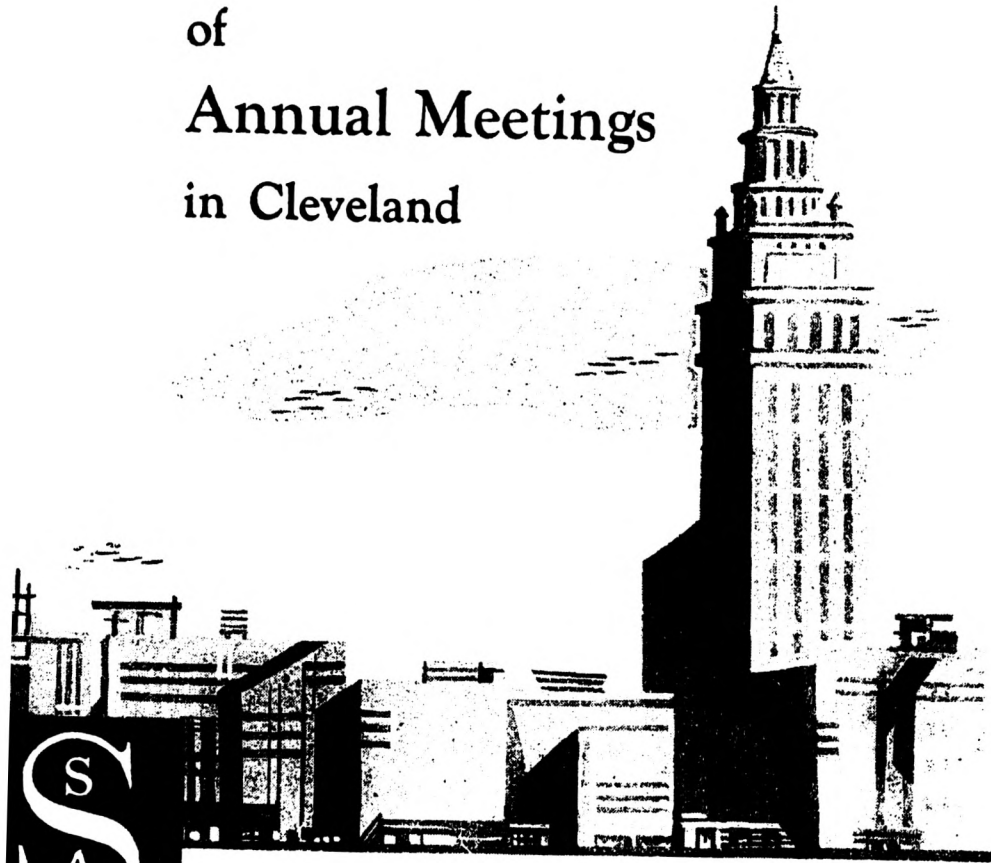


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Program

of
Annual Meetings
in Cleveland



JOINT ALLIED SOCIAL SCIENCE ASSOCIATIONS



1956
program
of
meetings

**Economic and Allied Social Science
Associations**

American Economic Association
American Finance Association
Industrial Relations Research Association
American Marketing Association
American Farm Economic Association
Econometric Society
American Association of University
Teachers of Insurance
Regional Science Association

holding joint meetings with

Catholic Economic Association
Academy of Management

CLEVELAND, OHIO

December 26-28, 1956

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KEY TO ABBREVIATIONS

- A.E.A. — American Economic Association
A.F.A. — American Finance Association
I.R.R.A. — Industrial Relations Research Association
A.M.A. — American Marketing Association
A.F.E.A. — American Farm Economic Association
E.S. — Econometric Society
A.A.U.T.I — American Association of University Teachers of Insurance
R.S.A. — Regional Science Association

GENERAL INFORMATION

This program contains a listing of meetings of all the Allied Social Science Associations meeting in Cleveland this year, as well as the programs for the Catholic Economic Association and the Academy of Management.

Hotel Headquarters

The Hotel Cleveland is the headquarters for the American Economic Association, the American Finance Association, the Econometric Society, the Regional Science Association, the Industrial Relations Research Association, and the American Association of University Teachers of Insurance. The Hotel Statler is the headquarters for the American Farm Economic Association and the Catholic Economic Association. The Manger Hotel is the headquarters for the American Marketing Association.

A map of the positions of the three hotels in relation to the Terminal Tower and Public Square is shown on page 69.

Registration

Registrants are entitled to attend all open meetings of the participating associations without any additional charge. Tickets for luncheon or dinner meetings for which a charge is made may be purchased at the information booth in any of the three hotels. The registration desks at all three hotels are located on the Mezzanine Floor. All registration desks are open from 5 to 10 p.m. Wednesday, from 8:30 a.m. to 8 p.m. on Thursday and Friday, and from 8:30 a.m. to 5 p.m. on Saturday.

Information and Messages

A booth is set up in each hotel near the registration desk for information and as a message center. A list of all out-of-town registrants, indicating the hotel at which they are staying and their room number, will be posted at each of the three registration desks on Friday morning. Supplemental lists will be become available on Saturday. Any materials available for general distribution may be obtained at the information booths.

Press Room

The Convention Press Headquarters are at the Hotel Cleveland in the East Room on the Mezzanine Floor. This room is for the convenience of the press only and delegates should abstain from visiting it. There is an A.M.A. press room on the Mezzanine Floor of the Manger Hotel.

Employment Desk

An employment desk is being operated at the Hollenden Hotel under arrangements with the United States Employment Service and the Ohio State Employment Service. It is located on the Mezzanine Floor and may be reached by telephone (CHerry 1-0586). This desk will serve solely the members of the Allied Social Science Associations. The procedure worked out by the Employment Committee is aimed at more effective aid to members in finding new positions and to universities and other employers in securing new staff members. The employment desk will open Thursday at 9 a.m., and all interested members or employers

desiring to fill openings are urged to contact it as soon as they register. All members of the Allied Social Science Associations who have already applied for positions with their local offices, or employers who have placed orders to fill openings in their organizations, in order to activate their files during the meetings, must notify the Employment Office at the Hotel Hollenden as soon as they have obtained a room. The room number must be given to facilitate contact. Members who did not file at local offices may still file at the employment desk, either applications for positions or orders to fill openings. If an applicant belongs to more than one association, he need only file one application. Each applicant for a position must file the standard application form ES-564 (which will be supplied at the employment desk) and a brief resume. If placement is not effected at the meetings, all papers will be returned to the local or regional offices where placement efforts will continue.

Exhibits and Advertisements

The book exhibits in the social science fields, featuring recent textbooks of leading publishers, are on the Mezzanine Floor of the Hotel Cleveland. The American Marketing Association book exhibit is on the Mezzanine Floor of the Manger Hotel. Members are invited to visit these exhibits.

Special Events

Tours: The Republic Steel Corporation is conducting a tour of its Cleveland steel plant on Thursday, December 27, at 1:30 p.m. A tour of the Federal Reserve Bank of Cleveland is scheduled for 2 p.m. on Friday, December 28. Registrants and their wives wishing to tour one or both institutions should sign up in advance at the information desk in the Hotel Cleveland.

Films: Special films will be shown daily from 4:30 to 6 p.m. in Parlor 24 at the Hotel Cleveland. On Thursday the Cleveland Press will show its color film of the construction in progress on the St. Lawrence Seaway. On Friday the Cleveland Electric Illuminating Company will present a film describing the Economic Impact of the Seaway on the Cleveland Area, and on Saturday a photographic tour of the Federal Reserve Bank of Cleveland will be offered. The films last only fifteen minutes and three consecutive showings will be made. There is no admission charge.

The Cleveland Symphony Orchestra performs at Severance Hall on Thursday and Saturday evenings. Plays are presented nightly at the three theatres of the Cleveland Play House and the Karamu Theatre. Information regarding programs, tickets, and reservations may be obtained at the information booths.

Convention Headquarters

The headquarters of the Committee on Local Arrangements are located at the Hotel Cleveland on the Mezzanine Floor in the Directors Room. The headquarters of the Associations meeting at the Statler are in Parlor E on the Mezzanine Floor of that hotel. The headquarters of the American Marketing Association are on the Mezzanine Floor of the Manger Hotel, behind the registration desk.

ASSOCIATION OFFICERS AND PROGRAM CHAIRMEN

AMERICAN ECONOMIC ASSOCIATION

EDWIN E. WITTE (University of Wisconsin) *President and Program Chairman*
JAMES WASHINGTON BELL (Northwestern University) *Secretary-Treasurer*

AMERICAN FINANCE ASSOCIATION

MILLER UPTON (Beloit College) *President*
GEORGE E. HASSETT JR. (New York University) *Secretary-Treasurer*
MARSHALL D. KETCHUM (University of Chicago) *Program Chairman*

INDUSTRIAL RELATIONS RESEARCH ASSOCIATION

RICHARD A. LESTER (Princeton University) *President and Program Chairman*
EDWIN YOUNG (University of Wisconsin) *Secretary-Treasurer*

AMERICAN MARKETING ASSOCIATION

CHARLES W. SMITH (McKinsey and Company) *President*
HUGH G. WALES (University of Illinois) *Secretary*
WILLIAM R. DAVIDSON (Ohio State University) *Program Chairman*

AMERICAN FARM ECONOMICS ASSOCIATION

H. BROOKS JAMES (North Carolina State College) *President and Program Chairman*
LOWELL S. HARDIN (Purdue University) *Secretary-Treasurer*

ECONOMETRIC SOCIETY

KENNETH ARROW (Stanford University) *President*
RICHARD RUGGLES (Yale University) *Secretary*
HENDRICK S. HOUTHAKKER (Stanford University) *Program Chairman*

AMERICAN ASSOCIATION OF UNIVERSITY TEACHERS OF INSURANCE

HAMPTON H. IRWIN (Wayne State University) *President*
WILLIAM T. BEADLES (Illinois Wesleyan University) *Secretary-Treasurer*
CHARLES C. CENTER (University of Wisconsin) *Program Chairman*

REGIONAL SCIENCE ASSOCIATION

WALTER ISARD (University of Pennsylvania) *President and Program Chairman*

CATHOLIC ECONOMIC ASSOCIATION

GOETZ A. BRIEFS (Georgetown University) *President and Program Chairman*
SISTER M. YOLANDE (College of St. Teresa) *Secretary-Treasurer*

ACADEMY OF MANAGEMENT

F. G. MOORE (University of Michigan) *President*
B. E. GOLTZ (Massachusetts Institute of Technology) *Secretary-Treasurer*
ALVIN BROWN (Johns-Manville Corporation) *Program Chairman*

COMMITTEE ON LOCAL ARRANGEMENTS

Chairman: C. AUSTIN BARKER, Cleveland Electric Illuminating Co.
Vice Chairman: DONALD S. THOMPSON, Federal Reserve Bank of Cleveland.
Secretary: GEORGE W. SANFORD, Case Institute of Technology.
Treasurer: RALPH H. BENEDICT, Cleveland Trust Co.

SUBCOMMITTEES:

Printed Program: S. STERLING McMILLAN, Western Reserve University, *Chairman*; SAMUEL A. WOLPERT, Industrial Rayon Corp.; A. L. ZAREMBA, Carling Brewing Co.; CECILY BLANCO, Cleveland Electric Illuminating Co.; MITCHELL KOLSAN, Republic Steel Corp.; MARCIA MOYER, Cleveland Trust Co.; ROBERT W. WATTS, Iron Age.

Program Facilities: DALLAS M YOUNG, Western Reserve University, *Chairman*; RANDLE E. DAHL, Western Reserve University; EVELYN H. RUSK, Western Reserve University.

Book Exhibits: C. AUSTIN BARKER, Cleveland Electric Illuminating Co., *Chairman*; JOHN A. CLINKENBEARD, Western Reserve University.

Public Relations: JOHN W. LOVE, Cleveland Press, *Chairman*.

Registration: DANIEL J. DEADY, U. S. Steel Corp., *Chairman*.

Information: JOHN M. GERSTING, John Carroll University, *Chairman*.

Fee Events: WILLIAM P. CARLIN, Republic Steel Corp., *Chairman*.

Employment Register: DONALD P. SMITH, Ohio State Employment Service, *Chairman*; EMDEN SCHULZE, Ohio State Employment Service.

LOCAL ARRANGEMENTS REPRESENTATIVES OF ASSOCIATIONS:

American Economic Association: C. AUSTIN BARKER, Cleveland Electric Illuminating Co.

American Finance Association: GILBERT H. PALMER, National City Bank of Cleveland.

Industrial Relations Research Association: DALLAS M YOUNG, Western Reserve University.

American Marketing Association: WENZIL K. DOLVA, Western Reserve University.

American Farm Economic Association: CLAUDE HUMMEL, Federal Reserve Bank of Cleveland.

Econometric Society: FRANK E. CHILDS, Western Reserve University.

American Association of University Teachers of Insurance: EDWARD E. EVANS, Edward E. Evans and Co.

Regional Science Associations: RICHARD C. NELSON, Oberlin College.

Catholic Economic Association: ARTHUR NOETZEL, John Carroll University.

OXFORD BOOKS IN ECONOMICS

Recently Published

OXFORD ECONOMIC ATLAS OF THE WORLD

Shortened Edition

This shortened edition of the well-known economic atlas published in 1954 contains the same maps as the original longer version. Omitted are the country-by-country index, the index map, and Appendix I.
116 pp. 1956 \$2.95

A REVISION OF DEMAND THEORY

By J. R. Hicks, *University of Oxford*

A thoughtful reconsideration of the traditional static theory of consumer's behavior discussed in Professor Hicks' earlier work, *Value And Capital*.
206 pp. 1956 \$3.75

STERLING-DOLLAR DIPLOMACY

By Richard N. Gardner

400 pp. 1956 \$6.75

TREASURY CONTROL

By Samuel H. Beer, *Harvard University*

152 pp. 1956 \$2.40

FEDERALISM

AND CONSTITUTIONAL CHANGE

By William S. Livingston, *University of Texas*

376 pp. 1956 \$6.75

Coming . . .

ESSAYS IN THE THEORY OF ECONOMIC GROWTH

By Evsey Domar, *John Hopkins University*
Spring, 1957

UNITED STATES IMPORTS AND WORLD TRADE

By Henry G. Aubrey,
Federal Reserve Bank of New York

OXFORD UNIVERSITY PRESS, Inc.
114 Fifth Avenue, N.Y. 11

PRINCIPLES AND PROBLEMS OF MODERN ECONOMICS

By William A. Koivisto, San Jose State College. Deals logically and systematically with economics, stressing traditional principles and problems and modern economic theory. The work is organized around three major economic problems: instability, inefficiency, and inequality. The presentation is fully integrated.

Unlike a good many books on the introductory level, this one explores economic ideas and economic terminology gradually. Throughout, the author has tried to relate economic history to the development of historical ideas. The result is a book that resembles, in some ways, a carefully plotted novel. Each idea, each problem discussion, builds upon what has been learned previously. This produces a better retention of ideas and gives the work a desirable sense of continuity. A large number of diagrams, keyed to the text, is included. Coming in January, 1957. Approx. 858 pages. Prob. \$6.50.

FLUCTUATIONS, GROWTH, AND FORECASTING

The Principles of Dynamic Business Economics

By Sherman J. Maisel, University of California, Berkeley. Shows how dynamic economic analysis can be applied in solving many important problems. It simultaneously treats both the tools of analysis and their uses in decision-making. It also gives unified treatment to all the factors influencing the economy. Finally, it considers the requirements for action by all sectors, including firms and individuals. Coming in March. Approx. 578 pages. Prob. \$6.25.

SUPERVISORY AND EXECUTIVE DEVELOPMENT

A Manual for Role Playing

By Norman R. F. Maier, University of Michigan; Allen R. Solem, University of Maryland; and Ayesha A. Maier. The first book to provide *directions* for role playing and analysis. The cases selected by the authors are realistic industrial problems—the first time such conflicts have been presented in the role playing format. As a carefully planned casebook, the book stimulates the discussion and analysis of critical issues in human relations. Coming in February, 1957. Approx. 330 pages. Prob. \$6.50

Send for examination copies.

JOHN WILEY & SONS, Inc. 440 Fourth Ave., New York 16, N.Y.

ECONOMIC ANALYSIS

By Edmund Whittaker, Colorado Agricultural and Mechanical College. Views the economy as a system whose parts are interlinked to form a whole. Using technical terminology, it integrates macro- and micro-economics. The author takes into account the contributions of the various schools of economists toward an understanding of both the parts and the whole. He supplies you with a knowledge of the working of the economy in which you live and with the tools which you can employ to widen your understanding.

Contacts are clearly established between economic theory and the material available from accounting and statistics. The methodology is related to data from business records, government statistics, and other sources. 1956. 460 pages, \$6.50.

INTRODUCTION TO OPERATIONS RESEARCH

Edited by C. West Churchman, Russell L. Ackoff, and E. Leonard Arnoff, all of the Case Institute of Technology. Coming in January, 1957. Approx. 664 pages. Prob. \$10.75.

AUTOMATION IN BUSINESS AND INDUSTRY

Edited by E. M. Grabbe, The Ramo-Woodridge Corporation. Coming in March, 1957. Approx. 628 pages. Prob. \$10.00.

BUSINESS FORECASTING IN PRACTICE

Principles and Cases

Edited by Adolph G. Abramson, SKF Industries, Inc., and Russell H. Mack, Temple University. 1956. 275 pages. \$6.50.

ELEMENTS OF SUPERVISION, 2nd Ed.

By William R. Spriegel, University of Texas; Edward Schulz, R.C.A. Laboratories; and William B. Spriegel, Northwestern University. Coming in January, 1957. Approx. 358 pages. Prob. \$4.50.

SCIENCE AND ECONOMIC DEVELOPMENT

New Patterns of Living

By Richard L. Meier, University of Chicago. A Technology Press Book, M.I.T. 1956. 266 pages. \$6.00.

Send for examination copies.

JOHN WILEY & SONS, Inc. 440 Fourth Ave., New York 16, N.Y.

SUMMARY OF THURSDAY MEETINGS

Meeting No.

- 7:30 a.m. AAUTI: CLU-CPCU—Breakfast
- 1 8:45 a.m. Adaptive Behavior in the Retail Trade Structure (AMA)
- 2 9 a.m. Developments and Trends in Multiple Line Underwriting (AAUTI)
- 3 Training Foreign Students in Agricultural Economics (AFEA)
- 4 Potential Contributions of Regional Science (RSA)
- 5 9:30 a.m. The National Bureau's Postwar Capital Markets Study (AFA)
- 6 Economic Development (ES)
- 10 a.m. Executive Committee Meeting (AEA)
- 7 11 a.m. Special Interest Sessions Sponsored by Subcommittees on the Teaching of Marketing Subjects (AMA)
- 8 11:05 a.m. Developments in Regulation (AAUTI)
- 12 Noon Executive Committee Luncheon (AEA)
- 9 12:30 p.m. Luncheon Session (AAUTI)
- 10 1:30 p.m. Adaptive Behavior in the Wholesale Trade Structure (AMA)
- 11 2 p.m. Economic Theory I (ES)
- 12 Economic Implications of Agricultural Experiments (ES, AFEA)
- 13 2:30 p.m. Economic Growth and Development (AEA)
- 14 The Employment Act in the Economic Thinking of Our Times: A Symposium (AEA)
- 15 Income Distribution (AEA)
- 16 Annual Business Meeting (AAUTI)
- 17 Financial Problems of Underdeveloped Countries (AFA)
- 18 Transportation Analysis for Metropolitan Regions (AEA, RSA)
- 19 3:45 p.m. Special Interest Sessions Sponsored by Subcommittees on the Teaching of Marketing Subjects (AMA)
- 4:30 p.m. "Economics in Action" of Case Institute of Technology—Cocktail Party

Summary of Thursday Meetings, Continued

Meeting No.

- 20 5:15 p.m. Presidential Address (ES)
- 5:30 p.m. Federal Reserve Bank of Cleveland—Social Hour and Dinner
- 6 p.m. National Accounts Review Committee of National Bureau of Economic Research—Dinner
- 7:30 p.m. Executive Committee Meeting (AFEA)
Meeting of Board of Directors (AFA)
- 21 8 p.m. Keynesian Economics After Twenty Years (AEA)
- 22 Government Taxing and Spending: Developments of the Last Decades and Current Problems (AEA)
- 23 Problems Relating to the Supply of Marketing Teachers (AMA)
- 24 Aggregation (ES)
- 25 Regional Topics I (RSA)
- Executive Committee Meeting (AFEA)
- Business Meeting (Council for Professional Education for Business)

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The adoption records compiled by the first edition of this book establish it as a natural companion to any Principles text. Sharpened and polished, the 1957 edition maintains this status in combining technical knowledge of the field with a vigorous style and approach. Sixteen new articles from *Fortune's* last three years cover such important subjects as depression, consumer credit, and foreign trade. An introduction precedes each selection.

Ready in January

other important titles:

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Smith-Phillips-Smith: Industrial and
Commercial Geography, Fourth Edition

Fellner: Trends and Cycles in Economic Activity

HENRY HOLT AND COMPANY

383 Madison Avenue

New York 17, New York

SCHEDULE OF MEETINGS

Wednesday, December 26, 1956

8 p.m. Meeting
A.M.A. Program Committee, Arrangements Committee, and Chairmen of Subcommittees on the Teaching of Marketing Subjects.
Manger Hotel
Otis Room

Thursday, December 27, 1956

7:30—8:45 a.m. A.A.U.T.I.: C.L.U.-C.P.C.U. Breakfast
Hotel Cleveland
26-28-30-32-34-36

8:45—10:45 a.m. 1. Adaptive Behavior in the Retail Trade Structure
A.M.A. Chairman: KENNETH WILSON,
Manger Hotel Michigan State University
Mather Room
Supermarkets and the Changing Times.
E. A. BRAND, Michigan State University
Department Stores and the New Competition. JOHN W. WINGATE, City College of New York
Marketing Implications of Planned Shopping Centers. S. O. KAYLIN, Chain Store Age
Discussion:
SAM FRANKEL, ACF-Wrigley Stores, Inc.
ROBERT SADLER, The J. L. Hudson Co.
EUGENE J. KELLEY, Harvard University

9—11 a.m. 2. Developments and Trends in Multiple Line Underwriting
A.A.U.T.I. Chairman: C. ARTHUR WILLIAMS, JR.,
Hotel Cleveland University of Minnesota
Terminal Room
Business Contracts. E. J. RAABE, Central Mutual Insurance Company
Personal Contracts. ROY McCULLOUGH, Multiple Peril Insurance Rating Organization

(Program of Meeting No. 2 continues on next page)

Thursday

Rating Methods. W. H. RODDA, Transportation Insurance Rating Bureau

Multiple-Multiple Lines. JAMES R. MCPHERSON, Boston College

9 a.m.

A.F.E.A.

Staller Hotel
Ohio Room

3. Training Foreign Students in Agricultural Economics

Chairman: MERVIN G. SMITH,
Ohio State University

International Centers in Agriculture Economics and Statistics—Food and Agriculture Organization Experience Over a Decade. MORDECAI EZEKIEL, Food and Agriculture Organization of the United Nations

A Decade of Training Foreign Students in the United States. KENNETH PARSONS, University of Wisconsin

Discussion:

E. C. YOUNG, Purdue University
H. C. M. CASE, University of Illinois

9 a.m.

R.S.A.

Hotel Cleveland
Rose Room

4. Potential Contributions of Regional Science

Chairman: (To be announced)

To the Field of Geography
THOMAS R. SMITH, University of Kansas

To the Field of City Planning
LOUIS B. WETMORE, University of Illinois

To the Field of Economics
JOSEPH L. FISHER, Resources for the Future, Inc.

To the Fields of Sociology and Political Science: Some Survey Results

WALTER ISARD, University of Pennsylvania

9:30 a.m.

A.F.A.

Hotel Cleveland
Whitehall Room

5. The National Bureau's Postwar Capital Markets Study

Chairman: DAVID M. KENNEDY, Continental Illinois National Bank and Trust Company of Chicago

Thursday

The Market for Government Securities. ROLAND I. ROBINSON, Board of Governors, Federal Reserve System

The Market for Corporate Securities and Loans. ELI SHAPIRO, Massachusetts Institute of Technology

The Nonfarm Mortgage Market. SAUL B. KLAMAN, Board of Governors, Federal Reserve System

The Flow of Funds Through the Capital Markets, 1953-1955. RAYMOND W. GOLDSMITH, National Bureau of Economic Research, and MORRIS MENDELSON, Pennsylvania State University

9:30 a.m.

E.S.

Hotel Cleveland
Cleveland Room

6. Economic Development

Chairman: EVSEY D. DOMAR, Johns Hopkins University

Population Growth, Investment Rates and Capital-Output Ratios. HARVEY LEIBENSTEIN, University of California

Feather River Water for Southern California. JAMES C. DE HAVEN, The Rand Corporation, and JACK HIRSHLEIFER, University of Chicago

International Comparison of Input-Output Matrices. HOLLIS B. CHENERY and TSUNEHIKO WATANABE, Stanford University.

Discussion:

LEON N. MOSES, Harvard University
JOSEPH J. SPENGLER, Duke University.
OTTO ECKSTEIN, Harvard University

10 a.m.

Hotel Cleveland
Mezzanine 9

American Economic Association

Executive Committee Meeting

11—12.15 a.m.

A.M.A.
Manger Hotel

Mather Room

7. Special Interest Sessions Sponsored By Subcommittees on the Teaching of Marketing Subjects

Retailing Session:

Chairman: A. HAMILTON CHUTE, University of Texas

Thursday

Chester Room

Selling Session:

Chairman: W. R. BENNETT, University of Alabama

American Room

Industrial Marketing Session:

Chairman: THOMAS A. STAUDT, Michigan State University

Otis Room

Marketing Research Session:

Chairman: ROBERT FERBER, University of Illinois

11:05—12:15 p.m.

A.A.U.T.I.
Hotel Cleveland
Terminal Room

8. Developments In Regulation

Chairman: J. EDWARD HEDGES, Indiana University

The Profit Factor in Fire Rates. HARRY J. SOLBERG, University of California

Recent Federal Activity in Insurance Regulation. NESTOR ROOS, University of Arizona

12 p.m.

Hotel Cleveland
Room 5

American Economic Association

Executive Committee Luncheon

12:30—2 p.m.

A.A.U.T.I.
Hotel Cleveland
26-28-30-32-34-36

9. Luncheon Session

Chairman: HAMPTON H. IRWIN, Wayne State University

Elizur Wright Award. Presentation by CLAYTON G. HALE, Hale and Hale Co.

Automation in Insurance. WESLEY S. BAGBY, Pacific Mutual Life Insurance Company

1:30—3:30 p.m.

A.M.A.
Manger Hotel
Mather Room

10. Adaptive Behavior in the Wholesale Trade Structure

Chairman: M. R. KARAS, University of Cincinnati

Automation in Food Wholesale Distribution Centers. R. M. WINSLOW, Super-Valu Stores

Thursday

Changing Patterns in Drug Wholesaling. GEORGE KAUFFMAN, Kauffman-Lattimer Company

Changing Patterns in Hardware Wholesaling. ROBERT VEREEN, Hardware Retailer

Discussion:

RAYMOND H. SCOTT, State College of Washington

JAMES A. BRUNNER, University of Toledo
A. J. ALTON, Miami University

2 p.m.

E.S.
Hotel Cleveland
Parlor 26-28

11. Economic Theory: I

Chairman: TJALLING C. KOOPMANS, Yale University

External Diseconomies and the Possibility of Decentralization. LEONID HURWICZ, University of Minnesota

Market Equilibrium. GERARD DEBREU, Yale University

Models, Comparative Statics and Economic Relevance. ANDREAS G. PAPAN-DREOU, University of California at Berkeley

Discussion:

W. M. GORMAN, University of Birmingham and Iowa State College

LIONEL W. MCKENZIE, Duke University
MAURICE MCMANNUS, Massachusetts Institute of Technology

2 p.m.

E.S., A.F.E.A.
Statler Hotel
Ohio Room

12. Economic Implications of Agricultural Experiments

Chairman: CLIFFORD G. HILDRETH, Michigan State University

Planning Cooperative Research With Agricultural Technologists. EARL O. HEADY, Iowa State College

Statistical Problems of Joint Research. DAVID D. MASON, North Carolina State College

BROOKINGS BOOKS

The Metropolitan Transportation Problem

By *Wilfred Owen*. A provocative criticism of current attempts to combat traffic congestion. Explores a comprehensive approach to urban mobility. 301 pp. 1956. \$4.50.

United States Foreign Policy, 1945-1955

By *William Reitzel, Morton A. Kaplan and Constance G. Coblenz*. Focuses attention on the key decisions made during the crucial postwar decade and on the need to reappraise our policies today. 500 pp. 1956. \$4.50.

American Foreign Assistance

By *William Adams Brown, Jr. and Redvers Opie*. The first comprehensive analysis of foreign aid, from lend-lease to mutual security. An indispensable source of background data for the continuing evaluation of this program. 615 pp. 1954. \$6.00.

An Introduction to Economic Reasoning

By *Marshall A. Robinson, Herbert C. Morton and James D. Calderwood*. A clearly written problem approach to economics for adult education classes and college students enrolled in terminal introductory courses. Stresses a method of analysis for explaining and deciding economic issues. 300 pp. 1955. \$3.00.

The Brookings Lectures

Economics and Public Policy

By *Arthur Smithies, Joseph J. Spengler, Frank H. Knight, John Jewkes, Jacob Viner and Lionel Robbins*. 157 pp. 1955. \$2.00.

Research Frontiers in Politics and Government

By *Stephen K. Bailey, Herbert A. Simon, Robert A. Dahl, Richard C. Snyder, Alfred de Grazia, Malcolm Moos, Paul T. David and David B. Truman*. 240 pp. 1955. \$2.75.

The Changing Environment of International Relations

By *Grayson Kirk, Harrison S. Brown, Denis W. Brogan, Edward S. Mason, Harold H. Fisher and Willard L. Thorp*. 158 pp. 1956. \$2.50.

Examination copies and checklist of publications available on request.

THE BROOKINGS INSTITUTION

722 Jackson Place, N. W.

Washington 6, D.C.

Thursday

Problems of Applying Experimental Results to Commercial Practice. EARL R. SWANSON, University of Illinois

Discussion: GLENN L. JOHNSON, Michigan State University

2:30 p.m.

A.E.A.

Hotel Cleveland
Whitehall Room

13. Economic Growth and Development

Chairman: LLOYD G. REYNOLDS, Yale University and Ford Foundation

Non-Economic Factors in Economic Development. BERT F. HOSELITZ, JR., Center for Advanced Study of the Behavioral Sciences and the University of Chicago.

Economic Factors in Economic Development. JOSEPH J. SPENGLER, Duke University

Discussion:

JOHN M. HUNTER, Michigan State University

HOWARD M. TEAF, JR., Haverford College
MAX F. MILLIKAN, Massachusetts Institute of Technology

ALBERT O. HIRSCHMAN, Bogota, Columbia and Yale University

2:30 p.m.

A.E.A.

Hotel Cleveland
Ballroom

14. The Employment Act in the Economic Thinking of Our Times: A Symposium

Moderator: EDWIN G. NOURSE, Washington, D.C.

Overview:

Ideal and Working Concepts of Full Employment. EDWIN G. NOURSE

Business Fluctuations, Economic Growth, and Cycle Theory. AARON GORDON, University of California

Segmental Approaches:

Labor's Contribution Under the Employment Act. PETER HENLE, AFL-CIO.

Business Investment for Stability and Growth. GEORGE W. TERBORGH, Machinery and Allied Products Institute

(Program of Meeting No. 14 continues on next page)

Thursday

Credit Policies and Stable Economic Growth. E. SHERMAN ADAMS, American Bankers' Association
Taxation Policy for Stability and Growth. DAVIS HERFINDAHL, Resources for the Future, Inc.

2:30 p.m.

A.E.A.

Hotel Cleveland
Empire Room

15. Income Distribution

Chairman: HERMAN P. MILLER,
U. S. Bureau of the Census

The Shares of Economic Groups in the National Income. SELMA F. GOLDSMITH,
U. S. Department of Commerce.

Effectiveness of Some Institutions in the Redistribution of Income. ROBERT J. LAMPMAN, University of Washington.

Discussion:

HOWARD BOWEN, Grinnell College
DOROTHY S. BRADY, U. S. Bureau of Labor Statistics
GEORGE GARVY, Federal Reserve Bank of New York

2:30—5 p.m.

A.A.U.T.I.

Hotel Cleveland
Terminal Room

16. Annual Business Meeting

Chairman: HAMPTON H. IRWIN,
Wayne State University

Notes on the Arden House Report. HARRY LOMAN, University of Pennsylvania

Issues in Temporary Disability Insurance. MONROE NEWMAN, Penn State University

Distribution of Non-Life Insurance in Europe. JOHN S. BICKLEY, Ohio State University

When is an Insurance Rate Equitable? C. ARTHUR WILLIAMS, JR., University of Minnesota

Marketing Consumer Credit Insurance. DANIEL P. KEDZIE, Marquette University

Thursday

2:30 p.m.

A.F.A.

Hotel Cleveland
Cleveland Room

17. Financial Problems of Underdeveloped Countries

Chairman: CLAY J. ANDERSON, Federal Reserve Bank of Philadelphia

General Financial Problems Encountered in Financing Development Programs in Underdeveloped Countries. E. M. BERNSTEIN, International Monetary Fund

Impact of Deficit Financing in Underdeveloped as Compared to Developed Countries. GARDNER PATTERSON, Princeton University

Central Banking in Underdeveloped Countries. ARTHUR I. BLOOMFIELD, Federal Reserve Bank of New York

Discussion:

ROBERT L. SAMMONS, Board of Governors, Federal Reserve System
GORDON KEITH, University of Pennsylvania
P. S. NARAYAN PRASAD, International Monetary Fund

2:30 p.m.

A.E.A., R.S.A.

Hotel Cleveland
Rose Room

18. Transportation Analysis for Metropolitan Regions

Chairman: PAUL N. GUTHRIE, University of North Carolina

Analysis With Particular Reference to Chicago and Detroit Regions. J. DOUGLAS CARROLL, JR., Chicago Area Transportation Study

Analysis With Particular Reference to Philadelphia Region. ROBERT B. MITCHELL, University of Pennsylvania

Discussion:

WILLIAM GOLDNER, Bowling Green State University
DAVID L. GLICKMAN, Port of New York Authority
ERNEST WILLIAMS, Columbia University

Thursday

- 3:45—5 p.m.
A.M.A.
Manger Hotel
Chester Room
- Otis Room
- Mather Room
- 4:30—6 p.m.
Hotel Cleveland
1-3-5-7-9
- 5:15—6:15 p.m.
E.S.
Hotel Cleveland
Empire Room
- 5:30—8 p.m.
Hotel Cleveland
Rose Room
- 6 p.m.
Hotel Cleveland
Parlor 30-32
- 7:30 p.m.
Hotel Cleveland
Parlor 26-28
- 7:30 p.m.
Statler Hotel
Ohio Room
19. Special Interest Sessions Sponsored By
Subcommittees on the Teaching of Marketing
Subjects
- Sales Management Session:
Chairman: RICHARD STILL,
Syracuse University
- Foreign Marketing Session:
Chairman: JOHN FAYERWEATHER,
Harvard University
- Advertising Session:
Chairman: MARTIN V. MARSHALL,
Harvard University
- Case Institute of Technology
"Economics in Action" Cocktail Party
20. Presidential Address
Chairman: HERMAN O. A. WOLD,
University of Uppsala
Statistics and Economic Policy. KENNETH
J. ARROW, Stanford University
- Federal Reserve Bank of Cleveland
Social Hour and Dinner
- National Bureau of Economic Research
National Accounts Review Committee
Dinner
- American Finance Association
Meeting of Board of Directors
- American Farm Economic Association
Executive Committee Meeting

Thursday

- 8 p.m.
A.E.A.
Hotel Cleveland
Ballroom
- 8 p.m.
A.E.A.
Hotel Cleveland
Whitehall Room
- 8—9:30 p.m.
A.M.A.
Manger Hotel
Mather Room
21. Keynesian Economics After Twenty Years
Chairman: A. B. WOLFE,
Ohio State University
*What Is Surviving? An Appraisal of Key-
nesian Economics After Twenty Years.*
WILLIAM FELLNER, Yale University
What Remains of Keynesian Economics.
DUDLEY DILLARD, University of Maryland
Discussion:
DAVID MCCORD WRIGHT, McGill Univer-
sity
WILLIAM A. SALANT, Brandeis University
TIBOR SCITOVSKY, Stanford University
22. Government Taxing and Spending:
Developments of the Last Decades and
Current Problems
Chairman: C. WARD MACY,
University of Oregon
*Comparative Public Finance: France,
Great Britain, and the United States.*
CARL SHOUP, Columbia University
Financing Education. JESSE BURKHEAD,
Syracuse University
Discussion:
JOHN DUE, University of Illinois
LOWELL ASHBY, University of North
Carolina
EARL C. CROCKETT, University of Color-
ado
23. Problems Relating to the Supply of Marketing
Teachers
Chairman: TAYLOR W. MELOAN,
Indiana University
*Student Attitudes and Opinions About
College Teaching of Marketing,* DONALD
L. SHAWVER, University of Missouri
*Use of Businessmen As Marketing Teach-
ers,* VANT W. KEBKER, Ohio Wesleyan
University

(Program of Meeting No. 23 continues on next page)

Thursday

Improving Teaching Efficiency, FRANCIS A. BABIONE, Pennsylvania State University

Panel:

Moderator: ROBERT J. HOLLOWAY, University of Minnesota

IRA D. ANDERSON, Northwestern University

PAUL V. GRAMBSCH, Tulane University

RICHARD L. KOSELKA, University of Minnesota

CLARENCE A. KULP, University of Pennsylvania

ROSS M. TRUMP, Washington University

A. J. ALTON, Miami University

FERDINAND F. MAUSER, Wayne University

DONALD F. MULVIHILL, University of Alabama

JOHN M. RATHMELL, Cornell University

EDWARD E. WERNIER, University of Wisconsin

8 p.m.

E.S.

Hotel Cleveland
Green Room

24. Aggregation

Chairman: GERARD DEBREU, Yale University

Dynamic Systems and Aggregation. HERBERT A. SIMON and ALBERT K. ANDO, Carnegie Institute of Technology

Aggregation in the Leontief Model. JOHN MCCARTHY, Dartmouth College

Linear Aggregation and Economic Theory. ARNOLD C. HARBERGER, University of Chicago

Discussion:

MICHIO HATANAKA, Princeton University

KENNETH MAY, Carleton College

WALTER D. FISHER, Kansas State College

American Farm Economic Association

Executive Committee Meeting

8 p.m.

Statler Hotel
Tavern Room

Thursday

8 p.m.

R.S.A.

Hotel Cleveland
Terminal Room

25. Regional Topics: I

Chairman: GEORGE ELLIS, Federal Reserve Bank of Boston

Long and Short Range Regional Forecasts, LAWRENCE E. FOURAKER, Pennsylvania State University

Projections for the Gulf Coast Region, F. V. WALKER, University of Southern California

Areal Functional Organization and Regional Geography, ALLEN K. PHILBRICK, Michigan State University

A Synthesis of Theories of Location, Transport Rates and Spatial Price Equilibrium, EARLE W. ORR, Purdue University

8—10 p.m.

Cleveland Hotel
Mezzanine 9

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Business Meeting

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S E C ACCOUNTING PRACTICE AND PROCEDURE by Louis H. Rappaport, Partner of Lybrand, Ross Bros. & Montgomery.

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Ready February 15. THE STOCK MARKET — 2nd EDITION. By George L. Leffler, The Pennsylvania State University.

THE MONEY MARKET AND ITS INSTITUTIONS by Marcus Nadler, Sipa Heller, and Samuel S. Shipman, — all New York University.

MONEY, BANKING, AND THE FINANCIAL SYSTEM by Milton L. Stokes, Gettysburg College; and Carl T. Arlt, Oberlin College.

EXPORT-IMPORT BANKING—2nd EDITION. By William S. Shaterian, Member, New York Bar; The American Institute for Foreign Trade.

PERSONAL FINANCE — 2nd EDITION. By Elvin F. Donaldson, The Ohio State University.

BUSINESS LAW — 5th EDITION. By Louis O. Bergh, Member, New York Bar and Supreme Court Bar; and Thomas Conyngton, late of the New York Bar.

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CASES AND PROBLEMS IN PERSONNEL AND INDUSTRIAL RELATIONS by Edgar G. Williams and John F. Mee — both Indiana University.

PRINCIPLES OF INDUSTRIAL PSYCHOLOGY by Thomas Arthur Ryan and Patricia Cain Smith — both Cornell University.

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CASES AND PROBLEMS IN MARKETING RESEARCH by Donald F. Blankertz, Wharton School of Finance and Commerce, University of Pennsylvania; Robert Ferber, and Hugh G. Wales — both University of Illinois.

MARKETING IN THE AMERICAN ECONOMY by Roland S. Vaile, University of Minnesota; E. T. Grether, University of California, Berkeley; and Reavis Cox, Wharton School of Finance and Commerce, University of Pennsylvania.

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CASUALTY INSURANCE — 3rd EDITION. By C. A. Kulp, Dean, Wharton School of Finance and Commerce, University of Pennsylvania.

Ready March. ECONOMICS AND SOCIAL SECURITY by John G. Turnbull and C. Arthur Williams — both University of Minnesota; and Earl F. Cheit, St. Louis University.

Ready January. PRINCIPLES OF TRANSPORTATION by Frank H. Mossman, Michigan State University; and Newton Morton, Kent State University.

Ready February. MOTION ECONOMY AND WORK MEASUREMENT — 2nd EDITION. By Robert Lee Morrow, Consulting Engineer; Columbia University.

ECONOMIC HISTORY OF THE UNITED STATES by Howard R. Smith, University of Georgia.

ECONOMIC HISTORY OF GREAT BRITAIN by W. Stanford Reid, McGill University.

A HISTORY OF ECONOMIC THOUGHT by John Fred Bell, University of Illinois.

MODERN LABOR ECONOMICS by Pearce Davis and Gerald J. Matchett — both Illinois Institute of Technology.

THE INTERNATIONAL ECONOMY — 3rd EDITION. By John Parke Young, Division of International Finance, Department of State.

FUNDAMENTALS OF POLITICAL ECONOMY by Dean A. Worcester, Jr., University of Washington.

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New York 10

SUMMARY OF FRIDAY MEETINGS

Meeting No.

- 26 7:30 a.m. Round Table: The Madow Report on the
Mathematical Training of Social Scientists—
Breakfast (AEA, ES)
Joint Council on Economic Education—Breakfast
Secretaries of Allied Social Science Association—
Breakfast
Seymour E. Harris, Chairman—Breakfast
- 8 a.m. Meeting of Editorial Board (AFA)
Indiana University—Breakfast
Ohio State University—Breakfast
- 27 8:30 a.m. Reading of Selected Marketing Research Papers
(AMA)
- 28 9 a.m. Institutional Economics (AEA)
- 29 Transportation Problems (AEA)
- 30 Business Fluctuations and Inflation (AEA)
- 31 Information Needed for Rural Development
Programs (AFEA)
- 32 Econometric Studies: I (Joint Session)
- 33 Meeting Health Care Costs (AAUTI, AEA)
- 34 Underlying Changes Within the American Labor
Movement (AEA, IRRA)
- 35 9:30 a.m. Economic Theory: II (ES)
- 36 Opinion Surveys in Research and Policy (IRRA)
- 37 Some Recent Changes in Banking (AFA)
- 38 Interregional Flows of Funds (RSA)
- 39 10 a.m. Adaptive Behavior Among Selected Facilitating
Agencies of Marketing (AMA)
- 40 12 Noon Role of Teachers in the American Marketing
Association (AMA)
- 12:30 p.m. Transportation and Public Utilities—Luncheon
(AEA)
- 41 Joint Luncheon (AFA, AEA)
- 42 Luncheon Meeting (AAUTI)
- 43 2 p.m. Agricultural Policy—Recent Changes and Future
Implications (AEA, AFEA)
- 44 Savings and Investments (ES)

Summary of Friday Meetings, Continued

Meeting No.

- 45 Compulsory Automobile Liability Insurance—
Unsatisfied Judgment Funds—The Uninsured
Motorist—Several Points of View (AAUTI)
- 46 2:30 p.m. The Monopoly Problem As Seen by a Social
Scientist (AEA)
- 47 Social Security and Welfare (AEA)
- 48 Price and Competitive Aspects of the Distributive
Trades (AMA, AEA)
- 49 1965—Shortage or Surplus of Funds to Finance
Business? (AFA)
- 50 Free Trade Unionism in Foreign Affairs (IRRA)
- 51 Analysis for Underdeveloped Regions (RSA)
- 52 3 p.m. Changes in Management's Philosophy of
Industrial Relations (IRRA)
Bureau of Employment Security—Special Meeting
- 5 p.m. Business Meeting (RSA)
Executive Committee (IRRA)—Dinner Meeting
Transportation and Public Utilities Group—
Cocktail Party
- 53 Invited Address, J. Tinbergen (AEA, ES)
- 5:30 p.m. University of Chicago—Cocktail Party
- 6:30 p.m. Econometric Society Associate Editors—Dinner
- 7:30 p.m. Smoker (AFEA)
- 54 8 p.m. Economics and Technology (ES)
- 55 Presidential Address (AEA)
- 56 Location Topics: I (RSA)
- 8:30 p.m. Meeting and Smoker (IRRA)
- 9 p.m. University of Illinois—Smoker



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An introduction to the various business functions within a framework of American business as a dynamic process.

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Mathematics of Finance

Albert E. May, Racine Extension Center, University of Wisconsin

The fundamentals of investment theory built on just eight important formulas.

SCHEDULE OF MEETINGS

Friday, December 28, 1956

7:30—8:45 a.m.
A.E.A., E.S.
Hotel Cleveland
Empire Room

26. Round Table: The Madow Report on the Mathematical Training of Social Scientists—Breakfast Meeting

Chairman: FRITZ MACHLUP,
Johns Hopkins University

Contributors:

WILLIAM G. MADOW, University of Illinois
TJALLING C. KOOPMANS, Yale University
HENRY W. BRIEFS, Georgetown University
RENDIGS FELS, Vanderbilt University

7:30—8:45 a.m.
Hotel Cleveland
Parlor 98

Joint Council on Economic Education
Breakfast Meeting

7:30—8:45 a.m.
Hotel Cleveland
Parlor 36

Secretaries of Allied Social Science Associations
Breakfast Meeting

7:30—8:45 a.m.
Hotel Cleveland
Mezzanine 9

Seymour E. Harris, Chairman
Breakfast

8 a.m.
Hotel Cleveland
Parlor 24

American Finance Association
Meeting of Editorial Board

8—8:45 a.m.
Fred Harvey
Restaurant
Terminal Tower

Indiana University
Breakfast

8 a.m.
Pickwick
Restaurant
643 Euclid Avenue

Ohio State University
Breakfast

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DIVISION

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Friday

8:30—9:45 a.m.

A.M.A.
Manger Hotel
Chester Room

27. Reading of Selected Marketing Research Papers

Chairman: ALFRED L. SEELYE,
University of Texas

Implications of Quasi-Agreements and Competitive Behavior. ROBERT S. HANCOCK, University of Illinois

Edward A. Filene's Cooperative Department Stores: A Saga of Modern Marketing. MARTIN L. BELL, Washington University

Limitations of Accounting Data for Analysis of Marketing Costs. RICHARD S. WOODS, University of Pennsylvania.

The Changing Relative Position of Department Stores by Merchandise Lines. ROBERT ENTENBERG, University of Pittsburgh

An Appraisal of Sales Quota Usage. VERNON L. LOOMIS, University of Denver

The Relationship of the Multi-line Firm to Competition. GEORGE ELGASS, University of Michigan

The Chicago Board of Trade and the Federal Government. LEON T. KENDALL, Federal Reserve Bank of Atlanta

The Impact of the Great Lakes-St. Lawrence Seaway on the Grain Trade. JOSEPH HARTLEY, United States Air Force

9 a.m.

A.E.A.
Hotel Cleveland
Ballroom

28. Institutional Economics

Chairman: CLARENCE E. AYRES,
University of Texas

Another Look at Institutional Economics. KENNETH E. BOULDING, University of Michigan

Discussion:

ALLEN G. GRUCHY, University of Maryland

FORREST G. HILL, University of California

FRANK H. KNIGHT, University of Chicago

KENNETH H. PARSONS, University of Wisconsin

Friday

9 a.m.

A.E.A.
Hotel Cleveland
Rose Room

29. Transportation Problems

Chairman: JAMES C. NELSON,
Brookings Institution and State College of Washington

Investment in the Railroad and Other Transportation Industries Under Regulation. DUDLEY PEGRUM, University of California at Los Angeles

Costs Versus Discriminating Pricing in Railroad Transportation. KENT T. HEALY, Yale University

Toll Road and Highway Pricing. CHARLES L. DEARING, Illinois State Toll Highway Commission

Discussion:

JOHN W. BARRIGER, Pittsburgh & Lake Erie Railroad

MERRILL D. ROBERTS, University of Florida and Michigan State University

9 a.m.

A.E.A.
Hotel Cleveland
Whitehall Room

30. Business Fluctuations and Inflation

Chairman: ARTHUR R. UPGREN,
Dartmouth College

Is Inflation Avoidable? ROY L. REIERSON, Bankers Trust Company of New York

Subcycles in Theory and Practice. RUTH MACK, National Bureau of Economic Research

Discussion:

EDWIN B. GEORGE, Dun & Bradstreet, Inc.

JOHN P. LEWIS, Indiana University

T. M. STANBACK, New York University

9 a.m.

A.F.E.A.
Statler Hotel
Ohio Room

31. Information Needed for Rural Development Programs

Chairman: LOWELL HARDIN,
Purdue University

Status of the National Rural Development Program to Date. DONALD PAARLBERG, U. S. Department of Agriculture

(Program of Meeting No. 31 continues on next page)

Friday

Our Experience in Approaching the Rural Development Problem at the State Level. C. E. BISHOP, North Carolina State College

Discussion:

RAYMOND PENN, University of Wisconsin
W. B. BACK, Oklahoma A & M

9 a.m.

Joint Session
Hotel Cleveland
Parlor 30-32

32. Econometric Studies: I

Joint Session: Econometric Society and Cleveland Chapter of the American Statistical Association

Chairman: HOLBROOK WORKING, Stanford University

A Study of Consumer Investment Expenditures. JAMES N. MORGAN, University of Michigan

Some Measurements of the Elasticity of Supply of Labor. RALPH W. PFOUTS and FRANKLEE GILBERT, both of University of North Carolina

The Demand for Refrigerators, MEYER BURSTEIN, University of Chicago

Discussion:

FRANCO MODIGLIANI, Carnegie Institute of Technology
MELVIN W. REDER, Stanford University
EDWIN KUH, Massachusetts Institute of Technology

9 a.m.—12:15 p.m.

A.E.A., A.A.U.T.I.
Hotel Cleveland
Terminal Room

33. Meeting Health Care Costs

Chairman: CHARLES C. CENTER, University of Wisconsin

Meeting the Costs of Medical Care, HERBERT KLARMAN, Hospital Council of Greater New York

Meeting Health Care Costs Through Insurance. E. J. FAULKNER, Health Insurance Association of America

Canadian Programs for Meeting Sickness Risks. GEORGE F. DAVIDSON, Department of National Health & Welfare of Canada

Friday

9 a.m.

A.E.A., I.R.R.A.
Hotel Cleveland
Cleveland Room
and Green Room

34. Underlying Changes Within the American Labor Movement

Chairman: DAVID A. MCCABE, Princeton University

Structural Changes in the American Labor Movement and Collective Bargaining. JOHN T. DUNLOP, Harvard University

Observations on the Changing Character of American Labor Unions. GEORGE W. BROOKS, International Brotherhood of Pulp, Sulphite & Paper Mill Workers

Discussion:

DANIEL BELL, Fortune Magazine
WOODROW L. GINSBURG, United Rubber, Cork, Linoleum & Plastic Workers
EDWIN YOUNG, University of Wisconsin

9:30 a.m.

E.S.
Hotel Cleveland
Parlor 26-28

35. Economic Theory: II

Chairman: MARTIN J. BECKMANN, Yale University

Derivation of the Slutsky Equation.

LIONEL W. MCKENZIE, Duke University

Preference, Revealed Preference and Indifference. W. M. GORMAN, University of Birmingham and Iowa State College.

A Survival Game. MARTIN SHUBIK

Discussion:

FRANK HAHN, University of Birmingham and Massachusetts Institute of Technology
WILLIAM VICKREY, Columbia University

9:30 a.m.

I.R.R.A.
Hotel Cleveland
Parlor 98

36. Opinion Surveys In Research and Policy

Chairman: ARTHUR KORNHAUSER, Wayne State University

The Use of Survey Techniques in Research and Policy Determination in Industrial Relations. ROBERT L. KAHN and FLOYD MANN, University of Michigan

(Program of Meeting No. 36 continues on next page)

Friday

Discussion:

KARLTON W. PIERCE, Ford Motor Co.
NAT WEINBERG, UAW-CIO
HERBERT HENEMAN, University of Minnesota

9:30 a.m.

A.F.A.
Hotel Cleveland
Empire Room

37. Some Recent Changes In Banking

Chairman: LESTER V. CHANDLER,
Princeton University

The Changing Significance of Treasury Operations in Commercial Bank Portfolios. IRA SCOTT, University of Minnesota

Discount Policy. CHARLES E. WALKER,
Federal Reserve Bank of Dallas

Some Elements of Timing in the Balance Sheet of Banking, 1953-55. GEORGE HORWICH, Purdue University

Discussion:

DAVID EASTBURN, Federal Reserve Bank of Philadelphia
DONALD O'CONNELL, Columbia University

9:30 a.m.

R.S.A.
Hotel Cleveland
1-3-5

38. Interregional Flows of Funds

Chairman: PHILIP NEFF,
University of California at Los Angeles

Papers:

J. DEWEY DAANE, Federal Reserve Bank of Richmond
NORMAN BOWSHER, Federal Reserve Bank of St. Louis, and
ROBERT EINZIG, Federal Reserve Bank of San Francisco

Discussion:

WERNER HOCHWALD, Washington University
SEYMOUR E. HARRIS, Harvard University
EDWARD K. SMITH, Boston College

Friday

10—11:45 a.m.

A.M.A.
Manger Hotel
Chester Room

39. Adaptive Behavior Among Selected Facilitating Agencies of Marketing

Chairman: SAMUEL C. McMILLAN,
University of Connecticut

Changes in the Scope of Advertising Agency Services and Compensation Problems. FREDERIC H. GLADE, JR., New York University

Bypassing of Terminal Market Facilities in Agricultural Marketing. RICHARD L. KOHLS, Purdue University

Appraisal of the Development and Current Status of a Marketing Research Industry. WENDELL R. SMITH, Alderson & Sessions

Discussion:

HENRY G. LITTLE, Campbell-Ewald Co.
HARRY C. TRELOGAN, U. S. Department of Agriculture
RALPH L. WESTFALL, Northwestern University

12—2 p.m.

A.M.A.
Manger Hotel
Ballroom

40. Role of Teachers in the American Marketing Association

Chairman: WILLIAM R. DAVIDSON, Ohio State University

Moderator: ALFRED L. SEELYE, University of Texas

Past, Present, and Future Role of Teachers in A.M.A. Activities. CHARLES W. SMITH, McKinsey & Co.

Discussion:

PAUL CONVERSE, University of Illinois
DELBERT J. DUNCAN, University of California
HAROLD H. MAYNARD, Ohio State University

12:30 p.m.
Hotel Cleveland
27-29-31

American Economic Association

Luncheon—Transportation and Public Utilities

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The American Economic System: An Analytical

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Introduction To Modern Statistics with application to Business and Economics by WERNER Z. HIRSCH

This basic new text, presupposing no mathematical knowledge beyond algebra, introduces the student to modern inference methods. A wealth of pertinent, and frequently humorous, concrete examples helps to give the student a sound understanding of the tools of statistics as they apply to business planning and operation.

Public Utilities In American Capitalism

by MARTIN G. GLAESER

Acquainting the student with the problems associated with public utility and transport industries, this text presents primary economic and legal principles in non-technical terms. The book provides a valuable frame of reference for viewing current developments as well as a sound foundation for further study in the field.

The Elements Of Management Engineering

by JAMES L. LUNDY

Covering what must be done by managers—and more important, *why it must be done*—this text describes the basic features of effective management. A logical account of important current techniques is provided, with a concern for the advantages and disadvantages of each.

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Edited by ALAN T. PEACOCK, RALPH TURVEY, W. F. STOLPER
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Published November 1956 \$3.50

Friday

- 12:30 p.m.
A.F.A., A.E.A.
Hotel Cleveland
Ballroom
41. **Joint Luncheon**
Chairman: MILLER UPTON,
Beloit College
Britain's Monetary Problems. THE RIGHT
HONORABLE LORD WILLIAM E. HARCOURT,
The British Embassy
- 12:30—2 p.m.
A.A.U.T.I.
Hotel Cleveland
26-28-30-32-34-36
42. **Luncheon Meeting**
Chairman: WILLIAM T. BEADLES, Illinois
Wesleyan University
The Integrated Insurance Department. C
HENRY AUSTIN, Standard Oil Co. of
Indiana
- 2 p.m.
A.E.A., A.F.E.A.
Statler Hotel
Ohio Room
43. **Agricultural Policy — Recent Changes and
Future Implications**
Chairman: KARL BRANDT,
Stanford University
*An Appraisal of Recent Changes in Agri-
cultural Programs in the United States.*
WILLARD COCHRANE, University of Minne-
sota
*Policy Implications of Vertical Integra-
tion in United States Agriculture.* JOHN
DAVIS, Harvard University
Discussion:
DONALD KALDOR, Iowa State College
WILLIAM CAPRON, Stanford University
- 2 p.m.
E.S.
Hotel Cleveland
Green Room
44. **Savings and Investments**
Chairman: HANS BREMS, University of
Illinois
*The Long-Run and the Short-Run in De-
mand Analysis.* VINCENT WEST, Univer-
sity of Illinois
*The Cost of Capital, Corporation Finance
and Keynesian Economics.* FRANCO
MODIGLIANI and MERTON H. MILLER,
Carnegie Institute of Technology
*Money and the Investment Theory of
Cycles.* JOHN HENDERSON, University of
Alabama

Friday

- Discussion:*
EVSEY D. DOMAR, John Hopkins Univer-
sity
JOHN LINTNER, Harvard University
ROBERT EISNER, Northwestern Univer-
sity
- 2—5 p.m.
A.A.U.T.I.
Hotel Cleveland
Terminal Room
45. **Compulsory Automobile Liability Insurance —
Unsatisfied Judgment Funds — The Uninsured
Motorist — Several Points of View**
Chairman: JOHN W. COWEE,
University of California
Speakers:
RICHARD M. HEINS, University of Wis-
consin
ARTHUR C. MERTZ, National Association
of Independent Insurers
R. NEWELL LUSBY, Fidelity & Casualty
Company of New York
PAUL WISE, American Mutual Alliance
- 2:30 p.m.
A.E.A.
Hotel Cleveland
Parlor 98
46. **The Monopoly Problem As Seen By
Social Scientists**
Chairman: GEORGE W. STOCKING,
Vanderbilt University
*The Monopoly Problem as Viewed by a
Lawyer.* EDWARD LEVI, University of
Chicago
*The Monopoly Problem as Viewed by a
Political Scientist.* EARL LATHAM, Am-
herst College
*The Social Significance of the Modern
Corporation.* CARL KAYSEN, Harvard Uni-
versity
Discussion: (To be announced)
- 2:30 p.m.
A.E.A.
Hotel Cleveland
Whitehall Room
47. **Social Security and Welfare**
Chairman: JOHN W. MCCONNELL,
Cornell University
*Social Insurance — a Problem in Institu-
tional Economics.* J. DOUGLAS BROWN,
Princeton University

Friday

Trends in Public Welfare and Their Implications. IDA C. MERRIAM, Social Security Administration

Discussion:

TAULMAN MILLER, Indiana University
HENRY W. STEINHAUS, Equitable Life Assurance Society
FRANCIS TYSON, University of Pittsburgh

2:30—4:30 p.m.

A.E.A., A.M.A.

Hotel Cleveland
Cleveland Room

48. **Price and Competitive Aspects of the Distributive Trades**

Chairman: THEODORE N. BECKMAN, Ohio State University

Theoretical Implications of Empirical Research on Retail Pricing. STANLEY HOLLANDER, University of Pennsylvania

The "Product and Price" in Distributive Trade Analysis. MORRIS A. ADELMAN, Massachusetts Institute of Technology

Mass Distribution: A Phase of Bilateral Oligopoly or of Competition. RICHARD B. HEFLEBOWER, Northwestern University

Discussion: (To be announced)

2:30 p.m.

A.F.A.

Hotel Cleveland
Empire Room

49. **1965—Shortage or Surplus of Funds to Finance Business?**

Chairman: WALTER E. HOADLEY, JR., Armstrong Cork Co.

Where Is the Money Coming From? NORRIS JOHNSON, First National City Bank of New York

A Financial Executive Takes a Long-Range Look Ahead. JOHN J. SCANLON, American Telephone & Telegraph Co.

Discussion:

IRWIN FRIEND, University of Pennsylvania
ELI SHAPIRO, Massachusetts Institute of Technology

Friday

2:30 p.m.

I.R.R.A.

Hotel Cleveland
Rose Room

50. **Free Trade Unionism in Foreign Affairs**

Chairman: DAVID L. COLE, Cole, Morrill, and Berman

Free Trade Unionism and the World Crisis. JAY LOVESTONE, Free Trade Union Committee, AFL-CIO

Discussion:

FREDERICK HARBISON, Princeton University

EVERETT HAWKINS, Mt. Holyoke College
PAUL FISHER, Foreign Operations Administration

ABRAHAM SIEGAL, Massachusetts Institute of Technology

RUDOLPH FAUPL, International Association of Machinists

2:30 p.m.

R.S.A.

Hotel Cleveland
1-3-5-7

51. **Analysis for Underdeveloped Regions**

Chairman: HARVEY S. PERLOFF, Resources for the Future, Inc.

Population Growth and Economic Development in India, EDGAR M. HOOVER, Office of Population Research

Planning Theory, Regional Capital Budgets, and Economic Development Reference to Puerto Rico. LLOYD RODWIN, Massachusetts Institute of Technology

Discussion:

BERT F. HOSELITZ, University of Chicago
STEFAN ROBOCK, Midwest Research Institute

ROBERT L. ALLEN, University of Virginia

3 p.m.

I.R.R.A.

Hotel Cleveland
Ballroom

52. **Changes in Management's Philosophy of Industrial Relations**

Chairman: WILLIAM HABER, University of Michigan

The Changing Industrial Relations Philosophy of American Management. DOUGLAS V. BROWN and CHARLES A. MYERS, Massachusetts Institute of Technology.

(Program of Meeting No. 52 continues on next page)

Friday

Discussion:

LELAND HAZARD, Pittsburgh Plate Glass Co.

NEIL CHAMBERLAIN, Columbia University
HOWARD KALTENBORN, Industrial Relations Counselors

3—5 p.m.
Hotel Cleveland
Parlor 29

Bureau of Employment Security
Special Meeting

5 p.m.
Hotel Cleveland
1-3-5-7

Regional Science Association
Business Meeting

5 p.m.
Hotel Cleveland
Parlor 31 and 36

Industrial Relations Research Association
Executive Committee
Dinner Meeting

5—6 p.m.
Hotel Cleveland
26-28-30-32-34

Transportation and Public Utilities Group
Cocktail Party

5—6:15 p.m.
A.E.A., E.S.
Hotel Cleveland
Whitehall Room

53. Invited Address

Chairman: TIBOR SCITOVSKY,
Stanford University

Welfare Economics and Income Distribution. JAN TINBERGEN, Netherlands School of Economics and Harvard University

5:30—7:30 p.m.
Hotel Cleveland
Rose Room

University of Chicago
Cocktail Party

6:30 p.m.
Hotel Cleveland
Parlor 27

Econometric Society Associate Editors
Dinner

7:30 p.m.
Hotel Statler
Ohio Room

American Farm Economic Association
Smoker

Friday

8 p.m.
E.S.
Hotel Cleveland
Terminal Room

54. Economics and Technology

Chairman: LIONEL W. MCKENZIE,
Duke University

Returns to Scale in the Railroad Industry: A Reinterpretation of Klein's Data. JOHN S. CHIPMAN and M. M. RAO, University of Minnesota

Some Short-Run Models of Railroad Freight Yard Operations. EDWIN MANSFIELD, Carnegie Institute of Technology

A Lot-Size Programming Model. ALAN S. MANNE, Yale University

Discussion:

MARTIN J. BECKMANN, Yale University
C. B. MCGUIRE, The Rand Corporation
LEON HARRELL, North Carolina State College

8 p.m.
A.E.A.
Hotel Cleveland
Ballroom and
Whitehall Room

55. Presidential Address

Chairman: CALVIN BRYCE HOOVER,
Duke University

The Individual, Particularly the Economist, in an Associational Economy. EDWIN E. WITTE, University of Wisconsin

8 p.m.
R.S.A.
Hotel Cleveland
Rose Room

56. Location Topics: I

Chairman: GEORGE T. CONKLIN,
Guardian Life Insurance Co.

Location Factors in Industrial Development of Ports. ALLAN RODGERS, Pennsylvania State University

Location Theory and Empirical Evidence. CHARLES M. TIEBOUT, Northwestern University

Location Factors in the Development of Steel Centers. PAUL G. CRAIG, Ohio State University

Friday

8:30 p.m.
Hotel Cleveland
Empire Room

Industrial Relations Research Association
Meeting and Smoker

9—11 p.m.
Hotel Cleveland
Parlor 29-31

University of Illinois
Smoker

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- **BUSINESS ECONOMICS: PRINCIPLES AND CASES**, Revised Edition, by RICHARD M. ALT, *Arthur D. Little Company*, WILLIAM C. BRADFORD, *Northwestern University*, and MARSHALL R. COLBERG, *Florida State University*
- **LABOR ECONOMICS AND INDUSTRIAL RELATIONS** by ABRAHAM LEO GITLOW, *New York University*.

MARKETING —

- **MARKETING BEHAVIOR AND EXECUTIVE ACTION** by WROE ALDERSON, *Alderson & Sessions, Inc.*
- **ADVERTISING TO BUSINESS** by ROLAND B. SMITH, *University of Connecticut*.
- **MARKETING MANAGEMENT: ANALYSIS AND DECISION** by JOHN A. HOWARD, *University of Chicago*
- **RETAIL MERCHANDISING** by FRED M. JONES, *University of Illinois*
- **RETAIL MANAGEMENT PROBLEMS**, Revised Edition, by C. H. MCGREGOR, *University of North Carolina*
- **BUSINESS REPORT WRITING** by ROBERT D. HAY, *University of Arkansas* and RAYMOND V. LESIKAR, *Louisiana State University*.

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SUMMARY OF SATURDAY MEETINGS

Meeting No.

- 7:30 a.m. Cornell University—Breakfast
University of Minnesota—Breakfast
University of Wisconsin—Breakfast
- 57 9 a.m. The Impact of Some New Developments in Economic Theory: Exposition and Evaluation (AEA)
- 58 Power and Public Utility Problems (AEA)
- 59 Consumers in the American Economy (AEA)
- 60 International Economics (AEA)
- 61 Major Policy Issues in Social Insurance (IRRA)
- 62 Linear Systems in Regional Analysis (RSA, ES)
- 63 Changes in Farm Marketing and Marketing Research (AFEA)
- 64 The Consequences of Minimum Wages (IRRA)
- 65 9:30 a.m. Distributions of Economic Variables (ES)
- 66 The Outlook for the Money Market (AFA)
- 67 12:30 p.m. Presidential Luncheon (IRRA)
Editors of the Social Science Journals—Luncheon
- 68 2 p.m. Developments in Banking and Monetary Policy (AFA, AEA)
- 69 Econometric Studies: II (ES)
- 70 2:30 p.m. Economics and Changing Technology (AEA)
- 71 Soviet Economic Developments (AEA)
- 72 Economics in Schools (AEA)
- 73 Economics of the Shorter Work Week (AEA, IRRA)
- 74 Research in Union-Management Relations (IRRA)
- 75 Organization of the Unorganized: The Problems and Areas of Union Expansion (IRRA)
- 76 Gravity Models (RSA)
- 4:30 p.m. Business Meeting (AFA)
Business Meeting (AEA)
- 6 p.m. Executive Committee (AEA)—Dinner Meeting
Incoming Board of Directors (AFA)—Dinner Meeting
- 77 8 p.m. Regional Topics: II (RSA)

SCHEDULE OF MEETINGS

Saturday, December 29, 1956

- 7:30 a.m.
Fred Harvey
Restaurant
Terminal Tower
Cornell University
Breakfast
- 7:30—8:45 a.m.
Hotel Cleveland
Parlor 26-28
University of Minnesota
Breakfast
- 7:30—8:45 a.m.
Hotel Cleveland
1-3-5-7
University of Wisconsin
Breakfast
- 9 a.m.
A.E.A.
Hotel Cleveland
Empire Room
57. The Impact of Some New Developments In Economic Theory: Exposition and Evaluation
Chairman: G. LEE BACH,
Carnegie Institute of Technology
The Significance of Activity Analysis and Programming for Economic Theory. TJALLING C. KOOPMANS, Cowles Foundation, Yale University
Economics, Organization Theory, and Decision Making. HERBERT A. SIMON, Carnegie Institute of Technology
Discussion:
SIDNEY WEINTRAUB, University of Pennsylvania
JAMES S. EARLEY, University of Wisconsin
JOHN R. MEYER, Harvard University
- 9 a.m.
A.E.A.
Hotel Cleveland
27-29-31
58. Power and Public Utility Problems
Chairman: ELI W. CLEMENS,
University of Maryland
Developments in Rate Making. JAMES C. BONBRIGHT, Columbia University
A Critique of Public Power Policies. MARTIN G. GLAESER, University of Wisconsin

(Program of Meeting No. 58 continues on next page)

Saturday

Discussion:

EMERY TROXEL, Wayne University
FRED P. MORRISSEY, University of California
JAMES K. HALL, University of Washington
E. W. MOREHOUSE, General Public Utilities Corporation of New York

9 a.m.

A.E.A.

Hotel Cleveland
Cleveland Room
and Green Room

59. Consumers In the American Economy

Chairman: MARGARET G. REID,
University of Chicago

Characteristics of Post-War Consumer Buying in the Context of the Permanent Income Hypothesis. IRVING B. KRAVIS and IRWIN FRIEND, both of University of Pennsylvania

The Role of the Government and Consumer Interest. WARREN J. BILKEY, University of Connecticut

Discussion:

PERSIA CAMPBELL, Consumers' Counsel of the State of New York
ALFRED R. OXENFELDT, Columbia University
EVA C. MUELLER, University of Michigan

9 a.m.

A.E.A.

Hotel Cleveland
Terminal Room

60. International Economics

Chairman: WYTZE GORTER,
University of California at Los Angeles
International Competition. W. A. LEWIS, University of Manchester (England) and Center for Advanced Study in the Behavioral Sciences

European Convertibility. FRANK W. FETTER, Northwestern University

United States Investments in Canada. FRANK A. KNOX, Queen's University

Discussion:

R. E. SLISINGER, University of Pittsburgh
H. AUSTIN PECK, University of Maine

Saturday

9 a.m.

I.R.R.A.

Hotel Cleveland
Whitehall Room

61. Major Policy Issues In Social Insurance

Chairman: EDISON BOWERS,
Ohio State University

Unemployment Insurance & Workmen's Compensation. HERMAN SOMERS, Haverford College

Discussion:

NELSON CRUIKSHANK, AFL-CIO
WILLIAM WANDEL, Farm Bureau Insurance Co.
ROBERT R. FRANCE, University of Rochester

9 a.m.

R.S.A., E.S.

Hotel Cleveland
30-32-34-36

62. Linear Systems In Regional Analysis

Chairman: HAROLD J. BARNETT,
Resources for the Future, Inc.

Optimum Regional Agricultural Patterns. JAMES HENDERSON, Harvard Economic Research Project

General Interregional Equilibrium. WALTER ISARD, University of Pennsylvania

Discussion:

FREDERICK T. MOORE, Rand Corporation
RICHARD NELSON, Oberlin College
ROBERT E. KUENNE, Princeton University

9 a.m.

A.F.E.A.

Statler Hotel
Ohio Room

63. Changes In Marketing and Marketing Research

Chairman: KARL FOX,
Iowa State College

Econometric Models of the Dairy Industry. ANTHONY ROJKO, U. S. Department of Agriculture

The Changing Structure of the Food Market. GEORGE MEHREN, University of California

Discussion:

ROBERT CLODIUS, University of Wisconsin
J. D. SHAFFER, Michigan State University

Saturday

9 a.m.
I.R.R.A.
Hotel Cleveland
Rose Room

64. The Consequences of Minimum Wages

Chairman: CARROLL DAUGHERTY,
Northwestern University

Economic Effects of a Nationwide Minimum Wage. HARRY WEISS, U. S. Department of Labor

Social and Economic Implications of Minimum Wage Legislation. FRED BLUM, University of Minnesota

Discussion:

JOHN VAN SICKLE, Wabash College

LAZARE TEPER, International Ladies' Garment Workers' Union

ARNOLD TOLLES, Cornell University

9:30 a.m.
E.S.
Hotel Cleveland
1-3-5-7

65. Distributions of Economic Variables

Chairman: HAROLD BARGER,
Columbia University

The Effect of Full Employment on the Size Distribution of Income. LEON N. MOSES, Harvard University

A Model Explaining the Pareto Law of Wealth Distribution. H. O. A. WOLD, University of Uppsala and P. WHITTLE, New Zealand Department of Scientific and Industrial Research

The Distribution of City Sizes. MARTIN J. BECKMANN, Yale University

Discussion:

GEORGE GARVY, Federal Reserve Bank of New York

JACOB MINCER, New York City College

EDWIN MANSFIELD, Carnegie Institute of Technology

9:30 a.m.
A.F.A.
Hotel Cleveland
Ballroom

66. The Outlook for the Money Market

Chairman: JAMES J. O'LEARY,
Life Insurance Association of America

The Outlook for Long-Term Capital Funds. SIDNEY HOMER, Scudder, Stevens and Clark

Saturday

The Outlook for Short-Term Funds. DAVID L. GROVE, Bank of America

The Outlook for Monetary and Debt-Management Policy. ROY L. REIERSON, Bankers Trust Company

Real-Estate Mortgages. ARTHUR WEIMER, Indiana University

Corporate Securities. GEORGE T. CONKLIN, JR., Guardian Life Insurance Company of America

United States Government Securities. ROBERT BETHKE, Discount Corporation of New York

State and Local Government Securities. BENJAMIN U. RATCHFORD, Duke University

Installment Credit. SIDNEY ROLFE, C. I. T. Financial Corporation

12:30 p.m.
I.R.R.A.
Hotel Cleveland
Empire Room

67. Presidential Luncheon

Progress in Industrial Relations and Policy. RICHARD A. LESTER, Princeton University

12:30 p.m.
Hotel Cleveland
Parlor 24

Editors of the Social Science Journals Luncheon

2 p.m.
A.E.A., A.F.A.
Hotel Cleveland
Terminal Room

68. Developments in Banking and Monetary Policy

Chairman: ELMER WOOD,
University of Missouri

Canadian Treasury and Monetary Policy. JOHN DEUTSCH, University of British Columbia

Development and Implications of Federal Reserve Board Policy. WALTER A. MORTON, University of Wisconsin

(Program of Meeting No. 68 continues on next page)

Saturday

Discussion:

REV. B. W. DEMPSEY, S. J., Marquette University
KARL BOPP, Federal Reserve Bank of Philadelphia
SAMUEL I. KATZ, Board of Governors, Federal Reserve System

2 p.m.

E.S.

Hotel Cleveland
Parlor 30-32

69. Economic Studies: II

Chairman: GEORGE L. MEHREN, University of California

Cross-Section and Time-Series Analyses of Investment Behavior. EDWIN KUH, Massachusetts Institute of Technology

Do Profits Influence Investment. LESTER G. TELSER, Iowa State College and YEHUDA GRUNFELD, University of Chicago

A Nine Equation Model of the Egg Economy. MARTIN J. GERRA, United States Department of Agriculture

Discussion:

REX F. DALY, United States Agricultural Marketing Service
GEORGE C. JUDGE, Oklahoma State College

2:30 p.m.

A.E.A.

Hotel Cleveland
Whitehall Room

70. Economics and Changing Technology

Chairman: BERTRAND FOX, Harvard Business School

Economics of Automation. YALE BROZEN, Northwestern University

The Economics of Nuclear Power. RICHARD A. TYBOUT, Ohio State University

Distribution of Gains from Rising Technical Efficiency. MORDECAI EZEKIEL, Food and Agriculture Organization, Rome, Italy

Discussion:

ARTHUR KEMP, Claremont Men's College
C. L. CHRISTENSON, Indiana University
SOLOMON BARKIN, United Textile Workers of America, AFL-CIO

Saturday

2:30 p.m.

A.E.A.

Hotel Cleveland
Ballroom

71. Soviet Economic Developments

Chairman: ABRAM BERGSON, Harvard University

Soviet Economic Growth. WARREN NUTTER, University of Virginia and National Bureau of Economic Research

Economics of Soviet Technology. DAVID GRANICK, Harvard University and Fisk University

Discussion:

GREGORY GROSSMAN, Harvard University and University of California
WOLFGANG STOLPER, University of Michigan and Massachusetts Institute of Technology
HOLLAND HUNTER, Haverford College

2:30 p.m.

A.E.A.

Hotel Cleveland
27-29-31

72. Economics In Schools

Chairman: ROY BLOUGH, Columbia University

Economic Understanding: Why and What. BEN W. LEWIS, Oberlin College

Economic Understanding: How. CLARK C. BLOOM, State University of Iowa

Discussion:

FLOYD A. BOND, Pomona College
MENLO LOVENSTEIN, Ohio State University
LLOYD F. PIERCE, Tennessee State College
BENJAMIN A. ROGGE, Wabash College

2:30 p.m.

A.E.A., I.R.R.A.

Hotel Cleveland
Empire Room

73. Economics of the Shorter Work Week

Chairman: EWAN CLAGUE, U. S. Department of Labor

Hours of Work and Hours of Leisure. H. GREGG LEWIS, University of Chicago

The Shorter Work Week: Costs and Benefits. MELVIN REDER, Stanford University

Discussion:

VINCENT BLADEN, University of Toronto
ALLAN CARTTER, Duke University

Saturday

- 2:30 p.m.
I.R.R.A.
Hotel Cleveland
Rose Room
74. **Research In Union-Management Relations**
Chairman: PAUL WEBBINK,
Social Science Research Council
Research in Union-Management Relations: Past and Future. MILTON DERBER,
University of Illinois
Research on Union Challenge and Management Response. JOHN COLEMAN, Carnegie Institute of Technology
Discussion:
THOMAS KENNEDY, Atlas Powder Co.
JACK BARBASH, AFL-CIO
JOHN TURNBULL, University of Minnesota
- 2:30 p.m.
I.R.R.A.
Hotel Cleveland
Cleveland Room
and Green Room
75. **Organization of the Unorganized: The Problems and Areas of Union Expansion**
Chairman: FATHER LEO C. BROWN,
St. Louis University
Panel:
SOLOMON BARKIN, United Textile Workers of America, AFL-CIO
EVERETT TAFT, Minneapolis Federation of Honeywell Engineers
GERALD G. SOMERS, University of West Virginia
BENJAMIN SOLOMON, University of Chicago
(To be announced)
- 2:30 p.m.
R.S.A.
Hotel Cleveland
Parlor 98
76. **Gravity Models**
Chairman: (To be announced)
The Geography of Prices and Spatial Interaction. WILLIAM WARNTZ, American Geographical Society
Discussion:
ALAN M. VOORHEES, Automotive Safety Foundation
ERNEST H. JURKAT, Marketers Research Service
REAVIS COX, University of Pennsylvania
GERALD A. P. CARROTHERS, University of Toronto

Saturday

- 4:30 p.m.
Hotel Cleveland
Terminal Room
- 4:30 p.m.
Hotel Cleveland
Whitehall Room
- 6 p.m.
Hotel Cleveland
Mezzanine 9
- 6 p.m.
Hotel Cleveland
Mezzanine 5
- 8 p.m.
R.S.A.
Hotel Cleveland
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- American Finance Association
Business Meeting
- American Economic Association
Business Meeting
- American Economic Association
Dinner Meeting of Executive Committee
- American Finance Association
Dinner Meeting of Incoming Board of Directors
77. **Regional Topics: II**
Chairman: ROBERT A. KAVESH,
Chase Manhattan Bank
The Role of National, Regional, and Local Factors in Postwar Housing Markets. REINHOLD P. WOLFF, University of Miami
Regional Aspects of Economic Development in Multi-National States. ALEXANDER MELAMID, New School for Social Research
Influences on Regional Credit Expansion. ROBERT EMMER, Federal Reserve Bank of Chicago

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FIFTEENTH ANNUAL MEETING CATHOLIC ECONOMIC ASSOCIATION

Hotel Statler, Cleveland, Ohio
December 27, 1956

ETHOS PATTERNS AND THEIR ECONOMIC IMPLICATIONS

- 9:00 a.m.**
Parlors 1, 2 & 3
- Morning Session**
- I** *Chairman:* WALTER FROELICH, Marquette University
Address: Marginal and Sub-Marginal Ethos in a Competitive Society, CYRIL A. ZEBOT, Duquesne University
Discussion: RAYMOND DE ROOVER, Boston College
- II** *Chairman:* THEODOSI A. MOGILNITSKY, Loyola University
Address: Marginal Ethos As The Driving Force in Competition, THE REVEREND ROBERT J. MCEWEN, S.J., Boston College
Discussion: CHARLES TOBIN, Marquette University
- 1:00 p.m.**
Pine Room
- Luncheon Session**
- Chairman:* THE REVEREND EMILE BOUVIER, S.J., Georgetown University
Address: The Problem of Marginal Ethos Standards in the Pluralistic Society, GOETZ A. BRIEFS, Georgetown University
- 2:30 p.m.**
Parlors 1, 2 & 3
- Afternoon Session**
- I** *Chairman:* FRANK J. BROWN, DePaul University
Address: The Role of Marginal Ethos in the Rise of Pluralistic Society, THE REVEREND RICHARD E. MULCAHY, S.J., University of San Francisco
Discussion: FRANK J. BROWN, DePaul University
- II** *The Establishment of Ethos Margins by Government and Churches,* Panel Discussion
Business Meeting—*Presiding:* GOETZ A. BRIEFS

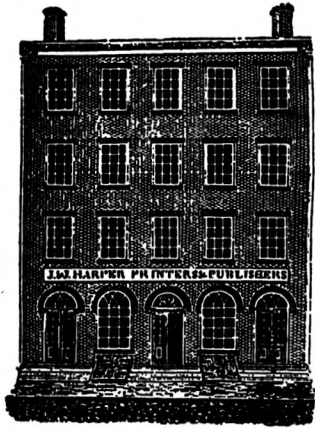
Headquarters and Council Room—Parlor E

PROGRAM OF THE ACADEMY OF MANAGEMENT

Friday, December 28, 1956

Meetings, except as shown otherwise, are held in the "Court Room" of the Law School Building, Western Reserve University, on Adelbert Road across from the Armory.

- 9 a.m.**
Tudor Arms Hotel
10660 Carnegie Ave.
- Electronics in the Office—How and When.**
C. I. KEELAN, Johns-Manville Corporation.
- 10:30 a.m.**
- Approaches to Training Administrators.**
CHARLES E. SUMMER, Columbia University.
- 12:15 p.m.**
- Luncheon**
- 1:30 p.m.**
- A Preliminary Statement of Principles of Planning and Control.**
HAROLD KOONTZ, University of California at Los Angeles.
- 3 p.m.**
- Extent of Dependence on Cases in Teaching Management Principles.**
Panel: RALPH C. DAVIS, Ohio State University; WILLIAM H. NEWMAN, Columbia University; HAROLD SMIDDY, General Electric Company; WILLIAM R. SPRIEGEL, University of Texas.
- 4:30 p.m.**
- Business Meeting**
- 6:30 p.m.**
Tudor Arms Hotel
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- Dinner of Fellows of the Academy.**



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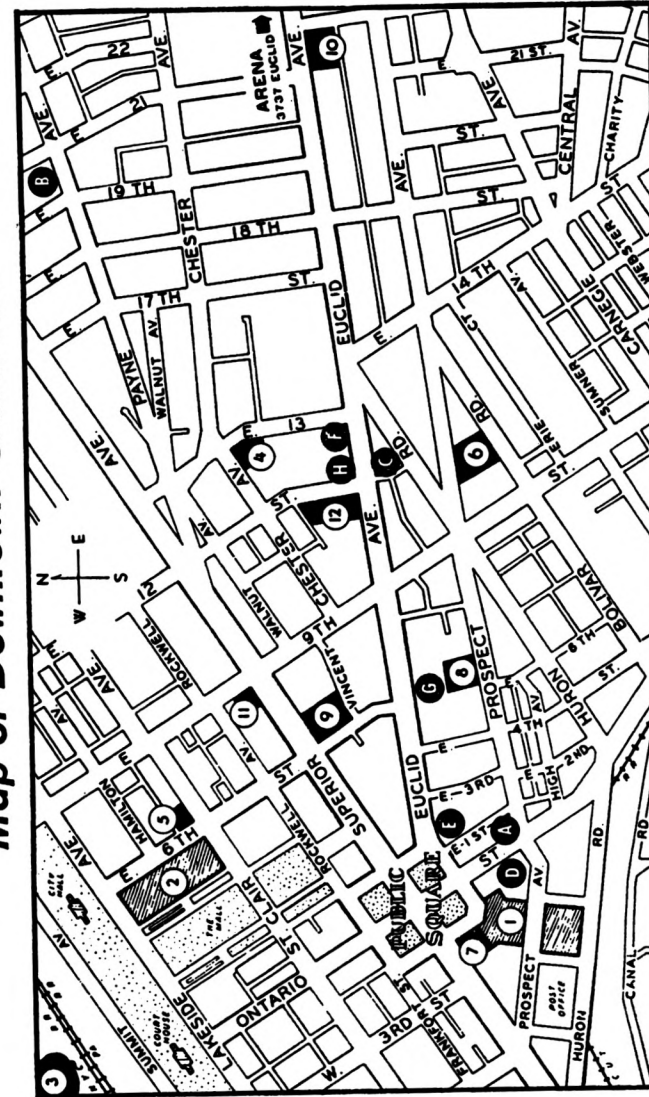
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