

"STOCK TURNOVER" BULLETIN PRAISED

Pamphlet by University Business Research Department Well Received

"Stock Turnover in Nebraska Retail Stores," a bulletin published recently by the Bureau of Business Research of the University of Nebraska, has been well received throughout the United States. Requests for copies have been received from various parts of this country and Canada. The extension division of the university is sending them to anyone asking for copies.

Bulletin No. 1 is a study of the turnover of stock in stores in Nebraska towns other than Omaha and Lincoln. Melvin T. Copeland, director of the graduate school of business administration says of this bulletin, "We have received the copy of your bulletin No. 1, Stock Turnover in Nebraska Retail Stores. We heartily welcome the cooperation of your com-

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mittee in the study of these problems so long neglected and yet of such vital consequence to the business and social welfare of the country. May we congratulate you particularly upon the useful manner in which you have presented the facts regarding stock turnover."

Horace Seacrest, director of the Bureau of Business Research, Northwestern university, writes, "I have read this pamphlet with a great deal of interest in view of our own studies in this field, which undoubtedly you have seen."

The Domestic Distribution Department of the Chamber of Commerce of the United States says in its July bulletin, "Through its College of Business Administration, the University of Nebraska has completed a survey of the turnover in the retail stores of that state excluding the cities of Lincoln and Omaha. It is impossible here to enter into the details of this work but the results are of great value and should be studied by every thoughtful and ambitious merchant who is not already a master of the subject."

PICNIC FOR LUTHERAN STUDENTS ON FRIDAY

A picnic for all Lutheran students attending the University of Nebraska second session summer school will be held Friday afternoon at Antelope park. All Lutheran students who intend to go to the picnic should call L5591 before going to the park. The picnic is sponsored by the Lutheran students club.

FORDYCE LECTURING AT SOUTH DAKOTA COLLEGE

Dr. Charles H. Fordyce is delivering a series of lectures before the summer school of the State College of South Dakota at Aberdeen. This is the third summer that Dr. Fordyce has lectured at the South Dakota school. He is accompanied by his wife and later in the summer they will go to the Minnesota lakes.

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