

# Business Administration Day Edition THE DAILY NEBRASKAN

VOL. XXI, No. 32.

LINCOLN, NEBRASKA, FRIDAY, OCTOBER 28, 1921.

PRICE FIVE CENTS

## BIG PROGRAM ON FIRST BIZAD DAY

Parade, Stunts, Eats, Football and Dancing to Feature the Big Celebration.

### EVENT TO BE MADE ANNUAL

Business Administration Students and Faculty Have a Holiday Today.

From the break of dawn to the close of day, seven hundred students in the college of business administration in the University of Nebraska will celebrate their first annual Bizad day Friday.

Starting at 8 o'clock in the morning with a parade the future business men of Nebraska will use the entire day for merriment and fun. When they are not playing they will be eating during the course of the day and in the evening they will follow the traditions of the fox-trot and the one-step in the university armory.

The parade led by a Bizad band will form at the social science building, proceed through the campus to show the students of the law, engineering, dental, medical and arts and science colleges that the college of business administration is the fastest growing college within the realms of the University of Nebraska. Bizad caps will be the feature brightness of the parade.

#### Parade O Street.

Following the demonstration on the campus of the university, the business men will proceed down to the business section of Lincoln to show the present business men that their faith in the college was well founded. Business men of Lincoln had an important part in securing the act for the establishment of the college and the men and women who will take their places intend to show them how much they appreciate the fact that they can get a real business course.

After winding through the main thoroughfares of the city, the Bizads will continue the parade to Antelope park for the festivities of the day.

The first thing on the program at the park will be stunts by the boys and activities put on by the girls. This is the first chance the girls of the college—there are nearly forty of them registered—have had to show the rest of the Bizads that they are in existence and Nancy Penoyer, chairman of the girls' activities, promises a real treat.

Following the program of stunts, the Bizads will engage in the all-important pastime of eating. A luncheon said to be one of the kinds that appease the appetites of fun-makers, will be served at noon. A speech will follow the luncheon.

#### To Battle Engineers.

In the afternoon, the feature part of the entire day's program comes off. Seven hundred Bizads will battle the men of the engineering college for the pigskin honors. The engineers have a crack football aggregation—they say so themselves—and they intend to battle to the death for the right of victory.

The Bizads, however, have not been loafing since the announcement that they were to draw blood against the engineers went forth. Thirty suits furnished the prospective business men was inadequate to quench their love of the game and the college of business administration. Win or lose, the Bizads will be there with their Bizad caps and with throats regulated to make such a noise that animals in the park which have gone to sleep for the winter will wake once again.

#### Dance in the Evening.

To properly round off the celebration the Bizads intend to follow the ways of the time and "wriggle the toes" in dancing at the armory. A splendid orchestra has been engaged to properly spirit up the celebrators and keep them in good humor to the last.

Bizad day is to be an annual affair in the workings of the college according to the plans as now laid out. On this day, all students in the college are excused from their classes for the day to help properly celebrate the occasion. D. Bodell is chairman of the main committee and he has been working hard to put the day across in fine shape. The day has the whole-hearted support of the university commercial club and of the faculty of the college, all of whom will be present for the celebration.

## KIRSHMAN TO HEAD NEW DEPARTMENT OF FINANCE

Announcement is made that subjects relating directly to finance are to be grouped together under the department of finance with Dr. J. E. Kirshman, professor of insurance and finance, at the head. This grouping of subjects together has been done in a number of leading colleges of the country.

Some of the subjects to be included are money and banking, practical banking, corporation finance, trust problems, and investments. Registration in subjects relating to finance has increased in the last year from fifty-eight to a total of 144 students this semester. Any further increase would require more instructors.

## SECRETS OF BIZAD FACULTY REVEALED

Confidential Stories Told About Dignified Business Administration Professors.

It is the proud boast of the college of business administration that its faculty equals that of any other such college in the country. The lectures delivered each morning, the work ordered, the readings assigned, however, give the students only one side of their gentle bent. If at times, guff instructors. The teachers were all students at college once; they, too, once longed for some such holiday as Bizad day, wherein they could disport with their equals and superiors, and do away with lessons for a day.

Our faculty is a dignified body. Its meetings on the third floor of social science hall are conducted according to the best rules of Hoyle and Roberts. But the instructors have their foibles and their weaknesses, and their anecdotes to relate.

So the Bizad edition of the Daily Nebraskan has collected and verified all the "dope" it could secure on the faculty members. Here it is; given in confidence, it is expected that the writers will not be flunked in their classes because of their efforts.

Dr. George O. Virtue ought to be the most dignified man of the faculty. He is a Harvard graduate, and maintains in the economics and commerce department all the traditions of "dear old Harvard." He is by common consent declared to be the wisest member of the department, although, of course, some of his jokes are of the Scotch variety. Dr. Virtue is going to furnish, we understand, typists for the students in his courses so that they can complete in time the many tests and papers he assigns. In his more serious moments, he has written one of the best reports on state finance ever published.

Professor O. R. Martin is a business man as well as an economist. He has made a success in business and is a conspicuous example of the type of teacher who teaches business, not from books alone, but from actual business experience. He helped found the commercial club and it was largely through his efforts that a chapter of Alpha Kappa Psi was installed in the University of Nebraska. His office hours are from 8:50 a. m. to 5:51 p. m. Students who come to Professor Martin's office at that hour will receive careful attention. Golf is one of the recreations of Mr. Martin, although he has never been known to make a public score card.

We all know Professor Paul W. Ivey. There are very few towns in this state who do not know "Ivey." Dr. Ivey is a young man. He has

#### ATTENTION STUDENTS

Business administration students, only, will have a holiday, Friday, October 28. Other students will attend classes as usual.

#### The Husker lineup:

Swanson, (c) le  
Pucelik, lt  
Weller, lg  
Triplet, c  
Berquist, rg  
Lyman, rt  
Scherer, re  
Preston, qb  
Noble, rnb  
Wright, lhb  
Dewitz, fb

## Greetings from the Chancellor!

To the Bizad Students:—

I congratulate you on reaching such a degree of college consciousness as to make this day possible. The laws, engineers, aggies, pharmacists and others have a longer history but none seem to have a stronger group feeling. This is worthy of note as Business Administration with Dentistry is the youngest college on the campus.

Reasonable rivalry between the several colleges is wholesome and healthful. The University is stronger, not weaker, for being divided into ten colleges just as the nation is stronger and not weaker, by being divided into forty-nine states. State pride is not subversive of national patriotism; college pride is not destructive to University unity.

A comparison of these special days may show which of our colleges has the most pep, the most enthusiasm, whose students can yell the longest, cheer the loudest, or put on the most clever stunts. Fortunately for the pride of everyone there are no official judges; hence every organization can feel that it made the best showing. After all it is not of great importance as to which college day may dent the University's consciousness most. The real problem is to dent the times in which we live.

I sincerely trust that the pep and enthusiasm generated on such days as the Bizad Day may continue and be directed along the lines of achievement in college and after college. May this day be prophetic of the pep and enthusiasm that you will show in your college work and in your future business careers.

S. AVERY, Chancellor.

## VALLEY CHAMPS HERE TOMORROW

Oklahoma Sooners To Mix With Huskers on Nebraska Field Saturday.

### OMAHA ROOTERS AT GAME

Metropolis To Have Crowd at Game To Watch Presentation Of Blankets.

Nebraska followers of the pigskin sport will have a chance to see the two strongest contenders for championship honors in the Missouri Valley in action tomorrow afternoon at 2:30 p. m. when the Cornhuskers and Sooners mix on Nebraska field. The Nebraska-Oklahoma clash will be watched with a great deal of interest from all parts of the Valley and is probably the most important contest among the various conference teams.

Coach Dawson put the Varsity thru a terrific period of scrimmage last evening in preparation for the Oklahoma giants. A few minor changes will probably be made in the lineup from last Saturday. Triplett will probably start at center in place of Nixon, who is out with a bad shoulder. The rest of the lineup will be the same as started against Notre Dame.

Reports from Omaha indicate that a large delegation from the metropolis will be on hand to witness the Sooner-Husker contest. One of the features of the game will be the presentation of large "N" blankets to sixteen of the regulars on the squad. The Sooners are due to arrive in Lincoln sometime this morning and Coach Pennie Owen will probably give his men a light workout at the college of agriculture gridiron.

Following the Sooner game all eyes will be turned toward Pittsburg where the Cornhuskers and Glen Warner's Panthers are due to mix a week from Saturday. The railroad strike has been giving the athletic department some worry but the trip will be made regardless of the prevailing conditions.

NORMAN, Okla., Oct. 27.—(Special)—Lawrence E. "Jap" Haskett, captain of the 1921 University of Oklahoma eleven, is now playing in his fourth year of Sooner football. Haskett broke into Sooner football in 1916 at end in those days freshmen could play

(Continued on page four.)

## FOOTBALL RALLY IS THIS EVENING

Mammoth Bonfire, Songs And Yells To Feature First Outdoor Celebration.

### THOUSANDS ARE EXPECTED

Crowds To Gather at Sixteenth And O And Fifteenth And K For Big Parade to Field.

Something a little unusual in rallies will be staged tonight before the Oklahoma game on the drill field just north of social science hall. A mammoth bonfire, symbolic of Cornhusker hopes of victory over the Sooners, will beckon thousands of students to the scene of yells and songs and short speeches by Professors Cochran and Scott.

The band will begin to call students together with a few spirited pieces at 6:45 p. m. at the corner of Sixteenth and R streets. All students who live in fraternity, sorority and rooming houses north of O street are asked to meet at this intersection and march to the drill field together behind the band. Those on the south side of O street are asked to meet at the Delta Gamma house, 1510 K street, at 6:45 and march to the field.

Nebraska's three cheer leaders have been practicing for several days so that their methods of cheer-getting will realize the maximum results from the assembled students. The cheer leaders received many valuable suggestions from the way in which the cheering was handled at Notre Dame—by one man.

This is the first open-air rally of this year and the first one to be staged since the years of 1902-3, when Nebraska was "football crazy"—to quote a school publication of those years.

Students are urged to co-operate with the innocents society in getting enough inflammable material on the drill field to make the bonfire a gigantic fire of victory for Saturday.

It is expected that the students on the north side of the city will try to turn out in larger numbers than those on the south side. "A little competition will increase the attendance at the rally mightily," said a faculty member yesterday afternoon.

## COMMITTEE OF 200 FALL BANQUET THIS EVENING

The all University banquet is being held tonight at the chamber of commerce. Dean Shaller Mathews of Chicago University has been secured as the speaker at this banquet. The committee of 200, which is in charge of the banquet announces that the plans have been made for a large attendance and those students who have not had opportunity to secure tickets can get them at the Y. M. C. A. office, Temple building.

The committee of 200 banquet is an annual affair. Last year the main speaker was Dr. Timothy Stone of Chicago. This year, the committee was unable to find a room large enough to accommodate as many students as usual.

## ALPHA KAPPA PSI IS STRONG NATIONALLY

Nebraska Chapter Only One of Many in Professional Business Fraternity.

Seven years ago, before the Nebraska school of commerce had expanded into a college of business administration, the need of a professional business fraternity was keenly felt. The oldest and strongest fraternity of this kind was Alpha Kappa Psi, which was founded at New York university in 1904. Largely through the efforts of Prof. O. R. Martin, who was acquainted with the purpose of the fraternity, Zeta chapter was installed at Nebraska in 1914, with a membership of eight.

The object of this fraternity is to further the individual welfare of its members, to foster scientific research in the fields of commerce, accounts and higher ideas therein, and to promote and advance in American institutions of learning courses leading to degrees in commercial science.

At the present time there are twenty-six chapters with a total membership of over two thousand, hundreds of whom are leading business men and educators of this country. The present membership of Zeta chapter is one hundred and ten, sixty-five of whom are alumni and nine of whom are honorary. Faculty members consist of Dean Le Rossignol, Professors Arlin, Virtue, Ivey, Kirshman and Cole and instructors Conner, Darlington and Pike. Zeta chapter has attempted and, to a large extent, has succeeded, in carrying out the objects of the fraternity. It has been active in the support of every movement tending toward the advancement of the college. In the future it expects to be of still greater assistance in filling the ever-increasing needs of the college and the university.

While membership in Alpha Kappa Psi is by invitation, yet initiative, character and scholarship are essential qualities. To be eligible, a student must be regularly enrolled in the college of business administration and must have not less than forty-five hours credit, with an average of at least 80 per cent. Excellence in scholarship is not required; it is a combination of good scholarship with the other qualities which make one eligible for consideration. Alpha Kappa Psi desires those men whose qualities indicate that they will be among the successful business men of the future.

Zeta chapter has adopted the practice of having semi-monthly dinners at social fraternity houses or at hotels. Active members and alumni gather to discuss topics of common interest. The chapter endeavors to investigate all business opportunities for the purpose of assisting its members in securing desirable positions.

(Continued on page 4)

Join the crowd of several thousand students who are going to the big bonfire and rally tonight at 6:45 on the drill field. Nebraska needs your support to win the Oklahoma game tomorrow.

#### FRESHMAN PARTY.

Owing to a misunderstanding, the sign on the armory building announcing the first freshman party of the year reads Friday, October 28. This should be Saturday, October 29. All freshmen should be present that night sure.

## HISTORY OF BUS. AD. COLLEGE TOLD

Dean J. E. Le Rossignol Reviews Forward Steps in Development To Present.

### RAPID INCREASE IN SIZE

Enrollment Much More Both Of Faculty Members And Students.

The college of business administration is an outgrowth of the department of economics and commerce. As far back as the year 1906, when Professor W. G. L. Taylor was head of the department, a beginning was made in the way of special training for business and Professor W. C. Webster gave work in the history of commerce and similar subjects. Later, Professor G. A. Stephens gave courses in accounting and commercial geography, and Professors Condra and Bengson of the department of geography also offered courses in the latter subject. Then, too, Professor Virtue, Professor England, and other members of the department gave courses in general economics, railway transportation, public finance, corporation finance, money and banking, theory of crises, and allied subjects—all of which are closely related to training for a business career, and many students took them with that end in view.

In view of the rapid increase in the enrollment of the department and the demand for a better organization of the work, the school of commerce was created in the year 1913 as a division of the college of arts and sciences. At that time Professor O. R. Martin came from the University of Illinois to take charge of the courses in accounting and business organization, which have since expanded and developed in a remarkable way. Later Professor D. F. Cole, one of our own graduates, was added to the staff in accounting, and still later Mr. E. G. Davis, now instructor in accounting in Columbia University.

In the year 1919 the state legislature created the college of business administration, and thus the third and latest stage in the development of business training in the University of Nebraska was begun. The late Mr. J. Frank Barr, secretary of the Federation of Nebraska Retailers, and Mr. N. Lieberman of the Lincoln Association of Credit Men, took an active part in securing the passage of this act. As the college of dentistry was created by the same act, it is the twin brother of the college of business administration.

Since that time the enrollment of the college has increased very rapidly, and a number of new instructors have been added to the staff, making it possible to divide the work by assigning to each instructor a special field. For example, Professor T. T. Bullock has charge of the work in business law; Professor P. W. Ivey, marketing, salesmanship and advertising; Professor J. E. Kirshman, money and banking, corporation finance and investments; Professor F. E. Wolfe, statistics and business research; Professor E. S. Fullbrook, foreign trade and trade policies; Professor J. R. Le Rossignol, labor problems and socialism; Professor C. E. McNeill, railway transportation and municipal economics; Mr. Paul Conner, introduction and principles of economics; Mr. G. M. Darlington and Mr. H. W. Pike, accounting and introductory economics.

All of these more specialized courses are given by the department of economics and commerce, but, on account of the requirements for graduation, certain departments of the college of arts and sciences are intimately related to the college of business administration, notably the departments of English, modern languages, mathematics, history and political science. Moreover, students may take about thirty hours of "approved electives" so that practically a full year's work in law, engineering, agriculture, or other special field may be taken as part of the four year's course.

The college occupies the greater part of the third floor of the new social science building, where there are the usual class rooms, offices and laboratories. Two years ago every instructor had his private office, but lately it has become necessary to dou-

(Continued on Page Two)

## DEAN MATHEWS SPEAKS AT TEMPLE 11 A. M. TODAY