

AAPOR '75

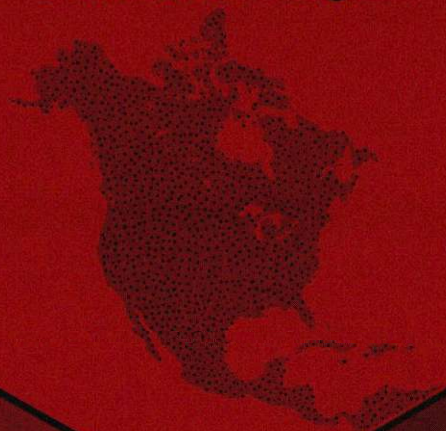
AMERICAN
ASSOCIATION
FOR PUBLIC
OPINION
RESEARCH

30th
ANNUAL
CONFERENCE

Carson Inn - Nordic Hills
Itasca, Illinois

Thurs., May 29 -
Sun., June 1, 1975

1975 Conference Program



"What
Public Opinion
Research
Does In, To and For
Society"

1975 AAPOR CONFERENCE

CONFERENCE COMMITTEE

Chair:

Albert D. Biderman, Bureau of Social Science Research

Section Organizers:

Everett C. Ladd, University of Connecticut: Political Opinion and Behavior

Eric Marder, Eric Marder Associates: Consumer Opinion and Behavior

Kurt W. Back, Duke University: Other Social and Behavioral Research Topics

Robert B. Cunningham, American Telephone and Telegraph Company: Methodology and Other Tools of the Trade

Irving Crespi, The Gallup Organization, Inc.: On the Profession

Eve Weinberg, National Opinion Research Center: Roundtables and Special Sessions

LIAISON

Conference Abstracts:

Naomi D. Rothwell, Bureau of the Census, AAPOR Co-Editor

Student Award:

Matt Hauck, University of Illinois, Urbana, AAPOR Research Development and Training Committee

Publications:

Franco M. Nicosia, University of California, Berkeley, AAPOR Publications Committee

Local Arrangements:

Joseph T. Klapper, Chairman, Columbia Broadcasting System, Inc.

Rome G. Arnold, Rome Arnold and Company

Hope Lunin Klapper, New York University

STAFF ASSISTANCE

Dede Barnes, AAPOR Secretariat

Robert Surabian, "

Mike Crotty, Program Design, Bureau of Social Science Research

Dorothy Robyn, A-V-ERY Arrangements, "

Roberta Rubenstein, Secretary, "

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
30TH ANNUAL CONFERENCE • MAY 29TH—JUNE 1, 1975
Carson Inn • Nordic Hills, Itasca, Illinois**

THEME: "What Public Opinion Research Does In, To, and For Society"

PROGRAM

THURSDAY EVENING	MAY 29
4:00—9:00 East Club House	REGISTRATION
5:30—8:30 Garden South Room	MEETING OF OLD AND NEW AAPOR COUNCIL
6:15—8:30 Your choice: Scandinavian Room or Vulcan's Forge	DINNER
9:30 King's Bar (East Club House)	GET-TOGETHER PARTY

**FRIDAY
MORNING MAY 30**

8:00—10:00
East Club House

REGISTRATION

9:00—10:15
Oslo Room

THE AMERICAN ELECTORATE AND TRANSFORMATIONS OF THE PARTY SYSTEM

Chair: David RePass, University of Connecticut

George F. Bishop, University of Notre Dame

"Liberal-Conservative Consistency in The American Mass Public: The Effect of Education"

V. Lance Tarrance, Jr., Decision Making Information

"The American Party System: Going into 1976"

Howard L. Reiter, University of Connecticut

"We Have Met the Realignment (And We Are Its)"

James R. Beniger, University of California, Berkeley, and Bureau of Social Science Research

"Winning the Presidential Nomination: The Role of National Polls and State Primary Elections"

Discussant: Richard M. Scammon, Governmental Affairs Institute

Garden South Room

CRITERIA OF ADVERTISING EFFECTIVENESS

Chair: William Wells, Needham, Harper & Steers

Theodore F. Dunn, Benton & Bowles, Inc.

"A Continuum of Advertising Effectiveness Criteria"

Michael L. Ray, Stanford University

"A Three-Orders Model of Consumer Processing of Advertising Information: Its Relevance in Research and Planning"

Valentine Appel, AHF Marketing Research, Inc.

"Standards for Copy Evaluation"

Helsinki Room

SPECIAL PROBLEMS OF GOVERNMENT EVALUATION STUDIES—A PANEL DISCUSSION

Chair: Michael A. Rappeport, Opinion Research Corp.

Michael A. Rappeport, Opinion Research Corporation

"Internal Agency Conflicts"

David Kershaw, Mathematica, Inc.

"Confidentiality"

Lucy Wilson, National Analysts

"Public Presentation"

**FRIDAY
MORNING MAY 30**

10:30-12:00

Oslo Room

DIALING FOR INTERVIEWS—WHAT'S NEW?

Chair: Matt Hauck, University of Illinois, Urbana

Theresa F. Rogers, Bureau of Applied Social Research
"Reinterviewing Urban Residents by Telephone and
in Person: Effects on Responses"

Gail Inderfurth, National Center for Health Statistics
Lois Blanchard, Mathematica, Inc.

"Interviewer-Respondent Interaction in a Telephone
Survey of Physicians' Offices"

Jack Kofron, Chilton Company

"The Choice is Hard Copy or Electronic Questionnaires"

Helsinki Room

SITUATIONS, PERCEPTIONS, OPINIONS, ACTIONS

Chair: Kurt Back, Duke University

Zafar Ahmad and R. Richard Ritti, Pennsylvania
State University

"Survey Interviewing as an Attitude Change Experiment"

Richard Apostle, Dalhousie University

"Racial Perceptions and Racial Prejudices"

Victoria L. Swigert, State University of New York at Albany

"Monomorphism, Polymorphism and Prestige Overlap"

Clark Leavitt, The Ohio State University

Karen Kaigler-Evans, University of Texas

"People as Ecological Resources"

Stockholm Room

IN THE A-V-ERY "SOCIAL GRAPHICS" (see page 14)

**FRIDAY
AFTERNOON MAY 30**

NOON-2:15

**LUNCH AND
ROUNDTABLE DISCUSSION GROUPS**

Sign-up for the roundtable group of your choice on sheets posted in the East Club House. Assemble for lunch at table with your group's number. Group will proceed from lunch to designated meeting area.

Ann Brunswick, Columbia School of Public Health
"Problems, Issues and Findings of Research on Drinking and Drug Use"

John Colombotos and Corrine Kirchner, Columbia School of Public Health
"Academically Based Research and Public Policy"

Deborah Hensler, The RAND Corporation
"The Research Analyst and the Project Manager Should Be Friends"

Cheri Marshall and Judith A. Glotzer, Mathematica, Inc.
"General Interviewing Technique Training"
(A video tape and a discussion)

Phil Meyer, Knight Newspapers, Inc.
"The Journalist as Public Opinion Researcher"

Alice Padawer-Singer, Columbia University
"Public Opinion and the Law"

Catherine K. Riessman, Columbia University
"Effects on the Data: Professionals (e.g., Physicians, Lawyers, Ex-Drug Addicts) As Interviewers vs. The Professional Survey Interviewer"

Jean M. Converse and Howard Schuman, University of Michigan
" 'No Opinion' Responses in Polls"

**FRIDAY
AFTERNOON MAY 30**

2:30—4:00
Oslo Room

**ALL PUBLIC OPINIONS ARE NOT CREATED EQUAL:
"POINTEDLY DESIGNED STUDIES OF CRUCIAL
POPULATIONS"**

Chair: Everett C. Ladd, Jr., University of Connecticut

Everett C. Ladd, Jr., University of Connecticut

Seymour M. Lipset, Harvard University

"Continuity and Change: Political Perspectives of
American Academics, 1975"

Kurt Lang and Gladys Engel Lang, State University of New
York at Stony Brook

"The Impact of Events and Experiences on Different
Age Groups: Observations on a Potential Intellectual
Elite"

Carol Weiss, Bureau of Applied Social Research

"Elite Perceptions of Power and Influence"

Helsinki Room

INTERNATIONAL ECONOMIC STUDIES

Chair: Eli Marks, U.S. Bureau of the Census

Howard Baumgartel, University of Kansas

George Sullivan, Kansas City Police Department

"Cross-National Study of Key Variables in Management
Education and Adoptive Behavior"

Katherin Marton, Baruch College (CUNY)

"Attitudes Toward Foreign Investment—A Case Study of
Canadian Attitudes Toward U.S. Investments"

B.M. Rusk, Canadian Office of Tourism

"Market Segmenting of U.S. Visitors to Canada"

Stockholm Room

IN THE A-V-ERY: "INTERVIEWING" (see page 14)

**FRIDAY
AFTERNOON MAY 30**

4:15-5:45
Garden South Room

PROBLEMS IN PRODUCT TESTING

Chair: Russell I. Haley, Haley Overholser & Associates

Jack N. Baen, Aulino-Baen and Associates
"Ten Observations on Product Testing"

John L. McMennamin, Decision Center, Inc.
"Hard Times Call for Hard Facts From Product Testing"

William S. Rubens, National Broadcasting Company
"Product Research Without a Product: Testing
Television Programs"

Harry E. Heller, Harry Heller Research Corp.
"All Persons Are Created Individually"

Oslo Room **PROFESSIONAL RESPONSIBILITY TO THE PUBLIC:
PERFORMANCE AND RESPONSE (JOINT SESSION
WITH NCPP)**

Chair: Lester Frankel, Audits & Survey, Inc.

Peter Sherrill and Mervin Field, Field Research
"Are Survey Respondents Really Anonymous?"

Robert Bower, Bureau of Social Science Research
"On the Protection of Respondents' Rights"

Martin Frankel, National Opinion Research Center
"Changing Response Rates: Overall and Components
(Experience at NORC)"

Robert Boruch, Northwestern University
"Procedural and Statistical Methods for Assuring
Confidentiality of Records in Social Research"

Helsinki Room **STUDIES OF GAMBLING**

Chair: Ira Cisin, George Washington University

Peter Reuter, Commission on the Review of the National
Policy Toward Gambling
"Projecting Behavior from Survey Data"

Floyd J. Fowler, University of Massachusetts
"Law Enforcement and Gambling"

Kathleen M. Joyce, Commission on the Review of the
National Policy Toward Gambling
"Gambling and Public Opinion Research"

Discussants: Kenn Rogers, New Jersey College of
Medicine and Dentistry

Ira Cisin, George Washington University

**FRIDAY
EVENING MAY 30**

5:45-6:30
Nordic Room

**PRESIDENT'S RECEPTION FOR NEW MEMBERS AND
FIRST TIME REGISTRANTS**

Helsinki Room

**ORGANIZATIONAL MEETING FOR A MID-WEST
CHAPTER**

North Tower Meeting
Room 0008

**ORGANIZATIONAL MEETING FOR A CENTRAL
NEW JERSEY CHAPTER**

Stockholm Room

IN THE A-V-ERY: "SAMPLING" (see page 14)

6:30 **DINNER**

9:00
Magnum Room

PLENARY SESSION: THE FUTURE OF POLLING

Chair: Irving Crespi, The Gallup Organization, Inc.

Daniel Yankelovich, Daniel Yankelovich, Inc.

"State of the Art: A Progress Report"

George H. Gallup, The Gallup Organization, Inc.

"Public Response Research"

Louis Harris, Louis Harris and Associates

"The Past is Prologue Above All Else"

Communicate your proposals and suggestions for the

1976 ANNUAL AAPOR CONFERENCE

May 13-16, 1976

**GROVE PARK INN
ASHEVILLE, NORTH CAROLINA**

to

James A. Davis
1976 Conference Chairman
National Opinion Research Center
6030 South Ellis Avenue
Chicago, Illinois 60637

**SATURDAY
MORNING MAY 31**

8:30-9:30
East Club House **REGISTRATION**

9:00-10:15
Oslo Room **ALTERNATIVES TO THE SURVEY—CONTENT ANALYSIS**

Chair: Morris Janowitz, University of Chicago

John Naisbitt, Urban Research Corporation
"The Trend Report—Content Analysis"

Don R. Smith, Florida State University
"The Social and Sexual World in American Pornography"

Morris Janowitz, University of Chicago
"Content Analysis and Socio-Political Change"

Discussant: Raymond Bauer, Harvard University

Helsinki Room **MEASURING AND INTERPRETING UNEMPLOYMENT**

Chair: Daniel Levine, U.S. Bureau of the Census

James Wetzel, U.S. Bureau of Labor Statistics
"Unemployment: Measurement and Meaning"

Sar Levitan, George Washington University
"The Case for Revising the Definition of Unemployment"

June O'Neill, Council of Economic Advisors
"Interpreting Unemployment Differentials"

Garden
South Room **AAPOR RAP SESSION: CHANGING AAPOR**

Chair: Herbert Abelson, Response Analysis Corporation

Mervin D. Field, Field Research Corporation
"Proposed Code, Standards, and Procedure Changes"

Richard Maisel, New York University
"Proposed By-Law Changes"

Franco M. Nicosia, University of California, Berkeley
"Proposed Publication Changes"

**SATURDAY
MORNING MAY 31**

10:30—12:00

Oslo Room **PLANNING THE 1980 CENSUS: HOW CAN IT SERVE
THE OPINION RESEARCH PROFESSION?**

Chair: Conrad Taeuber, Georgetown University

Panel: Marshall Turner, U.S. Bureau of the Census
Norman Nie, National Opinion Research Center

Garden
South Room

**PUBLIC OPINION AND THE ALL-VOLUNTEER
MILITARY**

Chair: Nancy Goldman, University of Chicago

David R. Segal, U.S. Army Research Institute
"Public Attitudes Toward the Military Institution"

Charles Moskos, Northwestern University
"Defining the Military in the American Context"

Ki-Taek Chun, University of Michigan
"The Capabilities of the Military Attitudinal Surveys
for An All-Volunteer Military"

Helsinki Room **SECONDARY ANALYSIS**

Chair: John S. Reed, University of North Carolina

John P. Robinson, University of Michigan
"Awakening a 'Sleeper' Variable Via Secondary Analysis"

D. Garth Taylor, National Opinion Research Center
"Procedures for Evaluating Trends in Qualitative
Indicators"

John S. Reed, University of North Carolina
"Needles in Haystacks: Studying 'Rare' Population
Groups with Secondary Analysis of National Sample
Surveys"

Discussant: Jon P. Alston, Texas A&M University

**SATURDAY
AFTERNOON MAY 31**

NOON—2:15 LUNCH AND ROUNDTABLE DISCUSSION GROUPS

Sign-up for the roundtable group of your choice on sheets posted in the East Club House. Assemble for lunch at table with your group's number. Group will proceed from lunch to designated meeting area.

Dennis K. Benson and Thomas James, Academy for Contemporary Problems
"Community Guided Research"

Yolanda Brugaletta, Foot, Cone and Belding
"The Focus Group Interview: A Discussion of Guidelines and Standards"

Robert Janes, University of Maryland
"Telephone Interviewing"

John W.C. Johnstone, University of Illinois, Chicago Circle Campus
"The Researcher Looks at Journalism as a Profession"

Ron Malofsky, National Broadcasting Company
Paul Hirsch, University of Chicago
"TV's Effects: Is It Time for Reappraisal?"

Cheri Marshall and Judith A. Glotzer, Mathematica, Inc.
"General Interviewing Technique Training"
(A video tape and a discussion)

Donald Warren, University of Michigan
"Information Processing in the Urban Community: Networks and Neighborhoods"

1:00—2:15
Stockholm Room

IN THE A-V-ERY: "SOCIAL GRAPHICS" (see page 14)

2:30—4:15
Garden South Room

PROBLEMS IN DIAGNOSING CONSUMER BEHAVIOR

Chair: Lawrence D. Gibson, General Mills, Inc.

Yoram D. Wind, University of Pennsylvania
"Diagnosing Consumer Behavior: A Quantitative Approach"

Donald E. Payne, Oxtoby-Smith, Inc.
"Problems in Diagnosing Consumer Behavior: The Qualitative Point of View"

Eric Marder, Eric Marder Associates, Inc.
"The Structure of Diagnostic Analysis"

**SATURDAY
AFTERNOON MAY 31**

2:30-4:15
Helsinki Room

TELEVISION CONTENT AND BEHAVIOR

Chair: Tom Coffin, National Broadcasting Company

Martin I. Horn, University of Connecticut

"The Influence of the Contextual Relationship
Between Television Advertisements and Programs
on Commercial Effectiveness"

Robert Krull, Rensselaer Polytechnic Institute

James H. Watt, Jr., University of Connecticut

"Television Program Complexity and Ratings"

Robert Ferber, University of Illinois at Urbana

Ellen Liebman, University of California at Berkeley

Franco M. Nicosia, University of California at Berkeley

"Alcohol Purchases Through Time and Television
Behavior Among Newly Married Couples"

Oslo Room

**THE AMERICAN PUBLIC AND AMERICAN INSTITU-
TIONS: SUPPORT AND CONFIDENCE IN A TIME OF
SOCIAL TURBULENCE**

Chair: Ruth Clark, Yankelovich, Skelly and White, Inc.

Jack Dennis, University of Wisconsin, Madison

"Mass Public Support for the U.S. Supreme Court"

Milton Lodge, Joseph Tanenhaus, Hugh Foley, and

Mary Ann Foley, State University of New York at Stony
Brook

"Scaling Support for National Institutions:
A Psychophysical Approach"

Burns Roper and Richard Baxter, The Roper
Organization, Inc.

"Institutional Leaders and Institutions—A Public
Appraisal"

Discussant: Lauriston King, National Science Foundation

Stockholm Room

IN THE A-V-ERY: "INTERVIEWING" (see page 14)

4:30-6:30
Garden South Room

AAPOR BUSINESS MEETING

**SATURDAY
EVENING MAY 31**

8:00
Magnum Room

BANQUET AND PRESIDENTIAL ADDRESS

Chair: Richard Maisel, President-Elect, American
Association for Public Opinion Research

Presidential Address, Herbert Abelson
"The Business of Research"

Presentation of the Student Award

Presentation of the AAPOR Award

11:00
King's Bar

THE AAPOR PARTY (CASH BAR)

**SUNDAY
MORNING JUNE 1**

9:00-10:15
Oslo Room

THE COMMUNICATIONS MEDIA AND PUBLIC OPINION

Chair: Doris A. Graber, University of Illinois

Harold Mendelsohn and Garrett J. O'Keefe, Univ. of Denver
"Toward an Update of the Classical Model of the
Influence of Mass Communications on Voter
Decision-Making"

Bjorn Fjaestad and P. G. Holmlov, Economic Research
Institute of the Stockholm School of Economics
"Swedish Newsmen's Views on the Role of the Press"

Charles K. Atkin and Gary Heald, Michigan State Univ.
"Impact of Political Advertising on Knowledge,
Agenda, and Affect"

Discussant: Jack Lyle, Corporation for Public Broadcasting

Helsinki Room

TECHNIQUES OF SURVEY ANALYSIS

Chair: Gene B. Petersen, Bureau of Social Science Research

George A. Butler, Allstate Research Center
"The New Analytical Steamrollers—A Boon to Opinion
Research?"

E. E. Davis, The Economic and Social Research Institute,
Ireland

"The Issue Differential: A Technique for Measuring
Perceptions of Social Issues"

William D. Slys, University of Connecticut
"A Taxonomical Analysis Program for Survey Data"

**SUNDAY
MORNING JUNE 1**

10:30—12:00

Oslo Room

**WATERGATE, IMPEACHMENT, RESIGNATION AND
PARDON IN THE COURT OF PUBLIC OPINION**

Chair: W. Wayne Shannon, University of Connecticut

Sidney Kraus, Dennis Davis, and Jae-Won Lee, Cleveland State University

"Public Opinion and the Resignation and Pardon of Nixon"

Jack M. McLeod, University of Wisconsin, Madison

Jane D. Brown, University of Wisconsin, Madison

Lee B. Becker, Syracuse University

"Watergate and the Voter: A Panel Study of Communication in the 1972 and 1974 Elections"

John P. Robinson, University of Michigan

"Watergate, Mass Media and Public Opinion"

Helsinki Room

OTHER METHODS AND TOOLS OF THE TRADE

Chair: Fred Lodge, Bell of Pennsylvania

Charles C. McClintock, Cornell University

"Uses of Respondent Non-Verbal Behavior to Assess the Quality of Verbal Response"

Lewis Mandell, University of Maine

"New Dimensions in Survey Research—The Mandell Ascertainment Meter"

Herschel Shosteck, Herschel Shosteck Associates

"Respondent Militancy as a Control Variable for Interviewer Effect"

Bonnie J. Kay, Northwestern University

"Obtaining Data in Sensitive Areas: Methodological Implications"

Garden
South Room

**NEW NORMS AND CONTROLS GOVERNING
GOVERNMENT SURVEY STATISTICS**

Chair: Reuben Cohen, Response Analysis Corporation

Jacob J. Feldman, National Center for Health Statistics

"Gaps in Federal Statistics"

George Hall, Office of Management and Budget

"Norms and Controls Governing Government Survey Statistics"

James Murray, National Opinion Research Center

"Ad Hoc Government Statistics"

SHOWING IN THE A-V-ERY

Make the scene in the Stockholm Room where there will be a program of audiovisual presentations.

<p style="text-align: center;">FRIDAY MORNING, MAY 30 AND REPEATED SATURDAY AFTERNOON, MAY 31 1:00-2:15</p>	<p>SOCIAL GRAPHICS</p> <p>"Graphics for Social Data: Neglected Past, Promising Future" 35 mm. slide and audio. Graphic Social Reporting Project, Bureau of Social Science Research. 20 minutes.</p> <p>"GENIGRAPHICS: It Changes the Whole Picture" An illustrated discussion of a computer-automated system for producing color graphs and charts. General Electric Company. 35 minutes.</p> <p>"Approaches to Kinostatistics" 16 mm. motion picture. Bureau of Social Science Research. 20 minutes.</p>
<p style="text-align: center;">FRIDAY AFTERNOON, MAY 30 2:30-4:00 AND REPEATED SATURDAY AFTERNOON, MAY 31 2:30-4:15</p>	<p>INTERVIEWING</p> <p>"Electronic Questionnaires" Chilton Company. 30 minutes.</p> <p>"General Interviewing Technique" Video tape for interviewer training. Mathematica, Inc. 35 minutes.</p>
<p style="text-align: center;">FRIDAY EVENING, MAY 30 5:45-6:30</p>	<p>SAMPLING</p> <p>"Probability Sampling" Slide presentation. Marketing Information Center, The Reuben H. Donnelley Corporation. 30 minutes.</p>

1975 AAPOR STUDENT AWARD COMPETITION WINNERS

The best of current papers being done by students at universities
in the field of survey research.

Winner:

**James R. Beniger, University of California, Berkeley and the Bureau of Social
Science Research**

**"Winning the Presidential Nomination: The Role of National Polls and State
Primary Elections"**

Second Place:

Martin I. Horn, University of Connecticut

"The Influence of the Contextual Relationship Between Television Advertisements and Programs on Commercial Effectiveness"

Third Place:

Victoria L. Swigert, State University of New York at Albany

"Monomorphism, Polymorphism and Prestige Overlap"

Honorable Mention:

Bonnie J. Kay, Northwestern University

"Obtaining Data in Sensitive Areas: Methodological Implications"

AAPOR STUDENT AWARD COMMITTEE

Chairman:

Matt Hauck, Survey Research Laboratory, University of Illinois, Urbana

Judges:

James A. Davis, National Opinion Research Center

Jack Elinson, Columbia University

Nelson N. Foote, Hunter College (CUNY)

Charles Y. Glock, University of California, Berkeley

Harold Mendelsohn, University of Denver

AAPOR EXECUTIVE COUNCIL

1974-75

Herbert I. Abelson Response Analysis Corp.	President
Richard Maisel New York University	Vice-President
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Harold Mendelsohn Univ. of Denver	Past-President
William L. Nicholls, II Univ. of Calif., Berkeley	Co-Editors
Naomi D. Rothwell Bureau of the Census	
Ira H. Cisin George Washington Univ.	Councillors- At-Large
Robert N. Ford Punta Gorda, Fla.	
Hope Lunin Klapper New York University	

1975-76

Richard Maisel New York University
Irving Crespi Gallup Organization
Joan S. Black General Electric Co.
Herbert I. Abelson Response Analysis Corp.
Naomi D. Rothwell Bureau of the Census
Matt Hauck Univ. of Illinois, Urbana
Helen J. Kaufmann Clairol, Inc.
Hope Lunin Klapper New York University
Jack Elinson Columbia University

COMMITTEE CHAIRMEN

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Sidney Hollander, Jr. Sidney Hollander Assoc.	Nominations & Membership	Harold Mendelsohn Univ. of Denver
Franco M. Nicosia Univ. of Calif., Berkeley	Publications	Franco M. Nicosia Univ. of Calif., Berkeley
Ann F. Brunswick Columbia University	Public Relations	Ann F. Brunswick Columbia University
Kurt Lang SUNY, Stony Brook	Research Devel. & Training	Kurt Lang SUNY, Stony Brook
Mervin D. Field Field Research Corp.	Standards	Mervin D. Field Field Research Corp.

