

1962

**America as
a Business Civilization**

**The Business
History Conference**

THE BUSINESS HISTORY CONFERENCE 1962
AMERICA AS A BUSINESS CIVILIZATION

Papers Presented at
Michigan State University, February 24, 1962

Bureau of Business and Economic Research
Graduate School of Business Administration
Michigan State University
East Lansing, Michigan

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Program

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Hosts: the Department of History and the Graduate School
of Business Administration
Michigan State University

SOME ASPECTS OF TECHNOLOGY AND THE MARKET

Presiding: Thomas A. Staudt, Chairman, Department of
Marketing and Transportation Administration,
Michigan State University

"Business and the Consumer,"
Perry Bliss, University of Buffalo

"Observing the Effects of Research on Business,"
Edward Ames, Purdue University

Discussant: Harold F. Williamson, Northwestern University

INFLUENCE OF BUSINESS ON GOVERNMENT AND CHARITABLE
ORGANIZATIONS

Presiding: Walter R. Fee, Chairman, Department of History,
Michigan State University

"The Business Spirit in Philanthropy,"
Robert H. Bremner, Ohio State University

"The Uses of Government, 1900-1935,"
Robert Wiebe, Northwestern University

Discussant: Ralph W. Hidy, Harvard University

DINNER

Presiding: Lloyd C. Ferguson, Dean, College of Science and
Arts, Michigan State University

"Business in American History, "

Thomas C. Cochran, University of Pennsylvania

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