

NORTHEAST BLOC URGED BY LABOR

New York A.F.L.-C.I.O. Asks a Joint Effort to Promote Economic Recovery

By DAMON STETSON
Special to The New York Times

KLAMESHA LAKE, N.Y., Aug. 31—The New York State A.F.L.-C.I.O. proposed today through its president, Raymond R. Corbett, that the labor movement join with the recently created Coalition of Northeastern Governors in an effort to promote economic recovery in the region and to obtain a larger share of Federal assistance.

Mr. Corbett suggested the need for participation and support in such an effort from not only the New York federation but also from other labor organizations in the Northeast.

Governor Carey, who was the major speaker on the opening day of the federation's four-day convention here, assured Mr. Corbett that, as head of the coalition, he would seek and welcome labor's input.

Shift in U.S. Aid Sought

"For too long," the Governor said, "we have sat back and watched while ever-larger shares of the Federal budget went to rebuilding the newer regions of the South and Southwest, while the older industrial North was allowed to suffer Federal neglect. For too long we have watched while programs were enacted that did not take our special problems or our special needs into account.

"Now we are moving to change all that. Now we have formed an alliance of several states and several Congressional delegations to begin making our presence in Washington felt and our needs taken into recognition. You were already accustomed to dealing with the issues that cross state and city borders. Our cause is your cause, and I ask you to join our regional alliance as working partners."

A resolution prepared for consideration by the 2,000 delegates focused on the problem and called for emergency action to achieve full employment. It proposed that the state federation take the initiative and obtain the approval of the national American Federation of Labor-Congress of Industrial

Dr. Paul Lazarsfeld Dies; Sociologist at Columbia

Dr. Paul Lazarsfeld, a Columbia University sociologist whose studies of American voting patterns and the influences of the printed and electronic press on society are classics in his field, died of cancer at New York Hospital on Monday. He was 75 years old.

Covering an extremely wide range of problems, Dr. Lazarsfeld's work combined highly technical mathematical theories with studies on questions such as why people like soap operas and why Catholics are more likely to be Democrats than Republicans.

"Dr. Lazarsfeld was one of the most innovative social scientists of the last half-century," said Dr. Robert Merton, a sociologist who was his occasional collaborator as well as his colleague at Columbia, where Dr. Lazarsfeld taught for more than 30 years.

Dr. Lazarsfeld was also associate director of the university's Bureau of Applied Social Research and was a former president of the American Sociological Society and the American Association for Public Opinion Research.

Although he spent much of his life in New York, analyzing the tastes and habits of Americans, Dr. Lazarsfeld was born in Vienna, where he received his Ph.D. degree in mathematics. When, later, his interest turned to the study of applied psychology, he conceived the idea of a research center for social psychology, which he established in Vienna in 1927.

A Rockefeller Grant

In 1933 Dr. Lazarsfeld came to the United States on a Rockefeller Foundation grant to observe techniques of psychological research. Because of the upheaval in Europe resulting from Hitler's rise to power, he remained in this country, and became director of the foundation's office of radio research, which had been set up to study the influence of radio on American society.

During this period Dr. Lazarsfeld met Dr. Frank Stanton, then head of research for the Columbia Broadcasting System, who went on to become president of CBS. The two collaborated in the 1930's and 40's on

a number of studies of the radio-listening habits of Americans. They also devised a method for analyzing the preferences of listeners, using a gadget called the Stanton-Lazarsfeld box, with red and green push buttons that registered audience reactions.

"Paul was always fascinated with the study of what people liked and what they didn't like," Dr. Stanton said yesterday.

Later studies conducted by Dr. Lazarsfeld included investigations into the effects on society of newspapers and magazines, motion pictures and, in one case, comic books.

In 1949, criticisms raised by Dr. Lazarsfeld to a market research poll indicating public approval of canned music and commercials in Grand Central Terminal brought about the elimination of the music from the terminal.

Among Dr. Lazarsfeld's many volumes of work — some done in collaboration with others — that are considered classics in the sociological field are "The Unemployed of Marienthal, first published in 1933, in which he wrote about an Austrian village where everyone was unemployed, and "The People's Choice," (1944), a study of how voters make up their minds. In this he took the position that mass media had little effect in deciding votes.

A later work, "Voting," interpreted the voting habits of the citizens of Elmira, N.Y., in the election of 1948, and concluded, among other things, that women of the time rarely voted independently from their husbands.

Dr. Lazarsfeld's studies of voting patterns established the basis for the vote projection systems used today by the press during elections.

He was also among the earliest students of American popular culture. "It was not so much that he was an American sociologist, as it was that he determined what American sociology would be," Dr. James Coleman, a Columbia sociologist, said yesterday.

"What made Paul unique," Dr. Coleman continued, "was not his involvement with ideas or his involvement with people but his ability to stir the two



The New York Times

Prof. Paul F. Lazarsfeld receiving an honorary degree at Columbia in 1970.

together. Around him was the excitement of people working with ideas on problems planted by Paul."

Dr. Lazarsfeld was responsible for the creation of a mathematical technique used in the analysis of sociological findings, known as Latent Structure Analysis. "He used numbers in a humanistic way," said Dr. Merton of Columbia. "He was not a technician. He used numbers to arrive at ideas."

In 1963 the Quetlet chair in social science at Columbia, named for a prominent 19th-century sociologist, was created for Dr. Lazarsfeld. He also held numerous honorary degrees, including the only honorary degree ever conferred upon an American sociologist by the Sorbonne. In 1970 he was awarded the title of distinguished professor at the University of Pittsburgh, where he continued to teach until his death.

He also received the Golden Cross of the Republic of Austria for his contributions to Austrian culture.

Dr. Lazarsfeld is survived by his wife, the former Patricia Kendall, a professor of sociology at Queens College; a son, Robert Kendall Lazarsfeld, a graduate student at Brown University; a daughter by his first marriage, Lotte Lazarsfeld Bailyn, who is an associate professor at the Massachusetts Institute of Technology, and his mother, Sofi Lazarsfeld, who has been a lay analyst in New York City. A memorial service will be held later.