

**PAPERS PRESENTED AT THE ANNUAL
BUSINESS HISTORY CONFERENCE**

February 26 - 27, 1965

Edited by

J. VAN FENSTERMAKER

**College of Business Administration
Kent State University
Kent, Ohio**

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ACKNOWLEDGEMENT

For the first time in its history the Business History Conference is publishing its Proceedings. In a sense, publication of the papers presented at the 1965 Conference at Kent State University marked the coming of age of our organization. This volume is a witness to the fact that research in business history develops a product of academic importance. It is also a witness to growing interest in the work of the Business History Conference, which was nurtured for so many years by a faithful band that met only informally each winter.

The work of the Business History Conference is of course the work of a great many people. But the success of the 1965 meetings was largely the result of dedicated effort by officials of Kent State University and notably by Professor J. Van Fenstermaker, who edited these proceedings, and Professor Chalmers Monteith. These members of the College of Business Administration of Kent State University have worked above and beyond the call of duty in bringing these essays to light. I know that I express the gratitude of the membership for their efforts.

Ross M. Robertson
Executive Secretary

PREFACE

The 1965 Business History Conference was held on February 26 and 27 at Kent State University, Kent, Ohio. The papers presented at this conference comprise the contents of this volume.

Professor Arthur Johnson was chairman of the session on Factors Affecting the Longevity of Business Enterprises, and Professor Morrell Heald was chairman of the session on Trends in Ethics and Social Responsibility of Businessmen. Professor Chalmers Monteith chaired the Friday evening session on Reports of Advanced Student Research.

The papers presented appear here substantially as given at the conference, but the order in which they appear has been changed from that of the conference program to make for somewhat smoother reader transition.

J. Van Fenstermaker, *Editor*

Kent State University
Kent, Ohio