

# History of the

## College of Business Administration

By DEAN ARTHUR B. ADAMS

THE present College of Business Administration of the University of Oklahoma had its humble beginning in 1913 when the School of Commerce and Industry was established as a subordinate division of the College of Arts and Sciences. When it was established, Professor Jerome Dowd, who was head of the Department of Sociology and Economics, was named director of the school. Arthur B. Adams at that time was employed as assistant professor of economics, and during the years 1913-14 and 1914-15 he taught all of the courses in business and in theoretical and applied economics which were given in the School of Commerce and Industry.

In the fall of 1915 Dr. T. Bruce Robb was employed as instructor in economics to teach the courses which were then being taught by Professor Adams, who took a leave of absence during the year 1915-16 to complete work for his doctor's degree. Upon his return to the University in the fall of 1916, at the request of Professor Dowd, the departments of sociology and economics were separated, and Dr. Adams was made director of the School of Commerce and Industry. During the year 1916-17 Professor Adams and Professor Robb taught all the economics and business courses given in that school.

In the spring of 1917 the name of the School of Commerce and Industry was changed to the School of Public and Private Business. Because of an increase in the number of students and additions to the number of courses offered by the school, Mr. Edmund Berrigan was then employed as an instructor in economics and accounting, and Dr. J. Ray Cable was appointed assistant professor of economics. During the summer of 1917 Dr. Adams secured a leave of absence from the University to act as economist for the Federal Trade Commission in Washington, D.C., and did not return to the University until the fall of 1919.

During the period of World War No. 1 (1917-19), Professors Robb, Cable, and Berrigan constituted the personnel of the faculty of the School of Public and Private Business. At that time, a good many short business courses (referred to as S. A. T. C. courses) were offered by the school. Upon Dr. Adams' return to the University in the fall of 1919, the S. A. T. C. courses were discontinued, and several new semester courses were introduced,

such as business law, office methods, business correspondence, secretarial work, etc.

During the years 1920-23 the demand for work in the field of business grew very rapidly, as evidenced by a rapid increase in student enrolment in the courses. It was necessary, therefore, to add new courses and new instructors. In the spring of 1920 Mrs. Alice C. Wolverton was appointed as instructor in secretarial science. In the spring of 1921, William H. Walter was appointed as instructor in economics. The same year, Horace Taylor was appointed assistant in economics to teach theoretical courses in that field (Dr. Taylor is now professor of economics at Columbia University); and Thomas Garrett Logan was appointed as a teaching fellow in economics to teach the business law courses.

IN the spring of 1922 Professor T. Bruce Robb resigned to take a professorship in the University of Missouri, and Isaac J. Sollenberger was employed as assistant professor of economics to take his place as teacher of the courses in money and banking and in finance. Also during the spring Edgar J. Johnson (now professor of economics at New York University) was employed as instructor in economics to teach the courses taught by William H. Walter, who resigned. At that time, W. K. Newton was employed as an additional instructor in accounting.

In May, 1923, the Board of Regents changed the name of the School of Public and Private Business to the School of Business and organized it as a separate two-year (junior-senior) school of the University and authorized it to confer the degree of Bachelor of Science in Business. At the time of the separation from the College of Arts and Sciences (1923), the Board of Regents selected Dr. Adams as dean of the School of Business.

At the time of its organization as a degree-granting division of the University, the faculty of the School of Business adopted and published the following statement of the school's aims and scope:

"The School of Business was organized for the purpose of meeting the needs of the prospective business man in the same way that schools of engineering, law, medicine, and theology have been organized to meet the professional needs of prospective engineers, lawyers, physicians, and ministers. Business knowledge and ex-

perience have become so systematized in most branches of economic activity that they can be taught in classrooms; in short, *business* in its higher sense has come to be as much a learned profession as engineering, law, medicine, or other similar professions; and business demands a thorough scientific and practical training of those who make a success in its various fields.

"The School of Business stresses the cultural side of training; it aims to turn out not only technically trained students in business subjects, but also men and women of broad vision and culture. For this reason, students are required to have two years of college training of a broad, fundamental character before taking up the specialized courses in the School of Business. The professional courses offered are designed especially to prepare students for business occupations and professions such as the following: accountancy, investment and commercial banking, federal and state government service, foreign trade, secretarial work, insurance, and merchandise—wholesale and retail."

In accordance with this statement, a four-year curriculum leading to the degree of Bachelor of Science in Business was adopted by the business faculty. The general pattern of this original curriculum is still followed by the College of Business Administration. It is a justifiable gratification to the University of Oklahoma as well as to the faculty of the College of Business Administration that the curriculum pattern of this college has been copied by several collegiate schools of business in this country as well as in Canada and Great Britain.

At the same time (spring of 1923), Dr. Floyd L. Vaughan was added to the faculty as professor of economics to teach courses in marketing and transportation. Leonard Logan was appointed assistant professor of economics to teach the courses handled by Assistant Professor J. Ray Cable, who resigned to take a position on the faculty of Washington University in St. Louis. Also at that time Horace Taylor resigned to accept a fellowship at Columbia University, and Garrett Logan resigned as a teaching assistant to enter the practice of law at Tulsa, Oklahoma. James C. Powell was appointed to take over the work handled by Garrett Logan in business law.

During the year of 1923-24 many new

courses in the field of business were added, such as courses in investments, the petroleum industry, advertising, credits and collections, and additional courses in accounting, business law, etc. In the spring of 1924, Arthur Hallam became assistant professor of economics to teach the courses in advertising and salesmanship, and Miss Rose Leske became instructor in secretarial work to take over the courses handled by Mrs. Wolverton, who resigned. In September, 1925, Dr. William A. Schaper was appointed professor of economics to teach courses in the field of finance, and Edgar J. Johnson resigned to pursue further graduate work.

Up to the fall of 1925 all the business courses offered by the School of Business were given under the Department of Economics. At that time, the School of Business was departmentalized, with the following departments: Economics, Finance, Business Administration, Accounting, Business Law, and Secretarial Work. Dean Adams remained as head of the Department of Economics; Professor Schaper became head of the Department of Finance; Professor Vaughan, head of the Department of Business Administration; Professor Berrigan, head of the Department of Accounting; Professor Powell, head of the Department of Business Law; and Miss Leske, head of the Department of Secretarial Work. All the business courses offered by the school were divided among these different departments according to contents of each, and a number of new courses were added by the various new departments.

In the spring of 1925 the School of Business of the University of Oklahoma was admitted as a member of the American Association of Collegiate Schools of Business. This association is the standardizing agency for the collegiate schools of business in the United States. The association accepts as members only collegiate schools of business which are able to comply with the high academic standards set by it.

In May, 1926, John B. Ewing was appointed assistant professor of economics. In the spring of 1927 the Board of Regents created the Bureau of Business Research as a sub-division of the College of Business Administration. At this time Edward C. Petty was employed as assistant director of this bureau and as assistant professor of business administration. The greater part of the work of the Bureau of Business Research was to be and is carried on by the various faculty members of the college. Immediately following its creation, the bureau began to issue a monthly bulletin on business conditions in Oklahoma. This bulletin is now widely known and highly valued among the business men of this state as well as by many large business firms outside the state.

Also in the spring of 1927 Assistant Professor Arthur Hallam resigned to take

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## OUR OWN O.U. ROLL CALL

**FRANK SHAW**  
(Class of '27)



Our biographical sketch of Frank Shaw is about a young man in whom we find that rare combination of business ability and artistic talent.

Frank entered the School of Business at O. U. in the fall of 1923, and his leaning toward cartooning and drawing immediately cropped up as an extra-curricular activity. He was a member of the art staff of the Whirlwind and of the Sooner Annual all four years he was at the University, the last two years being Art Editor of both publications. He was a member of the Delta Upsilon fraternity.

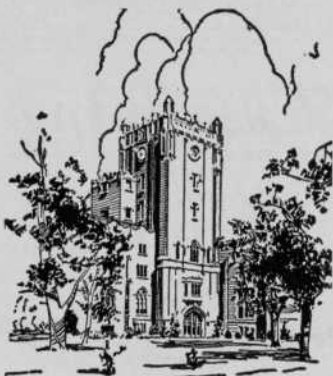
Frank started working for the First National Bank and Trust Company in June, 1923, as a messenger boy. During his college course he continued to work at the Bank during summer vacations and after graduation started as a special teller, later becoming paying teller and receiving teller. He is now a general utility teller and chief clerk and advertising assistant. Those artistic posters and amusing cartoons you frequently see on the lobby display cards in the Bank show that Frank is putting his creative talent to business use in a most effective way.

He married Dorothy Hawk of Oklahoma City in June, 1927, and they have three sons, Richard, thirteen, Tommy, eleven, and Billy, nine.

Frank is a member of the Central Presbyterian Church and shows continued interest in civic activities through his work on Y.M.C.A., Community Fund, Boy Scouts, and other campaigns. He is a member of the Board of Directors of the Good Samaritan Life Association, the insurance association of the Odd Fellows Lodge.

From the foregoing, it wouldn't be difficult to guess that Frank's hobby is his art work, but he does enjoy a good game of bridge. And he gets special pleasure when his O. U. friends and classmates drop in at the bank to see him.

**The FIRST NATIONAL BANK  
AND TRUST COMPANY  
OF OKLAHOMA CITY**



### Connecting Link

On the O.U. campus, the Oklahoma Memorial Union is the connecting link that brings together students, faculty and alumni in pleasant, enjoyable surroundings. It's your home on the campus.

### Oklahoma Memorial Union

University of Oklahoma, Norman

## History

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a job in private industry, and Dr. Joseph H. Rhoads was employed as assistant professor of business administration to take over the classes taught by Mr. Hallam. At the same time, Dr. Karl D. Reyer was appointed as associate professor of business administration to teach new courses in the field of business management. Albert E. Chandler also was appointed as associate professor of economics and statistics. At the same time, Dewey L. Barnes was appointed as an additional assistant professor of accounting, John W. Hybarger was employed as assistant professor of business communication, and Ivar Axelson was appointed as instructor in economics. There were no changes in the teaching personnel during the years 1927-28 and 1928-29.

In conjunction with the Graduate School of the University, the College of Business Administration, in the winter of 1927-28, first offered a graduate curriculum for the degree of Master of Business Administration. While there has not been a large demand on the part of students or graduate work in this field, the number of those working toward this master's degree has increased gradually from year to year.

In July, 1929, the Board of Regents raised the School of Business from a two-year degree-granting school to a four-year college and changed its name to the College of Business Administration.

In the spring of 1929 H. Grady Sloan was appointed assistant professor of economics, and Professor Ewing took a year's leave of absence to complete work for his doctor's degree. Then, in the spring of 1930 Dr. Frederick L. Ryan and Dr. Findley Weaver were each appointed as assistant professor of economics. These two new teachers took over the classes taught by Leonard Logan and Ivar Axelson, each of whom secured a leave of absence to pursue graduate work toward the doctor's degree. In the fall of 1931 Mr. Logan returned to the college as Dr. Logan and as associate professor of economics. At that time Mr. Axelson submitted his resignation, and Dr. Weaver took a year's leave of absence to teach at Pennsylvania State College.

In the fall of 1932 Dr. Elgin Groseclose was employed as assistant professor of business communication to take over the classes of Professor John Hybarger, who became seriously ill and who died of the illness a year later. Also in the fall of 1932, Dr. Findley Weaver returned to the University as assistant professor of business administration to teach the courses taught by Dr. Joseph H. Rhoads, who resigned to accept a position at the University of Omaha.

There were no changes in the faculty personnel for the year 1933-4 until the second semester when Dr. John Ewing



secured a leave of absence to become a labor official in the N.R.A., and Virgle G. Wilhite was appointed as acting assistant professor of economics to take over Dr. Ewing's classes. Dr. Ewing returned to the University as assistant professor of economics for the second semester of 1934-35, and Professor Wilhite remained as a permanent addition to the faculty.

In the spring of 1935, three new additions were made to the faculty of the college as follows: Dr. Ronald B. Shuman was appointed as acting assistant professor of business administration to take over the courses taught by Assistant Professor Petty, who secured a leave of absence to become statistician for the State Planning Board. Dr. Findley Weaver assumed Professor Petty's work as assistant director of the Bureau of Business Research and was later named director of the bureau. Arnold W. Johnson was appointed assistant professor of accounting to teach new courses introduced by that department. William H. Butterfield was appointed as instructor in business communication to take over the courses taught by Dr. Elgin Groseclose, who secured a leave of absence to do some special work for the Federal Communications Commission in Washington, D. C. Dr. Groseclose afterwards resigned his position as a member of the faculty of the College of Business Administration. Also in the spring of 1935, Dr. Leonard Logan secured a leave of absence to become assistant director of the Oklahoma State Planning Board. He afterwards returned to the University as director of University short courses and later became professor of sociology.

During the winter of 1935-36 the Department of Business Administration was divided into two departments, the Department of Business Management and the Department of Marketing. Professor Karl D. Reyer was made head of the Department of Business Management, and all the courses in the old Department of Business Administration which related to the management aspect of business were placed in this new department. Professor Floyd L. Vaughan was made head of the Department of Marketing, and all courses relating to marketing, sales, credits, advertising, and transportation were placed in the Marketing Department.

During the spring of that year (1936), because of advancing age, Professor Berrigan retired as head of the Department of Accounting, and Professor W. K. Newton was made head of that department. At the same time, Thomas Z. Wright was employed as assistant professor of business law to teach the new courses in business law made necessary by the large increase in enrolment in that department. In the fall of that year Professor Petty returned to the University as assistant professor of business management.

In September, 1936, the College of Business Administration moved into the new Business Administration Building on the

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campus. This beautiful and commodious building was generously provided by a state legislative appropriation of \$250,000 to be used in the construction of the building. The Business Administration Building compares favorably in appearance, classrooms, laboratories, library facilities, and office space with the outstanding business administration buildings in the United States. More important than appearance, the new building gave the College of Business Administration space in which to carry on its expanding work; the large increase in student enrolment in the college since its occupancy of the building demonstrated the great need for such a home for the college.

In February, 1937, Dr. John B. Ewing resigned his faculty position to take a place as an expert with the National Security Board in Washington, D. C., and Benjamin F. Brooks was appointed as acting assistant professor of economics to teach the courses in economics taught by Professor Ewing.

From the time of its establishment, the dean and the faculty of the College of Business Administration have endeavored to co-operate with business firms in the southwestern territory in placing its graduates in their first jobs in the business world. This placement work has grown gradually until in connection with the dean's office there has been built up a fairly large placement service for graduates. Each year an increasing number of the leading business firms send their personnel representatives here to interview business graduating seniors. Partly because of this placement service, even during periods of business depression, most of the graduates of the College of Business Administration have been able to secure good jobs in the business world.

In the spring of 1937 a large number of changes in faculty personnel were made. At that time Dr. Charles F. Daily was appointed assistant professor of economics and assistant to the dean of the college, and Professor Edward C. Petty took a leave of absence to do graduate work in the University of Southern California. Dr. John A. Griswold was appointed associate professor of finance to teach the new courses introduced by that department. George A. Hoke was appointed assistant professor of economics to teach the courses taught by Dr. Frederick Ryan, who resigned to accept a position with the National Labor Relations Board, and Dr. Gilbert Harold was appointed associate professor of economics.

In the summer of 1937 Dr. Karl D. Reyer resigned to accept a professorship at Louisiana State University, and Dr. Robert W. Field was appointed as assistant professor of business management to take over Dr. Reyer's courses. In the fall of 1937 Ernest E. Hatfield was appointed as assistant professor of secretarial science. Also in the fall of that year, because of the rapid increase in the number of students taking

accounting, Quentin M. Spradling was appointed instructor in accounting.

In the spring of 1938 Ivin G. Richardson was appointed assistant professor of business communication to take over the courses taught by Professor Butterfield, who secured a leave of absence to do sales promotion work with a book publishing company. At the same time Augustin L. Cosgrove was appointed instructor in business communication to teach additional sections of courses in that subject, made necessary by the increase in the number of students taking business English courses. Other faculty change made at that time were: Dr. Claude A. Campbell was added to the economics faculty as assistant professor to teach the courses taught by Professor Brooks who resigned to complete his graduate work; Quentin M. Spradling resigned as instructor in accounting, and LeRoy O. Smith was appointed to his position as instructor.

Largely as a result of the employment of Professor Hatfield in the Department of Secretarial Science, that department's work was greatly expanded. The College of Business Administration in conjunction with the College of Education now offers a curriculum to train commercial teachers. Also, the Department of Secretarial Science is now sponsoring a two-year (freshman-sophomore) secretarial science course to give training to students who are able to attend the University only two years and who want to become proficient office workers.

In the spring of 1939 Dr. Philip C. Albertson was appointed assistant professor of economics to teach the courses taught by Dr. Harold, who was transferred to the Department of Finance to teach the courses given by Dr. William A. Schaper, who retired from the faculty because of age. In the summer of 1939 Professor Edmund Berrigan died, and V. Lauren Shelton was appointed as instructor in accounting to fill the vacancy made by Professor Berrigan's death. In the fall of 1939 Edward C. Petty returned to the University as associate professor of economics.

Also in September of that year, Professor William H. Butterfield returned as associate professor of business communication. It was at that time also that the number of courses in business communication were increased and organized into a separate Department of Business Communication. Work in this department has been greatly expanded by Professor Butterfield and Mr. Cosgrove. When Professor Chandler resigned in the fall of 1939 to accept a position with an oil company in Dallas, Professor Richardson was transferred from business communication to economics and statistics to teach the statistics taught by Professor Chandler.

In the spring of 1940 Dr. Griswold, head of the Department of Finance, took a one year's leave of absence to do research work in the East, and Dr. Claude A.

Campbell was transferred from the Department of Economics to the Department of Finance to take over the courses taught by Dr. Griswold, and Dr. Gilbert Harold was made acting head of the Department of Finance. Dr. Ronald Shuman, head of the Department of Business Management, took a leave of absence the second semester of the year 1940-41 to do work as expert adviser to the National Resources Planning Board, and Frank F. Henry was appointed as acting assistant professor of business management to teach Dr. Shuman's courses.

The University of Oklahoma College of Business Administration has expanded to become one of the ten largest collegiate schools of business in the United States. Following are statistics on its growth:

YEAR	STUDENTS	
	ENROLLED	NUMBER GRADUATES
1923-24	100	23
1924-25	160	26
1925-26	184	41
1926-27	205	41
1927-28	273	62
1928-29	308	87
1929-30	745	91
1930-31	781	89
1931-32	785	94
1932-33	764	95
1933-34	808	87
1934-35	873	83
1935-36	949	114
1936-37	999	132
1937-38	1,111	142
1938-39	1,171	150
1939-40	1,408	207
1940-41	1,092	139*

\*June only. Approximately 20 degrees will be granted in August.

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## Sports Review

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wanted new free homes in the Indian country were required by the United States government to start together from a given line at a given hour so all would have an even start in the spectacular dash to stake out homesteads. However, several days before the run a few of the more enterprising slipped past soldiers guarding the line and staked out choice claims. They were known as "Sooners" because they settled the land sooner than they were supposed to.

**Stadium**—Oklahoma Memorial stadium on Owen field, named for Bennie Owen, beloved coach from 1905 through 1926. Capacity 30,000.

**Largest Crowd at Norman**—Set last year when auditor's report showed 33,377 (a full house) saw the Nebraska-Oklahoma game November 2, 1940. Wooden bleacher seats were constructed just off each end zone to help care for the overflow crowd.

**Final Big Six Standings 1940—**

	W	L	Pct.	Pts.	Opp. Pts.
Nebraska	5	0	1.000	127	21
Oklahoma	4	1	.800	54	20
Missouri	3	2	.600	106	74
Iowa State	2	3	.400	52	71
Kansas State	1	4	.200	33	70
Kansas	5	5	.000	22	138