CONTENTS

JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION

\$1.50 PER COPY · \$6.00 PER ANNUM · Vol. 33 · No. 201 March, 1938 ARTICLES AND ANNUAL MEETING PAPERS The Statistical Equivalent Gold W. RANDOLPH BURGESS DONALD B. WOODWARD H. J. LOMAN Changes in Capital Financing. 12 Changes in Secondary Distribution of Equity Securities . . . 21 . Jules I. Bogen Changed Conditions in the Marketing of New Issues. . . 31 . . ROLF NUGENT . DAVID C. BARRY . MILAN V. AYRES WILLIAM T. FOSTER Tendencies in Consumer Financing 42 Consumer Financing and Its Relation to the Commercial Bank. 51 The Economic Function of the Sales Finance Company . . . Public Supervision of Consumer Credit Expenditure Patterns of Urban Families A. D. H. KAPLAN 81 Contribution to the Theory of Sampling Human Populations
The Problem of Measuring Radio Coverage
Quantitative Methods in Politics . .J. NEYMAN L. D. H. WELD 101 117 STUART A. RICE 126 153 164 PROCEEDINGS OF THE NINETY-NINTH ANNUAL MEETING Program of the Annual Meeting 179 Minutes of the Annual Business Meeting . Board of Directors 190 197 197 198 202 202 Reports of Committees and Representatives Advisory Committee on the Census 205 208 209 209 211 Committee on Labor Statistics . 211 Committee on Industrial Statistics 212 Joint Committee on Income Tax Statistics. 213 Committee on the Statistical Evidence Concerning the Causes of the 1929-1932 Business Collapse . 214 Committee on Biometrics 220 Committee on an Annual Review of Progress in Mathematical Statistics. 222 Representative on the Joint Committee for the Development of Statistical Applica-223 223 Representative on the National Conference on Nomenclature of Disease.

Representative on the Sectional Committee on Standards for Graphic Presentation. 224 225 Representative on the Council of the A.A.A.S. 225 Mr. W. S. Gosset . 226 International Statistical Institute.

Continued on next page