

The Daily Nebraskan
Station A, Lincoln, Nebraska
OFFICIAL PUBLICATION
UNIVERSITY OF NEBRASKA
Under direction of the Student Publication Board
TWENTY-SEVENTH YEAR
Published Tuesday, Wednesday, Thursday, Friday, and Sunday mornings during the academic year.

the quiet and freedom from commercial distraction which is one of the principal essentials of a University. Parallel parking may be advantageous to Lincoln's scenic lovers and to her trucking business. It is decidedly unpleasant and detrimental to the best interests of the University.

The only effective medium, apparently, is student complaint of the present situation. Students have voiced their views volubly on the campus. They should be heard by Lincoln city officials. A steady stream of complaints pointing out the disadvantage and injustice to the University of the present situation, would be no insignificant factor in helping divert the traffic which is now a nuisance and a menace to the interests alike of students and faculty of a great mid-western university.

The Cynic says: The person who said the woman pays evidently has never settled for a rent-a-car bill after a picnic.

In Other Columns

NEW SELECTIVITY
In the past seven years the position of the Medical school of the University, like other professional schools, was made extremely difficult because of the rapidly growing demands for a professional education and the limited facilities of the school. Each year the number of applicants refused has increased until in the current year the school accepted only one-fourth of the applicants for admission for a degree.

But in this elimination of many applicants it has been felt that the selectivity was not satisfactory, for in regarding scholarship alone, the school was missing many other points of selection which could be well employed in the selections of prospective doctors.

The Board of Regents at its recent meeting accepted the plan which has been devised by Dean Cabot of the Medical school. The applicants for admission will not only be required to have high scholarship records, but each applicant must also appear before a special committee which will judge his fitness in matters which have much to do with success in the profession. The things which will be considered by this committee will be personality, general history, honesty, intelligence, and practical suitability for entrance into the profession.

The intelligent selectivity which will result from this combination of scholarship and personality is a step toward the ideal in American education. It will not only raise the standard of the profession but it will also serve to raise the standards of the Medical school of the University. Working with a select group, chosen in part for the industry and ability that they have before displayed, and also for the marks which they have received, the department will be able to progress rapidly and achieve a higher goal than is possible with mediocre material.

The Regents and Dean Cabot deserve great commendation for observation of the defect, discovery of a remedy, and the prompt application of a new system.—Michigan Daily.

"Dog-gone this Indian underwear," exclaimed Si, "always creeping up on me."—Wisconsin Octopus.

TO REMIND US FOREVER

A scientist, an inventor, a statesman, a naval leader, and a poet have all been honored as great Americans by the unveiling of five new busts in the Colonnade of the Hall of Fame at New York University.

This list includes Agassiz, the zoologist; Morse, the inventor of the telegraph; Rufus Choate, lawyer and statesman; John Paul Jones, famous naval hero; and Whittier, the poet of anti-slavery fame.

While there is not a Washington nor a Lincoln in the list of those honored, yet each of the five has contributed much in furthering civilization and culture in the United States and in helping to build up American traditions. The names of some are probably unfamiliar to many Americans. Yet their achievements are certainly worthy of the highest honor.

That is why one is glad to learn of their selection for the Hall of Fame. Enshrined there, their memorials will serve to keep America and Americans from completely forgetting the valuable services these five men have rendered to their nation and to the world.—The Columbia Missourian.

Blessed indeed is she that makes and breaks, for a co-ed is known by the company she cuts.—Syracuse Daily Orange.

Notices

Friday, May 18
Lutheran Club
Election of officers of the Lutheran club will be held at the last meeting of the year, Friday, May 18. The meeting will be held in Temple 205. All members should be present.

All-Congregational Picnic
The all-congregational picnic will be held on the Blue River at Crete Saturday, May 19. Start is to be made from the Temple at 8 o'clock. Places should be reserved Friday with F. W. Leavitt.

They are indicated, however, as a necessary development that will round out the student, and overcome the tendency to become a grind. High scholastic attainment and proficiency in studies is a fundamental necessity for success to the college man in business. If in the attempt to attain a scholastic standing, the student buries himself, he will emerge from his college course in a rut, from which it may often take him years to extricate himself, and in the discouragement resulting, may make himself a business failure.

Our discussion of the preparation of the college man for business in this article thus far has moved along theoretical lines. Some of the ideas are threadbare and you are already familiar with them. I can well imagine that most of my readers, active, live awake college boys, want some practical advice in this instance from a man in the insurance business.

Insurance is Growing
Insurance as a factor in the industrial and financial development of this country is assuming such gigantic proportions, that to continue successfully onward, it must in its employment have the assistance of trained minds. It is with enthusiasm, therefore, that an appeal is made to you as college men to interest yourself in insurance as a business career.

The business divides itself into two main classifications; life insurance and casualty insurance. In life insurance, the name practically explains itself. Casualty insurance consists in the grouping of the lines known as contract and surety bonds, workmen's compensation, liability, automobile, health, and accident, plate glass, boiler and other kindred lines.

Analyzing the business from its source, we have the home company or the corporation that finances and issues the contracts of insurance. This company, through its officers and employees, radiates out through the field, which is the country at large, and obtains its business through agents. The branch of the business in which I am so vitally interested is the agency or production end of the business. The question for solution, therefore, is how does the college graduate fit himself into the general agency? The agent's force is made up in the main of the sales department, the accounting department, and the legal or claims

service. Salesmanship is Art
Salesmanship is an art, the importance of which is very much underestimated by the average college man. The day of the loud mouth, loafing, lounging salesman is a thing of the past. The salesman, like the doctor and the lawyer must build up a clientele. To do this he must make a study of the insurance business in its entirety. He must have knowledge not only of all of the policy contracts or forms of insurance, but also he must know how the companies he represents are organized, what is their financial strength, how they are financed, and their methods of doing business. He must be conversant with finances, almost on the plane of the banker. So fortified, he approaches his prospect not merely with a stereotyped sales talk, but as an insurance adviser.

The successful salesman should have a knowledge of psychology, which science enables him to know human nature. Fortified with this knowledge he approaches his prospects with an intelligent understanding which is so essential to gain a hearing. No one should be a better psychologist than the trained college man.

Technique is Necessary
Now as regards the inside detail work of the insurance agency organization, such as the credit and accounts department and the claims management, with other subsidiary lines that come in under these two main heads, there must be a high degree of technique and professional knowledge that the college man with his background of training can acquire if he properly apply himself.

It is a mistake for the college man to go out into the business world with the idea that he can command a large income or that success will immediately come within his reach. It is not what a college man has attained five or ten years after he has left college that always marks him as a success but rather what he has advanced himself to at the end of twenty years.

In our line of business we would prefer to take the college man who came to us without pull or influence and start him at the very bottom at a low salary as sort of an apprentice. If he chooses the sales end, he will be guided in his beginning choice of prospects, and will be schooled in the tracts or policies of insurance he is

insurance business and in the contest to sell. If he takes an inside job and interests himself in accounts and credits, he will be started on clerical detail and bookkeeping, and by degrees will be taught financing and business organization. If he starts in the claim department, he will be given a desk job and will spend his time alternately in the office learning how to build up and handle claim files and on the outside interviewing and taking statements from witnesses, and investigating facts on cases that will be given him. He will also be taught the principles of safety engineering, and how to make inspections, and to check and audit payrolls. All of these tasks are of a routine nature and do not require a college education to handle. However, they are the basis of the knowledge a department head or an executive must possess.

A college training if properly acquired and applied fits a man for the responsible positions in life. The college man should have initiative and be industrious. He should not continually await directions, but after acquiring the knowledge from years of experience in the business, should know how to master and handle in all details the task at hand.

Must Assume Leadership
One of the greatest handicaps I have in the development of my business is that I cannot, out of my own organization, get men to take hold of departments and assume leadership as fast as the opportunities develop. This is the problem every-

where in industry and the college man has before him the wonderful opportunity of filling up the gap. What has been said in this article of the college man applies in similar respect to the college woman. To supplement the college course, a secretarial course covering shorthand and typewriting should be taken. It is mostly through stenographic work that a woman gets her insight into business problems and with knowledge thus acquired, coupled with a trained mind, she can become a valuable asset in an insurance agency. In conclusion let me urge upon you a cultivation of the attributes of integrity and loyalty. Honesty is not merely the best policy; it is an absolute essential to business success. There is nothing that appeals so much to me as college spirit. You exemplify it in your athletic contests. As you pledge your support to your Alma Mater, so also be ever loyal in advancing the interest of your employer and your reward will be the crown of success.

THE VALLEY TRACK MEET

Nebraska is host today and tomorrow to the track teams of the Missouri Valley conference in their annual contest for track supremacy. The preliminary events will be completed this afternoon and the finals will be staged Saturday.

Interest in track has increased rapidly in the past few years. Standing out as the sport least tainted by professionalism, it has attracted the public eye. The spirit of keen competition, the sight of young men striving for honors, the knowledge of the necessity for rigid training—all have played their part in advancing track to the position it now holds in the sport world.

In addition to the competitive interest, another interesting fact concerning the 1928 track classic is that it is the last time that any athletic competition will be staged under the direction of the present Missouri Valley conference. For, while the track meet is being held, officials of the "Big Six" are meeting to formulate plans for the establishment of the new conference.

Nebraska extends a hearty welcome to the athletes participating in the meet and to those who are here to witness the classic.

Can Swing Anyway—Headline in the Omaha World-Herald. We could not determine whether it referred to students or a baseball player's ability at bat.

FACULTY DISAPPROVAL

That students have not been unduly excited by the traffic regulations recently imposed on R and Sixteenth streets by Lincoln city officials is indicated by the gathering cloud of faculty disapproval of the present regulations.

Day by day, The Daily Nebraskan has been questioning members of the faculty. The majority are as heartily out of sympathy with the influx of commercial traffic and the decrease in available parking space as are the majority of the student body.

Students hesitate to express themselves too vigorously on such subjects through fear of heaping the usual condemnation of the irrationality of youth. But in this case, at least, it appears that the fault of the students has been one of apathy rather than of over-emphasis.

The Daily Nebraskan believes that the University has a just grievance. Parallel parking has greatly decreased the parking areas available to student and faculty automobiles. This might have been justifiable if greater safety had been secured. To the contrary, the parallel parking has increased the dangers in the affected area by speeding up traffic and attracting a heavy city traffic plus the vicious trucking traffic which is as dangerous as it is noisy and unpleasant.

Lincoln wanted the University where it is. It wanted it had enough to keep it from being removed to the present College of Agriculture campus. It is now Lincoln's duty to adjust itself to giving the University

H. A. Koch Says Degree Doesn't Insure Success

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achieved only mediocrity in the various walks of life were dwelt upon with any emphasis, it would form a sweeping indictment against college training, and would rob the college man of all the higher aspirations he has in life.

Many Men Fail
But why dwell upon the failures of life? Men without number, cherishing high ambitions, have failed of attainment, and in disappointment have marched on in the ranks of toll solaced and comforted with the thought of what they might have attained had they been of the favored few endowed with the benefits of a college education. It is what is expected of the college men that points at him the finger of scorn and the comments of indignation when he fails to accomplish results, and achieve what should be his high ideal.

The writer of this article has, therefore, mainly in mind in the development of his theme, the setting out of the faults and shortcomings that may unconsciously be developed in undergraduate days, which if not eliminated will rise as a later barrier to the success of the college man in life. Every boy in college looks forward in expectancy to Commencement day. Did you ever stop to consider the significance of the word "commencement" as applied to the day on which the college student finishes his course and graduates? It is the commencement for him of life. It is the beginning for him of a career, for which all that came before was but a preparation. The trials, the struggles, the disappointments of life, are just to begin.

Obstacles Should Be Met
Would it not be better if the student in his training had been schooled to meet some of these obstacles? The student who works his way through college and is called upon to earn his sustenance, and the pay-

ment of his tuition, has a later beginning advantage in the business world. The student of means who does not have to concern himself about finances and who is given a liberal parental allowance, is creating an obstacle for himself that he will later regret.

There are agencies working in the modern college today, which if they put themselves to the study of the problem, could work toward a solution. College organizations especially fraternities, that are already doing so much good in a social way among the student body, should inaugurate a code of ethics, an honor roll so to speak, or some system whereby the student to gain respect and prestige among his associates would be required to show that he is a producer, a worker, and an earner. The man of means by such required efforts could, where the income he thus derives is not necessary for his sustenance, have it applied through his fraternity to some endowment fund for furthering the interests of the institution that later is to become his Alma Mater.

College Is Training Field
The college course is a training field. The athlete in conditioning himself for a season of intercollegiate contests denies himself physical comforts, and by close application to the task in hand, brings himself to a high plane of muscular development. Similarly, the student should master his mental development. The first task of self-reliance will have been accomplished when the student develops an income and becomes a producer. This can be furthered by an active participation in athletics if the student is physically adapted, or at least physical exercise to develop a healthy body so necessary to support an active mind. In addition, social contact along with mental development, can be obtained by literary, dramatic and debating society activities.

All these features thus far advocated and enumerated as part of the curriculum of training are really outside the ordinary course of studies.

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It Won't Be Long Now!
Roundup and Exams will soon be over—then summer farming, loafing—and what have you. Better line up your string of dates now—and get in a lot of heavy dancin' before the grand exodus. This summer you'll wish you were here—The floor is slick. The music is hot. The crowd is collegiate.—an' How! ANTELOPE PARK with The Collegians 10 Ultra Syncopators 5c per dance 5c per dance

Valley Track Stars Meet for Championship

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his varsity track men. But this is an age of dope upsets and it is through this agency that the Cornhuskers lay their hopes on gaining their sixth Valley outdoor track championship, all of the five preceding ones under the tutelage of "Indian" Schulte.

Keith, Oklahoma, is probably the most outstanding man who will appear in the meet. He is an all-victorious distance man in the mile and two mile runs this season and is likely to better the records in these events. Epstein, Missouri, and Johnson, Nebraska, should race it out for honors in the 880-yard run.

Contests in Dashes

The dashes will be hotly contested with Adkinson, Oklahoma; Grady, Kansas; Easter, Nebraska; Parks, Drake; and Engle, Iowa State as the men most likely to place. Hursley, Missouri, who has run the 440-yard event in 49.6 seconds this season, looms as the winner of that event. Bryce and Drake, Oklahoma; and English, Missouri, should fight it out for honors in the pole vault, with Ostian, Nebraska, a likely place winner.

The most interesting race of the meet, which opens the program each day will be the 120-yard high hurdle event. Trumble, Nebraska, looks good as a first but with Carmen and Dunson, Oklahoma; and his teammates Arganbright and Tompson to compete with, anything is likely to happen. Brown, Missouri; Howell, Oklahoma; Ganser, Washington; and Watt, Kansas Aggie stand out as prospects for places in the weight events.

Many other stars of prominence will compete in the meet and before the hot line is spoken in this spectacular show of strength, skill, and speed, some new Missouri Valley conference track and field records will no doubt be established to reign supreme unless the circuit is again disrupted.