

Know Your College . . . Service to State Industries Bizad Aim

(This is the second of a series of articles about colleges and schools within the University. The Daily Nebraskan is attempting to present the "dream," or plans for expansion, either of courses or of facilities within the college or school.)

BY TOM RISCHÉ

Are human wants ever satisfied?

Apparently so, for the College of Business Administration is happy with its equipment and classrooms. Its wish is not for additional space or lab aids, but to serve students and Nebraska industries better, according to Dean Earl S. Fullbrook.

The aim of the college is to place as many graduates as possible in Nebraska and the surrounding area. Most graduates, Fullbrook reported, are interested in finding jobs in their home state. They have been successful to a large degree.

Home Town Businesses

Many students in the college enter businesses in their home towns, frequently one built up by their fathers or relatives. Although no figures are available, Fullbrook estimated that a majority of graduates remain in this area.

The Business Administration college hopes to be able to expand in the field of research and institutes to aid state businesses. Although the program of institutes was interrupted by the war and by the heavy registration that followed, the college wants to build up the program again.

Among developments in this field, was the recent Cost Reduction conference sponsored by the Bizad college in co-operation with the Engineering college and the Associated Industries of Nebraska. Two prominent outside industrial consultants were brought to the campus for the meeting.

Monthly Publication

"Business in Nebraska," a monthly publication presenting business statistics for Nebraska, showing comparisons with the nation as a whole, is published by the bureau of business research. Individual statistics for some of the state's larger towns are included in this bulletin.

A research bulletin on "Economic Problems of Clay Center, Nebraska" will be published soon. Dr. Edgar Z. Palmer, chairman of the department of business research, visited the town, and



NEW MACHINE—E. B. Schmidt, associate professor of economics, demonstrates the "Vu Graph" to students Tom Kojler, Virgil Kendall, and Riley Royce. The machine, recently acquired by the biz ad college enables the instructor to project charts on a screen at the same time draw lines to illustrate different points.

with the help of assistants, made a study of the city's trading area. This group also studied methods of building up the city's business. The survey was made at the request of Clay Center businessmen. It is expected that this survey will be of interest to other Nebraska towns.

Another bulletin concerning "Alfalfa Dehydration Industry in Nebraska" was published in October, 1949. A. F. Dombrowski, research assistant in the department of Business Research, wrote the bulletin in co-operation with Dr. Palmer.

Bizad College History

Business Administration was organized as a college in 1919. It was one of the 14 charter members of the Collegiate Schools of Business, organized in 1916.

J. E. LeRossignol, who headed the school of commerce from 1913 to 1919, became dean of the college when it was first organized. John D. Clark served as dean from 1941 to 1946, when he resigned to become a member of President Truman's Council of

Economic Advisers. Fullbrook became dean in 1946 and has served since that time.

Enrollment in the college reached a peak in the 1947-48 semesters. As the veterans graduate, the enrollment is gradually decreasing. Fullbrook estimated that about five hundred will graduate in the academic year, 1949-50. About eighty students, an increase over previous years, are registered in the Graduate college this year.

Positions open to graduates include job in advertising, accounting, banking, insurance, transportation, manufacturing, domestic and foreign commerce and investments. For some time the demand qualified people to fill positions had exceeded the supply, although job opportunities have become slightly more scarce than during and after the war. Training for the secretaryship of Chamber of Commerce is also available in the college.

Senior Interviews

Many firms from the East as well as the Midwest and repre-

sentatives to interview seniors. During the past year representatives of many national firms, as well as a number of local concerns, visited the Nebraska campus. Among these have been General Electric, Continental Oil, Kresge's, Ford Motor company, Chase National bank, Penney's, Eastman Kodak company and the Federal Reserve staff.

A special committee of bizad faculty members helps students obtain positions upon graduation and keeps them informed of jobs after graduation.

Students registered in business administration are required to take 48 hours of economics and business organization and management courses, 46 hours of arts and science courses and 31 hours of electives. Ordinarily electives are selected from business administration but they may be taken in any department in the university.

Instructional Departments

The department of economics and business organization and management are instructional de-

partments. There are 39 full and part time instructors in these departments.

The department of business research, in cooperation with students and faculty members, makes studies of business conditions throughout Nebraska. Special training is offered advanced students in research projects, in preparation of reports upon business conditions, and in the preparation of periodical business reviews.

National Honorary

One hundred and forty-five hours of credit are required for graduation. Students in the upper classes of the college who maintain a high scholastic average are eligible to be elected to Beta Gamma Sigma, a national scholastic honorary, which is comparable to the Phi Beta Kappa in Arts and Sciences college.

Alpha Kappa Psi, Delta Sigma Pi, and Phi Chi Theta are national professional fraternities organized to encourage research in the field of business and to further high standards of business ethics.

Scholarships

A number of scholarships are available to students majoring in business administration; and assistantships are available to qualified students who registered in the Graduate college. Business research fellowships are offered by prominent Nebraska firms each year. Student reports of unusual merit are published business research bulletins.

Ten gold keys are donated annually by Nathan Gold to be awarded to the students in the freshman class with the highest scholastic averages. The three honoraries also offer awards to outstanding students.

IBM Still Stalled By 21 Courses

Delinquent grades are ten days over the deadline of Feb. 7, set by the administration for turning in reports.

Mr. Moses of the IBM department said today that grades from 21 classes are still out.

Without these grades, final computation of a student's work is impossible. Since all grades are calculated on IBM machines, it is necessary for all the grades to be done together.



STATISTICS LAB—Pictured above are economics statistics students at work in the statistics laboratory. This lab is equipped with 20 calculating machines. These machines perform all the arithmetic functions: addition, subtraction, multiplication and division. The lab is used by both economics statistics and accounting classes.

New EE Plant, Ferguson Hall, Meeting Topic

Ferguson hall, the new electrical engineering building which is being erected in place of old University hall, was discussed by Prof. Olin J. Ferguson, after whom the building was named, at a recent meeting of the student A.I.E.E.

Besides regular classrooms, the building contains a power laboratory in the single-story north wing which will house motors, generators, transformers, and other rotating equipment. This wing will be separated from the classroom section by a large plate glass window, so that equipment may be viewed from outside the lab.

The second floor, in addition to more classroom space, will contain the offices of the dean of the College of Engineering, Telephone, transmission, and television laboratories will be located on the third floor.

The astronomy department will have part of the roof area of the building. There will be several special laboratories and a student meeting room in the basement.

It was planned to have the building closed in by December, but construction is somewhat be-

hind schedule. The university hopes that it will be ready for occupancy by fall.

More than 300,000 Americans are planning to go to Italy for the Holy Year in 1950. The Passport Division of the Department of State is preparing to expedite passports for this large movement of tourists.

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Fifteen Groups Enter Kenton Ticket Contest

Fifteen men's organizations on campus have entered the "Kenton" ticket sales contest according to Wendy Gauger, chairman of campus ticket sales.

The contest, sponsored by the Union in connection of the Stan Kenton concert to be presented Feb. 22, will close Tuesday night, Feb. 21 at 5 p. m. The organization selling the most tickets to the concert will be host to June Christy, featured vocalist on the Kenton band, at dinner Wednesday, Feb. 22.

Tickets, now on sale by house representatives and at various booths on campus, are priced at \$1.20 for students. However, this reduced price is effective for only those buying tickets previous to the night of the concert.

"A capacity crowd of 8,000 is expected at the concert Wednesday night," said Paul Weltchek, publicity chairman. He also urged the purchase of tickets early on the part of students. "It not only saves 60 cents, but insures a better seat at the concert," he said.

Several committees of students have been working with the Union in connection with the concert. Herb Reese is general chairman of the Concert committee, with Paul Weltchek as publicity chairman, Bob Axtell, ticket sales chairman, and Marcell Pratt, arrangements.

Working under Weltchek on the publicity campaign are Chuck Weidmeyer, Hugh Follmer, Rod Riggs, By Hooper, Knox Jones and Norma Gammell.

Beloit U Extends Vacation Periods

A change from the ordinary has been the result of a faculty vote at Beloit, Wisconsin.

In previous years the policy of the college has been to release students for vacations in mid-week to resume classes in the middle of the week. Under the new arrangement vacations will now include more weekends.

This year spring vacation is extended to include both Palm Sunday and Easter Sunday beginning on Saturday, April 1, Tuesday, April 11.

Fem Fun

Last week the women's basketball intramural began with four games. All of the teams that participated had had two practices previous to the regular games. Terrace Hall and Alpha Chi Omega were the first teams to play in the intramural. Terrace hall defeated Alpha Chi team No. 2. The Kappa Deltas downed Delta Gamma team No. 1, while the Tri Deltas defeated Kappa team No. 2. Wilson Hall is still in the tournament after they defeated I. S. A.

The schedule for next week's games is: Monday Delta Gamma team 3 plays Alpha Xi Delta at 5:00. Tuesday Theta team 1 plays Phi Beta Phi. Wednesday Alpha Chi team 1 plays Theta team 3. Thursday Towne club plays Chi Omega.

'Dog's Life' Ends In Paternity Suit

The woman always pays. Ask Amber, or Ingrid, or Dusty. Dusty, canine mascot of Acacia fraternity at Syracuse university, Syracuse, N. Y., last week gave birth to six healthy little canines . . . father unknown. Acting as a spokesman for Dusty and the six little dust mops, Acacia immediately brought suit against the Alpha Sigma Phi mascot, Prince.

But for Dusty and for most other women . . . it's still a dog's life.

Classified

JOURNALISM STUDENTS (v) Reminder: Have you taken advantage of student educator rates available on magazines needed in your studies? Title or Life \$4.75, Newsweek \$4.50. (Less than 10¢ per copy). Fortune is 1¢ regular price only \$7.50. Also other magazines included, number of special rates.

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