

**The Business History Conference**  
**“America as a Business Civilization”**

February 24, 1962  
East Lansing, Michigan

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

Session 1: Some Aspects of Technology and the Market

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

**Perry Bliss**, *University of Buffalo*  
“Business and the Consumer”

**Edward Ames**, *Purdue University*  
“Observing the Effects of Research on Business”

Discussant: **Harold F. Williamson**, *Northwestern University*

Session 2: Influence of Business on Government and Charitable Organizations

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

**Robert H. Bremner**, *Ohio State University*  
“The Business Spirit in Philanthropy”

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

Discussant: **Ralph W. Hidy**, *Harvard University*

Dinner

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

**Thomas C. Cochran**, *University of Pennsylvania*  
“Business in American History”

Program Committee:

Stuart W. Bruchey, Department of History; Stanley C. Hollander, Department of Marketing and Transportation Administration; James H. Soltow, Department of History, University of Michigan