

Editorial - Comment - Bulletin

Professional training with general background

Business today requires . . .

By Dean J. E. LeRocignol
College of Business Administration.

Ed. The following is the second of a series of guest articles dealing with the scope of the various departments and their needs. The college of business administration instituted at Nebraska in 1913 today ranks thirteenth in size among business colleges over the country. Dean LeRocignol, who has headed this college for the past 22 years is well qualified to discuss its work.

Inasmuch as collegiate schools of business are of comparatively recent origin, it may be well to state that the pioneer in this field was the Wharton School of Finance and Commerce of the University of Pennsylvania, founded in the year 1881. In 1898 the universities of California and Chicago again broke the academic ice, after which a number of other respectable institutions followed suit until, in the year 1916, the American Association of Collegiate Schools of Business was formed with California, Chicago, Columbia, Dartmouth, Harvard, Nebraska, New York, Northwestern, Ohio State, Pittsburgh, Texas, Tulane, and Wisconsin as charter members.

Since that time the movement has continued, and in the year 1939-1940 there were no less than 92 collegiate schools of business in the United States and Canada, with 114,129 students, of whom 94,619 were men and 19,510 were women.

This extraordinary development seems to show that the old system of entering a business at an early age and growing up with it has been found wanting in some respects. Certainly, business concerns are looking more and more to the colleges and

universities for recruits who have had a broad general education and some special training in business subjects.

In the curriculum of the college, therefore, one finds such essentials of a liberal education as English, history, natural science, political science, economics, mathematics, and psychology, and such vocational or professional studies as accounting, money and banking, finance, insurance, marketing, business law, business organization, and statistics, all of which have cultural value, while giving knowledge of the structure and functions of the business world and theoretical preparation for the practice of business and the duties of citizenship.

The curriculum, of course, is far from perfect but, as the proverb has it, "the proof of the pudding is the eating of it," and the success of our graduates seems to show that it is developing along the right lines and that it has helped many students of native ability to become, in the course of time, broad-gauge business executives such as the changing times demand.

Because of the fact that our students take as many "cultural" courses, we have happy relations with the arts college and, of course, we reciprocate by welcoming many arts students into our classes in economics and business. Our college, also, serves the other professional schools, especially the colleges of agriculture, engineering, pharmacy and law, all of which are preparing their students for occupations in which a knowledge of business theory and practice is very useful. For example, we have a special agreement with the college of law by which students who have completed our require-

ments in three years may take their first year of law in lieu of free electives and thus complete both professional courses in six years.

As our classes are large, our instructors are obliged to give most of their time and energy to the work of teaching; but they also manage to do a good deal of other work; carrying on research in their several subjects, the writing of books and articles, participating in the activities of national and local societies, serving on committees, and whatnot.

As to our needs, they are too numerous to mention here, but I will say that if we had a separate building and more money the college could and would expand its activities in many directions and serve the students and the state more effectively than ever before.

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A Daily-AWS dream . . .

Information to all students

. . . at last a reality

With the publication this morning of the first general university calendar compiled jointly by the DAILY NEBRASKAN and AWS, a final step has been taken on a project conceived a year ago by the AWS; of informing the entire student body of important administrative announcements and extra-curricular activities.

Besides being published in the NEBRASKAN, sufficient copies of this calendar will be printed on separate sheets to go to all those not subscribing to the DAILY.

Interest in this project was aroused by the charges of The Barb last semester that the NEBRASKAN failed to publish all meeting announce-

ments and failed to get those it did publish to all the students. Seeking to remove this deficiency, the DAILY editors became interested in printing a bulletin of this kind.

Already seeking the same end and with remarkable success, the AWS was printing weekly a calendar of women's activities, this calendar however, going to many of those who are subscribers to the NEBRASKAN. The advantage to both groups of consolidating and thereby reaching the entire campus without duplication became apparent. The consolidation was made; and the maiden issue of the new publication arrives on the stands this morning.

The success of this new service naturally will depend upon the cooperation of the organizations of the campus in letting their activities be known. That all may be represented we urge any group planning a meeting to call the NEBRASKAN office before noon on the Thursday of the preceding week.

And its value to the students will depend upon the use they make of it; by keeping it in his notebook or on the walls of his room, everyone will have a detailed picture of the activity program of the week.

With the aid of both organizations and readers, this service can be made worth while; without that cooperation, it is worthless.

Democracy—

(Continued from Page 1.)

ly careful that in responding to the need for economy in expenditure, we do not force men and women of intellectual capacity to leave our college faculties for fields more remunerative but less serviceable to the life of the community.

Present generation must lead.

In summing up his lecture, the speaker put it up to the present generation of university men and women to "evolve and make effective a program to save the fundamentals of democratic government and of a free system for the distribution of goods.

Besides the convocation, Charter Day was celebrated with a luncheon at the Union sponsored by the board of trustees of the university's Foundation; the annual business meeting of the board at one; and the Lincoln alumni club banquet at 6 in the Union ballroom. This latter was open to the public.

Potatoes—

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ogists test the progeny for disease resistance.

Plants grown in winter

Each year, plants of the desired

varieties and inbreds are grown in the greenhouse in midwinter. They are kept under strong light from 18 to 24 hours a day, low temperatures are maintained and the plants are fed with a nutrient solution. Blossoms are produced and the crossing is done in midwinter. In early spring, berries (or seed balls), are picked and the seed is removed. This seed may be planted in the greenhouse the following August.

Tubers from these plants are harvested in January and February. The tubers are kept warm so as to hasten the completion of their rest period and are then taken to western Nebraska where they are planted on irrigated land. Seasonal observations are made on the individual plant basis. From this population of 6,000 to 9,000 plants, no two of which are alike, tubers are saved from only about 300 of the most promising.

Notre Dame now has a flying field near its stadium.

Registration—

(Continued from Page 1.)

and emphasized two factors which were not influential at this time last year as largely responsible for the decrease. According to his statement, these factors are the selective service act and the opportunity for students to obtain employment in factories working in the United States defense program. He also reported that many women students are leaving school to accept second semester teaching positions.

Regarding the registration drop, Dr. Rosenlof said, "The second semester registration is 300 less than the registration figure of the first semester; but it is the natural thing that registration falls off in the second semester of a school year."

The dining hall at Farmville, Va., State Teachers college uses 240 dozen eggs, 525 gallons of milk and 900 pounds of sugar a week.

Filings still open Young Advocates for debate team to hear Campbell

With five students already registered, H. A. White, debate coach, announced today that students can still file for the varsity debate tryouts, Thursday evening, Feb. 20.

Assignments include affirmative, Jack Stewart, Eugene Curtis, and Edwin Carraker; negative, Don Farrens and Edward Warnsholz. The names of other students will be assigned to each side as filings are made.

Subject of the debate is: Resolved, that the United States should enter the war rather than see the defeat of the British Empire. Each man speaks for eight minutes only, and there will be no extra time for refutation, White said.

Men outshone the co-eds in sophomore comprehensive examinations at Wheaton College.

Clinton J. Campbell, president of the Nebraska Bar association at the time it was inaugurated, will be the featured speaker at a meeting of the Young Advocates, pre-law society, Feb. 20. His subject will be "Canons of Ethics for Lawyers."

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