIALS OF ACCOUNTING

By WILLIAM L. PATON and ROBERT L. DIXON, *University of Michigan*
1958, 800 pages, \$7.50

THE AMERICAN ECONOMIC SYSTEM:

An Analytical Approach to Public Policy

By EMANUEL T. WEILER, *Purdue University*; and WILLIAM H. MARTIN, *Pennsylvania State University*
1957, 623 pages, \$6.00

PUBLIC UTILITIES IN AMERICAN CAPITALISM

By MARTIN G. GLAESER, *University of Wisconsin*
1957, 624 pages, \$7.50

THE ANATOMY OF A CONSTITUTIONAL LAW CASE

By ALAN F. WESTIN, *Cornell University*
1958, 183 pages, paper, \$1.60

CLASSICS IN THE THEORY OF PUBLIC FINANCE

Edited by RICHARD A. MUSGRAVE, *University of Michigan*; and ALAN T. PEACOCK, *University of Edinburgh*
1958, 244 pages, \$6.00

NATIONAL WAGES POLICY IN WAR AND PEACE

By B. C. ROBERTS, *Princeton University*
1958, 180 pages, \$3.50

INTERNATIONAL ECONOMIC PAPERS, No. 8

Coming January 1959

The Macmillan Company

60 FIFTH AVENUE, NEW YORK 11, N. Y.

Summary of Tuesday Meetings

8:30 a.m.

- AMA Setting Your Sales Targets Accurately
- 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.

- AMA The Strategy of Market Segmentation
- AMA Analyze Your Distribution Costs

10:15 a.m.

- AMA Improving Public Utility Marketing Techniques
- AMA Government's Role in Marketing—Help or Hindrance

10:30 a.m.

- ASA Use of Computers and Mechanical Equipment in Statistics
- ASA-BS Response Surfaces
- ASA Tranquilizing Drugs—What is Being Learned

12 noon

- AMA Luncheon, The Marketing Implications of the Jet Age

2:00 p.m.

- ASA Recent Developments in Operations Research
- ASA-BS Multivariate Analysis
- ASA Measuring Industrial and Population Growth
- ASA Contributed Papers

2:45 p.m.

- AMA Curriculum Construction in Foreign Marketing
- 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 — 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

Tuesday

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

Tuesday

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. Henreques, 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 Thompson 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
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Index of Advertisers

	<u>page</u>
Allyn & Bacon	34, 35
American Book Company	108
The Brookings Institution	93
Harcourt, Brace & Company	58
Harper & Brothers	10, 11
Henry Holt and Company, Inc.	96
Houghton Mifflin Company	9, 81
Richard D. Irwin, Inc.	30
The Macmillan Company	59, 82
McGraw-Hill Book Company, Inc.	94, 95
Oxford University Press, Inc.	57
Prentice-Hall, Inc.	cover
Rand McNally & Company	33
Rinehart & Company	cover
The Ronald Press Company	32
South-Western Publishing Company, Inc.	31
St. Martin's Press, Inc.	29
John Wiley & Sons, Inc.	97

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Index of Participants

Aaron, Benjamin, 76
Abelson, Robert F., 79
Ackley, Gardner, 47
Adams, John, 53
Adams, Walter, 64
Airov, Joseph, 56
Alderson, Wroe, 47, 65
Alexander, Milton, 92
Alexander, Sidney S., 19
Allen, Robert L., 13
Alton, Thad P., 26
Ames, Edward, 26, 67
Anderson, Corliss D., 40
Anderson, Odin W., 71
Anderson, Theodore R., 79
Anderson, V. L., 50
Andlinger, G. R., 92
Ando, Albert K., 75
Anshen, Melvin, 87
Arens, Beverly, 50
Argyris, Chris, 47
Arnow, Kathryn S., 43
Aubrey, Henry G., 48

Bach, G. Leland, 85
Backman, Jules, 28
Bacon, Ralph H., 21
Badger, G., 44
Bailey, Martin, 46, 47, 68
Bakerman, Theodore, 53
Bakke, E. Wight, 72
Bakoney, Leo I., 19
Balderston, Frederick E., 33, 73
Baldwin, Robert E., 38
Banks, Seymour, 51
Bargmann, R. E., 89
Barlow, Walter G., 87
Barnet, Edward L., 51
Barnett, Harold, 20
Basmann, Robert L., 45
Bassie, V. Lewis, 24
Batschelet, C. E., 74
Baum, E. L., 51
Beadles, William T., 72
Bean, Louis H., 84
Becker, Gary S., 54
Becker, Joseph, 44
Beckmann, Martin J., 18, 67, 73
Behnken, D. W., 88

Beldo, Leslie A., 86
Bell, James Washington, 65
Bergson, Abram, 13
Berkson, Joseph, 20
Berliner, Joseph, 13
Berlinguette, V. R., 21
Berman, Edward, 67
Berry, Brian J. L., 23
Beshers, James M., 19
Bevis, Howard W., 76
Bianco, E., 25
Bilkey, Warren J., 29
Blair, John M., 47
Blanchard, Ralph H., 42
Blank, David M., 56
Blankertz, Donald F., 84
Blitz, Rudolph C., 64
Bonini, C. P., 72
Borts, George H., 53
Bowman, Burton F., 66
Box, B. E. P., 54, 86, 88
Boyd, Harper W., 84, 92
Braden, Samuel E., 75
Bramhall, David, 16
Brand, Edward A., 91
Brandt, A. E., 20
Break, George F., 70, 85
Breen, John J., 77
Bridge, Larry, 20
Brintnall, Arthur K., 41
Bristol, Ralph, 73
Britwell, George E., 14
Brorby, Melvin, 77
Brown, Francis J., 44
Browne, Robert T., 65
Brownlee, O. H., 27
Brunzman, Howard G., 74
Bryson, W. O., Jr., 46
Budd, Edward C., 17
Burgess, Robert W., 85
Burley, Orin E., 91
Burr, I. W., 85
Bursk, J. Parket, 17
Butterbaugh, Grant I., 17

Cahill, James, 52
Calkins, Robert D., 22
Cameron, Rondo E., 17
Camilleri, Santo F., 74

Participants

Campbell, Arthur A., 17
Campbell, Robert, 22
Caples, William G., 68
Carroll, Douglas, 16
Carroll, Thomas H., 22
Carrothers, Gerald A. P., 16
Case, H. C. M., 26
Chalmers, Thomas, 44
Chamberlin, Edward H., 39
Charnes, Abraham, 18
Chassen, J. B., 50
Chenery, Hollis B., 16
Cheng, Pao Lun, 42
Chernoff, Herman, 49
Childs, John F., 40
Chinitz, Benjamin, 73
Chow, Gregory C., 68
Christ, Carl F., 19, 67
Clague, Ewan, 28
Clawson, C. Joseph, 91
Clendenin, John C., 39
Cleveland, Harlan, 22
Clodius, Robert L., 64
Clower, Robert W., 45, 68
Clyd, Dean J., 88
Cobren, George M., 84
Cochrane, Willard W., 64
Cohen, A. C., Jr., 25
Cohen, Kalman J., 16
Cohen, Leo, 65
Cohen, Wilbur J., 46
Cohn, Samuel H., 73
Collings, Norman R., 64
Colm, Gerhard, 70
Conklin, Max, 20
Connor, W. S., 49
Conrad, Alfred H., 73
Cook, Poul W., Jr., 77
Coombs, Phillip H., 22
Cooper, William W., 18
Cootner, Paul, 20
Coppock, Joseph, 75
Corbin, Arnold, 91
Corey, E. Raymond, 78
Cornfield, Jerome, 63
Coulson, John S., 92
Cowee, John W., 66
Cox, Reavis, 66, 89
Craig, Paul G., 48

Craine, Lyle, 56
Craven, J. Howard, 27
Crisp, Richard D., 86
Cromarty, William A., 40
Crozier, R. B., 21
Crump, S. Lee, 20
Crystal, Royal A., 90
Culbertson, John M., 14, 70
Cumberland, John, 23
Cundiff, Edward, 78

Daly, Donald J., 42
Daly, Joseph F., 88
Daugherty, Wayne F., 85
David, H. A., 50
Davis, John H., 22
Davis, Kenneth, 84
Davisson, Charles N., 76
Day, Ralph L., 92
Debreu, Gerard, 46
Dedrick, Calvert L., 71
de Leeuw, Frank, 49
Deming, W. Edwards, 63, 74
Denison, Edward F., 21, 49
Denney, Reuel, 92
Despres, Emile, 16
Dickerson, O. D., 53
Dickinson, Frank, 53
Dodge, Harold F., 74
Doheny, Donald A., 84
Domar, Evsey D., 21, 40
Dorfman, Robert, 27, 41, 67
Dorn, Harold F., 28
Douty, Harry M., 64
Dubin, Robert, 47
Duesenberry, James S., 52, 67, 75
Duffett, Walter E., 20
Duncan, Beverly, 23
Duncan, Delbert J., 66
Duncan, Otis Dudley, 23
Dutton, A. M., 20

Eason, Warren W., 54
Eckaus, Richard S., 22, 46
Eckler, A. Ross, 25
Eckstein, Otto, 15, 52, 74
Edelman, Julian, 70
Edwards, Mrs. Alberta R., 69
Edwards, Corwin D., 76

Participants

Egloff, William, 92
Eisenberg, Edmund, 40
Eisner, Robert, 24, 52
Elkan, Walter, 39
Elkan, Philip, 53
Enthoven, Alain, 68
Epstein, Benjamin, 25
Erlich, Alexander, 26
Espenshade, Edward B., 76
Estes, Bay E., 51
Evans, Frank, 86

Fabricant, Solomon, 22
Falk, Ruma, 19
Falkler, Walter D., 28
Farris, Paul, 15
Fayerweather, John, 91
Federer, W. T., 50
Feldman, Jacob J., 71
Fellner, William J., 38, 65
Ferber, Robert, 79
Fernald, Robert O., 51
Fischer, Paul, 78
Fisher, Franklin M., 52
Fisher, Lawrence, 16
Fisher, Walter D., 52
Fitzgerald, Mark J., 45
Fleming, Robben W., 76
Folks, LeRoy, 85
Fosdick, John, 51
Foster, Walter D., 88
Fox, Karl, 15
Fox, Sol, 65
Frankel, Marvin, 78
Free, S. M., 44
Freedman, Ronald, 17
Freund, John E., 49, 85
Friedman, Lawrence, 50
Friedman, Milton, 64, 75
Friedmann, John, 56
Frisen, Carl M., 90
Froelich, Walter, 52
Fromm, Gary, 52
Fuchs, Victor, 48

Gabriel, Kuno, R., 19
Gainsbrugh, Martin R., 27, 44, 77
Gallman, Robert E., 17
Garvy, George, 53

Geary, R. C., 21, 49
Gehman, Clayton, 20
Gehrels, Franz, 75
George, James P., 19, 50
Gerber, Abraham, 42
Gerber, Joseph S., 75
Gerhardt, Paul H., 42
Gerra, Martin J., 15
Gibbons, William J., 18
Gillespie, R. H., 54
Gnanadesikan, R., 89
Goldfinger, Nat, 28, 78
Goldman, Morris R., 49
Goldsmith, Selma, 24
Goldstein, Sidney, 20
Goode, Richard B., 14
Goodrich, Carter, 63
Gordon, Donald F., 38
Gordon, Guy G., 92
Gordon, Robert Aaron, 27
Gordon, Tavia, 63
Gordon, Wendell, C., 76
Gosslee, David G., 18
Gottlieb, Morris, 86
Granick, David, 22
Grathwohl, Harrison L., 77
Green, Howard Whipple, 74
Greenberg, B. G., 44
Greenberg, Leon, 78
Greenhut, Melvin L., 76
Greenwald, Douglas, 43
Gregory, Peter, 39
Greville, Thomas N. E., 79
Griffin, Jack C., 86
Griliches, Zvi, 40
Grossman, Gregory, 21
Gurley, John G., 68

Haber, William, 47
Hagedorn, George H., 78
Hagler, James A., 91
Haglund, Gary O., 69
Hall, William J., 21
Hall, M. F., 63
Hamilton, Earl J., 17
Hamilton, Oliver, 89
Hammond, E. Cuyler, 28
Hanna, Frank, 49
Hansen, Morris H., 25

Participants

Hansen, Victor, 75
Harberger, Arnold C., 14
Haring, Albert, 84
Harris, Britton, 56
Harris, Chauncey, 13, 28
Harris, E. K., 89
Harris, Seymour E., 22, 48
Hart, Albert, 19
Hartley, H. O., 54
Haskell, George D., 66
Hastay, Millard, 85
Hauge, Gabriel S., 44
Hauser, Phillip M., 18, 23, 56
Hayek, Friedrich A., 38
Hayes, Douglas A., 40
Hayes, Samuel P., 22
Haywood, Charles F., 14
Heady, Earl O., 40
Healy, Kent T., 39
Hedges, Bob A., 42
Heins, Richard M., 63
Heller, Walter, 79
Heneman, H. G., 68
Henle, Peter, 48
Henriques, John M., 90
Henry, Edwin, 41
Hensen, Francis, 41
Henshaw, Richard C., 90
Hepner, Harry W., 62
Herbolsheimer, Henrietta, 44
Herskovits, Melville, J., 39
Hess, Arleigh, Jr., 23
Higgins, Benjamin, 14
Hildebrand, George H., 39, 64
Hildreth, Clifford, 40, 67
Hinshaw, Randall, 48
Hirsch, Werner Z., 42, 79
Hirshleifer, Jack, 27
Hitch, Charles J., 27
Hitchings, George P., 48
Hoadley, Walter E., Jr., 81
Hockett, Robert C., 28
Hodgkinson, William, Jr., 79, 90
Hoeffding, Oleg, 21
Hoffman, Fred S., 27
Hoffman, Paul M., 81
Hoffman, R. G., 44
Hogg, Robert L., 66
Hoggatt, Austin, 73

Hollister, William W., 26
Holzman, Franklyn D., 15
Homer, Sidney, 67
Hood, William C., 52
Hooper, John W., 52
Hoos, Sidney S., 51
Hoover, Calvin B., 39
Hoover, Ethel, 49
Hopkins, Carl E., 28, 44
Hoskins, William R., 91
Houseman, Earl E., 90
Howard, John A., 77
Howard, William M., 46
Hromi, J. D., 49
Huegy, Harvey W., 80
Hughes, Jonathan R. T., 63
Hunsberger, Warren S., 65
Hunter, G. Truman, 92
Hurst, D. C., 18
Hymer, Stephen, 72

Isard, Walter, 16, 48

Jaffe, Sidney A., 84
Jancauskas, Raymond, 52
Jarrell, D. R., 54
Jeuck, John E., 80
Johns, Milton V., Jr., 90
Johnson, Leland L., 23
Johnson, Leonard S., 70
Johnson, Robert E., 19, 89
Johnston, J., 16, 72
Jones, D. H., 21
Jones, Robert I., 66
Jones, Ronald, 15

Kafka, Alexandre, 14
Kahn, Louis B., 70
Karas, Milan R., 77
Karsh, Bernard, 41
Katz, Leo, 25
Kavesh, Robert A., 28
Keezer, Dexter M., 44
Keith, Robert J., 65
Kellar, Harold, 91
Kempthorne, Oscar, 49, 63
Kendrick, John W., 41, 78
Ketchum, Harry W., 87
Killingsworth, Charles, 41

Participants

Kimball, Allyn W., 20
Kimball, R. F., 20
Kindahl, James, 53
King, Arnold J., 25
King, Peter S., 91
Kirk, Dudley, 17, 54
Kirkpatrick, C. A., 69
Kirkpatrick, R. L., 43
Kish, Leslie, 63
Klein, Lawrence R., 19, 67
Kleiner, George, 76
Klemme, Randall T., 42
Klove, Robert C., 74
Kneznek, Rose, 91
Kniffin, Fred W., 77
Knoke, William A., 80
Knorr, Klaus, E., 27
Knowles, James, 70
Koch, Robert, 67
Koopmans, Tjalling, 22, 40
Kramer, Morton, 88
Kramer, Roland L., 91
Krause, C. C., 89
Krause, Lawrence B., 65
Kretschmer, Kenneth S., 18
Kris, Else B., 88
Kristof, Frank S., 74
Krogh, Harold C., 46
Krusa, Hans, 66
Kuh, Edwin, 75
Kurimura, Yukichi, 15
Kuznets, Simon, 54

Ladd, Boyd, 43
La Force, Arnold, 23
Lampman, Robert, 24
Lansing, John B., 24
Lapp, Charles L., 69
Lawyer, Kenneth, 78
Lazer, William, 91
Leavitt, Harold, 47
Lee, Everett S., 90
Lee, Maurice W., 85
Lefeber, Louis, 18, 46
Leiserson, Mark W., 64
Lemieux, Omer A., 71
Lempert, Leonard, 42
Leone, Fred, 88
Letiche, John M., 38, 76

Leven, Charles L., 56
Levenbach, G., 86
Levin, Bertram F., 14
Levine, Robert A., 16
Levy, Sidney J., 92
Lewis, Ben W., 39
Lewis, John P., 27
Lindow, Wesley, 24
Lintner, John, 66, 74
Lipson, Harry A., 81
Lipstein, Benjamin, 90
Liu, Ta-Chung, 26, 67
Locklin, Philip, 39
Locks, Mitchell O., 90
Loeben, Arthur F., 19
Loman, Harry J., 46
Longman, Donald R., 86
Loomer, Harlin G., 74
Lucas, Henry L., 18
Lydall, Harold F., 24

MacCannell, Earle H., 74
Machlup, Fritz, 47
Madansky, Albert, 43
Madow, William G., 25, 50, 79
Maggard, John P., 69
Mandell, Maurice I., 62
Manley, Robert R., Jr., 69
Mann, Floyd C., 41
Marble, Duane F., 76
Markham, Jesse W., 64
Marshall, C. E., 88
Marshall, J. T., 85
Martin, John H., 84
Marzoni, Pettersen, Jr., 62
Mason, Arthur, 75
Massel, Mark, 77
May, Frederick E., 92
McCarthy, Edmund J., 81
McColm, George T., 43
McConnell, John W., 41
McDiarmid, F. J., 45
McDonogh, Thomas, 86
McGann, Thomas, 86
McGee, John S., 77
McGill, Dan M., 45
McKean, H. E., 50
McKenzie, Lionel, 41, 45
Means, Gardiner C., 47

Participants

Mehren, George, 51
Meier, Paul, 28
Melnicoff, David C., 89
Metzler, Lloyd A., 40
Meyer, Charles A., 69
Miernyk, William H., 42, 56
Miller, Donald C., 14
Miller, Irwin, 21
Miller, John Perry, 38, 47
Miller, Rupert, Jr., 25
Millikan, Max F., 24, 26
Mills, Edwin, 46
Mills, Thomas, 56
Mincer, Jacob, 53
Miner, Robert B., 86
Modigliani, Franco, 75
Moellmann, Albert, 74
Montenegro, Tulo H., 71
Moore, Frederick T., 20, 67
Moore, Geoffrey H., 27, 42
Morgan, Theodore, 64
Moriyama, Iwao, 63
Morrill, Thomas C., 77
Morris, Frank E., 24
Morse, John W., 71
Morton, Walter A., 64
Moshman, Jack, 88
Mosimann, Thomas F., 71
Mueller, Robert W., 91
Mueller, Willard F., 64
Muller, Mervin E., 70, 86, 88
Mulvihill, Donald F., 91
Munch, James C., 88
Murphy, Austin S., 52
Myers, Robert H., 77

Natrella, Vito, 21
Nelson, Philip, 73
Nelson, R. J., 87
Nerlove, Marc, 46
Netzer, Richard, 48
Nicholls, William H., 14
Norris, Nilan, 21
Northup, Herbert R., 41
Norton, Frank E., 27
Norton, J. A., Jr., 18

O'Connell, James T., 27
O'Connor, James C., 72

Ohlin, Goran, 64
Orcutt, Guy H., 16
Orr, Earle W., Jr., 67
Otteson, Schuyler F., 80
Owen, Wilfred, 39

Parran, Thomas, 28
Pashigian, B. Peter, 72
Patterson, Gardner, 48
Patton, Robert E., 88
Pechman, Joseph A., 42, 65
Pederson, Jorgen, 76
Perlman, 43, 71
Perlo, Victor, 24
Peryam, David R., 15
Pfeffer, Irving, 42, 53
Pfister, Richard, 76
Phelps, D. Maynard, 50
Phillips, Almarin, 68
Pines, J. Arnold, 23
Plyler, Royce W., 90
Polak, J. J., 53
Porter, Richard L., 52
Potter, Helen C., 29
Potter, Robert G., Jr., 18
Powell, Raymond P., 13
Prebisch, Raoul, 48
Prince, P. F., 69

Rado, Leonard, 70
Rainey, Richard B., Jr., 16
Rapkin, Chester, 90
Rath, John J., 78
Reid, Margaret, 15
Reierson, Roy L., 67
Reiter, Stanley, 68
Remington, R., 63
Reynolds, Lloyd G., 22
Riley, Donald C., 56
Ritter, Lawrence S., 74
Robb, G. Wallace, 62
Robert, Shelby, 51
Roberts, Harry V., 63
Robinson, Roland I., 24
Robock, Stefan H., 41
Rodwin, Lloyd, 28
Rohrlich, George F., 46
Rosett, Richard, 73
Rotthaus, Walter E., 87

Participants

Rubin, Ernest, 17
Ruttenberg, Stanley, 68

Sabghir, Irving H., 68
Sacks, Seymour, 79
Sagi, Philip C., 18
Salant, W. A., 76
Sandage, Charles H., 62
Sanders, B., 84
Sandomire, Marion M., 20
Sanow, Kenneth P., 43
Saposnik, Reuben, 15
Sargan, J. Denis, 40, 52, 72
Sasieni, Maurice, 89
Sauvain, Harry C., 39
Saville, Lloyd, 17
Scanlon, John J., 23
Schaller, Howard G., 79
Schelling, Thomas, C., 24
Schenker, Eric, 91
Schiff, Michael, 86
Schlesinger, Eugene R., 48
Schmid, Calvin F., 74
Schneider, Morton, 16
Schooler, Eugene, 48
Schulman, Robert A., 77
Schultz, George, 28, 41
Schultz, Theodore W., 14, 48
Schwentker, Frank J., 66
Scott, Ira O., 24, 68
Selden, Richard T., 47
Seltzer, Lawrence, 73
Semon, Thomas T., 62
Seton, Francis, 13
Shapiro, Eli, 23
Shapiro, Sam, 71
Shapley, Willis H., 43
Sharfman, I. Leo, 55
Shaw, Edward S., 75
Shaw, Steven J., 69
Shawver, Donald L., 81
Shen, T. Y., 16
Sherman, G. R., 54
Shimkin, Demetri B., 54
Shiskin, Julius, 42
Shister, Joseph, 64
Shryock, Henry S., Jr., 85
Shubik, Martin, 89
Siegel, Jacob S., 90

Siemiller, P. L., 76
Simmons, Walt R., 71
Simpson, Paul B., 53
Slater, David W., 68
Sleighton, Robert, 46
Smith, Caleb A., 53
Smith, Charles W., 87
Smith, H., Jr., 89
Smith, Thomas, 73
Smith, Victor E., 15
Smith, Warren L., 54, 67
Smith, Wendell R., 72
Snodgrass, Milton M., 67
Sobel, Milton, 21
Solberg, Harry J., 53
Solomon, Ezra, 44
Solomon, Robert, 24
Somers, Gerald G., 47
Sommers, Albert T., 90
Sonneck, Edwin H., 41
Spivack, Sydney S., 18
Sprowls, R. Clay, 17
Spulber, Nicolas, 26
Summers, Clyde, 76
Summers, R. D., 43
Summers, Robert, 45
Stanton, William J., 81
Stark, T. H., 50
Staudt, Thomas A., 78, 86
Steel, R. D. G., 89
Stephan, Frederick, 25, 63
Stern, James C., 41
Stevenson, Robert M., 46
Stewart, Charles D., 70
Stier, Howard L., 87
Stigler, George J., 39
Still, Richard R., 77
Stocking, George W., 55
Striner, Herber, 43
Strotz, Robert, 72
Stuart, William, 72
Sweeny, H. C., 49
Swerling, Boris C., 22

Taafe, Edward J., 16
Taeuber, Conrad, 85
Taggart, H. F., 77
Tallman, Gerald B., 50
Tamagna, Frank M., 54

Participants

Tarshis, Lorie, 40
Telser, Lester G., 24, 51
Teper, Lazarre, 41
Tepping, Benjamin, 89
Thomas, Dorothy Swaine, 54
Thompson, D., 63
Thompson, Joseph W., 69
Thompson, Wilbur R., 48
Thorp, Willard L., 22, 79
Tiebout, Charles M., 73
Tintner, Gerhard, 23, 52
Tolles, Arnold, 68
Trelogan, Harry C., 64
Trosper, Joseph F., 42
Trytten, Merriam H., 56
Tucker, Henry, 80
Tucker, Ledyard R., 79
Tuggle, John, 70
Turner, J. T., 84
Turner, Stanley, 19
Tuthill, O. W., 87

Ullmen, Morris B., 17
Uzawa, Hirofumi, 18, 45

Valentine, Roger W., 40
Van Arsdell, Paul M., 39
Van Arsdol, Maurice D., 74
Vance, Rupert, 28
Vanek, Jaroslav, 53
Vatter, Paul A., 17
Vining, Rutledge, 85
Volin, Lazar, 13

Wales, Hugh G., 92
Walker, Charls E., 14
Walker, Charles R., 41
Wallace, David L., 50
Wallis, W. Allen, 85
Walner, Arthur H., 43
Walsh, Charles J., 45
Walters, Alan A., 73
Warburton, Clark, 54
Waugh, Frederick V., 51
Wehrle, Leroy S., 16
Weimer, Arthur M., 42
Weiner, Louis, 84

Weintraub, Sidney, 68
Weisbrod, Burton A., 15
Wells, O. V., 87
Werner, Edward E., 81
Westfall, Ralph L., 84
Westfield, Fred M., 46
Westing, Howard, 77
Westoff, Charles F., 18
Wheeler, John T., 77
Whelpton, Pascal K., 17
White, Colin, 44
Whiteside, Henry O., 92
Whitin, Thompson M., 89
Wickens, Aryness Joy, 48
Wiebe, Gerhart D., 51
Wilk, Martin B., 63, 86
Williams, C. Arthur, Jr., 53
Williams, G. P., 89
Williams, Kenneth B., 70
Winn, Willis J., 23
Winsborough, Hal H., 23
Wirtz, W. Willard, 76
Witte, Edwin E., 44
Wohlstetter, Albert, 27
Wolfe, E. K., 88
Wonnacott, Ronald, 56
Wood, C. Tyler, 22
Wood, Elmer, 14
Wood, Helen, 43
Woodson, G. S., 50
Woolsey, Theodore D., 71
Wright, David McCord, 64
Wynne, Waller, Jr., 71

Yeh, Martin H., 40
Yoder, Dale, 41
Yoder, Wallace O., 62
Youden, W. J., 49
Young, Ralph A., 53

Zelen, Marvin, 25
Zellner, Arnold, 45
Zitter, Meyer, 90
Zoellner, John A., 70
Zwick, Charles, 15, 73
Zyskind, G., 49

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