

*Preliminary Announcement*

# THE CONFERENCE BOARD INSTITUTE OF ENTERPRISE

*September 1939—May 1940*



ORGANIZED 1916

A Series of Private Conferences Devoted to  
Systematic Discussion of the Position and Prospects of

The American Enterprise Organization  
and Possibilities, Programs and Procedures for  
Its Reconstruction and Improvement

NATIONAL INDUSTRIAL CONFERENCE BOARD, INC.

247 PARK AVENUE, NEW YORK CITY

## P R E F A T O R Y   N O T E

**M**OST BUSINESS MEN and many other Americans realize more or less clearly that the coming year will be crucial. If we are not involved in a war emergency, which would automatically settle the question for a long time, the American people will have an opportunity to decide whether our economic organization (and with it most of our life) is to be brought completely and permanently under some form of authoritarian political management on the European model, or whether we are going to try once more to restore general prosperity and promote continued progress in traditional American ways by reconstructing the essential elements of the enterprise organization and improving its operation. This choice is inescapable because the persistent depression and stagnation and the prevalent uncertainty in this country show plainly that it cannot recover and resume its growth partly under the political management of minority groups and partly under the principles and impulses of free enterprise.

It seems to THE CONFERENCE BOARD that this decision (if we are permitted to make it at all) involves more than a choice between political parties and personalities. Recent events have given many business men and other citizens increased confidence in the outcome in that respect; but even though this confidence is justified, such an outcome will still leave the business community facing many serious problems and heavy responsibilities of readjustment and reconstruction which they cannot depend upon political change alone to meet. It is vitally important that in the interval the business community should be studying these problems intensively and preparing itself to play its part in meeting these responsibilities intelligently and energetically.

To do this business management needs a clear comprehension of the enterprise organization, a fresh grasp of the conditions and principles of its effective functioning, a more definite knowledge of its present-day problems and of the practical possibilities of improvement in its operation, and a more unified understanding of the methods and limits of private and governmental action to this end. In short, it needs to be thinking concretely about the specific things it is going to do or get government to do to reconstruct and improve enterprise if it gets another chance.

This series of discussions is intended to stimulate and assist in such an effort. During the past year the research staff of THE CONFERENCE BOARD has been engaged in a careful and extensive study of the American enterprise system, the principal results of which will be published during the coming year. Through the systematic discussions during the sessions of "The Institute of Enterprise" the Board hopes both to check and supplement the results of these studies and to make them more directly and immediately available and useful to its Associates.

This connected series of meetings, under the designation of "The Institute of Enterprise," will absorb and consolidate all of the various usual conference activities of the Board for this year. Though they are planned and organized as a whole for a central purpose, and the usual arrangements are slightly altered, they are held in conjunction with the regular monthly CONFERENCE BOARD meetings and in all other respects are the same. All meetings except the last will be private, informal, and without publicity; and so far as accommodations permit, all Associates of the Board and their guests are invited to attend and take part. Separate notices and full agenda of each session will be sent in advance to those who wish to attend regularly.

DATES AND GENERAL SUBJECTS OF SESSIONS OF  
THE CONFERENCE BOARD  
INSTITUTE OF ENTERPRISE

1939-1940



1939

*Thursday, September 28:* THE POSITION AND PROSPECTS OF AMERICAN ENTERPRISE

*Thursday, October 26:* PROBLEMS OF CAPITAL AND CREDIT SUPPLY

*Tuesday, November 21:* PROBLEMS OF PRODUCTION AND COSTS

*Thursday, December 21:* PROBLEMS OF COMPETITION AND PRICES

1940

*Thursday, January 25:* PROBLEMS OF AGRICULTURE AND NATURAL RESOURCES

*Thursday, February 29:* PROBLEMS OF POWER AND TRANSPORTATION

*Thursday, March 28:* PROBLEMS OF RELIEF AND SOCIAL SECURITY

*Thursday, April 18:* PROBLEMS OF TAXATION

*Wednesday, May 22:* A RECONSTRUCTION PROGRAM FOR AMERICAN ENTERPRISE

# CONFERENCE BOARD INSTITUTE OF ENTERPRISE SESSIONS

## 1939-1940

DATE	MEMBER SESSIONS	GENERAL SESSIONS	ROUND TABLE 1	ROUND TABLE 2
	3:00 P.M.-6:00 P.M.	7:30 P.M.-10:00 P.M.	3:00 P.M.-6:00 P.M.	3:00 P.M.-6:00 P.M.
September 28	The Position and Prospects of American Enterprise		The Business Outlook	The Labor Situation and Outlook
October 26	Problems of Capital and Credit Supply		Banking Facilities and Business Needs	Reconstruction of Security Markets
November 21	Problems of Production and Costs		Employment and Wage Standards	Labor Policies and Productivity
December 21	Problems of Competition and Prices		Improvement of Competitive Practices	Patent Policies and Invention
January 25	Problems of Agriculture and Natural Resources		Farm Income and Production Control	Problems of Coal and Oil
February 29	Problems of Power and Transportation		Public Utility Expansion	Railroad Rehabilitation
March 28	Problems of Relief and Social Security		The Business Outlook	Employment Stabilization
April 18	Problems of Taxation		Control of Public Spending	Taxation of Business Enterprise
May 22	A Reconstruction Program for American Enterprise		Stimulation of Investment	Improvement of Employer-Employee Relations