

# Booming BA Dept. Leading All Others in Total Students

By FRANK DAVIS

Ever wonder what the largest department in the college is?

The answer might surprise a number of people. The new Business Administration Department, formerly the Business and Accounting Department, has steadily increased its enrollment until today it ranks as the number one department in size.

The number of B. A. majors, according to department head T. W. Leland, has increased from 537 in the 1946-47 school year to a total of 940 during the past year. The faculty has increased from 17 in 1946 to the present 28.

The department became the Business Administration Department this summer after it had requested the Board of Directors to approve a provision allowing a BBA degree to replace the old Bachelor of Science degree. Provision was also made for a MBA to substitute for the MS degree.

"The purpose of this title change," Leland said, "is to set up a degree that will better describe the student's background of study."

## Degree Popular

This particular degree is growing in popularity in other schools, where they commonly offer the BBA degree, Leland added.

Last year the department added sufficient curricula to make A&M's

Business Administration Department comparable with other schools.

The curricula added to the already existing accounting, building products marketing, and general business majors were finance, insurance, marketing, personnel management, and statistics.

That the department is rapidly expanding is noticeable from the large number of new required and elective courses being offered in September.

To the curriculum in accounting, B. A. 403, Income Tax, has been added. An elective course B. A. 313, Machine Methods of Accounting, is also offered. Three elective courses were added to the curriculum in marketing. They are B. A. 318, Wholesaling; B. A. 456, Applied Salesmanship; and B. A. 447, Advertising Copy.

## For "Statics" Students

Business students majoring in statistics will find new courses B. A. 317, Punch Card Methods; B. A. 319, Applied Business Statistics; B. A. 429, Advanced Statistics Method; and B. A. 444, Sampling Procedure. The curriculum in finance has

been enlarged with the addition of two required and three elective courses. The required courses are B. A. 432, Security Analysis, and B. A. 434, Problems of Finance. Electives include B. A. 438, Commercial Bank Management; B. A. 440, Real Estate Fundamentals; and B. A. 442, Real Estate Practice.

## Other New Courses

Insurance and personnel management curricula now carry B. A. 324, Casualty Insurance and Suretyship; B. A. 440, Real Estate Fundamentals; and B. A. 437, Applied Life Insurance for the Insurance curriculum, and B. A. 423, Personnel Policies and Techniques for personnel management.

The increased enrollment in the field and the additional courses offered have presented the problem of quarters. The result is the new wing on Francis Hall which will provide needed offices and classrooms.

A look into the future will find the department occupying the whole of Francis Hall. That, however, will be several years hence, Leland said. The department will continue to occupy quarters in the temporary barracks area.

Leland returned Tuesday night from The University of California at Berkeley where he had been teaching courses in auditing and income tax since June 19.



Comprising the staff of Lipscomb's Pharmacy are, (left to right), Mrs. Oscar Gregg, Maggie Miller, Coleen Hood, Ann Lynn, S. A. Lipscomb, Mrs. Rich, O. K. Smith, and E. P. Bennet. Lipscomb has

been in some phase of the drug business for thirty-eight years, and had been a registered pharmacist for thirty-two years.

## CS Business Review . . .

# Lipscomb Attributes Success To Experience of 38 Years

By DALE WALSTON

S. A. Lipscomb has thirty-eight years of experience in the drug business to back him in the operation of Lipscomb's Pharmacy. He has been a registered pharmacist for thirty-two of those thirty-eight years.

Before starting in the drug business, Lipscomb played professional baseball. For seven years he traveled all over the country playing

**Nancy Reynolds Honored at Supper**

Mrs. Gibb Gilchrist and Mrs. Charles N. Shepardson honored Miss Nancy Reynolds of College Station with a buffet supper Tuesday evening on the lawn of the Gilchrist home.

Canasta and bridge were played by the guests after supper. Sharing the courtesies with the honoree and the hostesses were Mrs. E. B. Reynolds, mother of the bride-to-be, Mrs. R. J. Dunn, Misses Jane Wilson, Della Ann Young, Liz Miller, Celeste Curran, Dorothy Spriggs, Sara Price, Joan Ruppel, Elsie Gray, and Betty Potter.

Also present were Judy McQuillen, Alice Marie Young, Lou Ann Smith, Patsy Bomen, Anna Jean Godbey, Lou Burgess, Joyce Patranello, Barbara Belcher, Barbara Birdwell, Louise Street, Janice Hilderbrandt, and Sara Puddy.

**Guests Honored at Bridge Luncheon**

Mrs. L. P. Gabbard entertained with a bridge luncheon Tuesday in honor of Miss Esther Mason of Philadelphia, and Miss Jean Archibold of Indiana.

Miss Mason is visiting her sister, Mrs. R. D. Lewis. Miss Archibold is visiting her cousin, Mrs. Charles Shepardson.

Mrs. R. M. Sherwood won the prize for the high bridge score of the afternoon's playing. The honoree received gifts from the hostess.

About sixteen guests shared the afternoon of luncheon and bridge with the honorees and the hostess at her home in Oakwood residential area.

ing with several different teams. In 1912, Lipscomb went to work for a pharmacy in Hubbard. In 1915, he bought a store of his own in Weatherford, where he stayed for several years. His next move was to Dallas, where he again operated a pharmacy.

**Traveling Salesman**  
A job as a traveling salesman followed next. Working for the Sunset Drug Company of San Antonio, Lipscomb traveled the Corpus Christi and valley area. He came to College Station in 1928 to manage the Casey and Sparks Pharmacy across Main Street from his present store.

Nine years later in 1937, Lipscomb built his own store at the west corner of Main and Sulphur Springs Road.

During his years of travel and work for various stores, he found time to work on his degree in pharmacy, and became a certified pharmacist in 1918.

Last September, the Lipscomb store was completely redecorated and modernized. It has been air-conditioned since 1940, and had one of the last air-conditioning units installed before the war.

Air conditioning units were practically impossible to find in 1940. Lipscomb happened to find one while he was traveling, and had it sent to College Station. As soon as it arrived, Lipscomb had it installed, but almost not soon enough.

**Equipment Frozen**  
The installation was completed, and while tests were being run the next day, word was received that all such equipment was frozen. If Lipscomb had been one day later in installing the air-conditioner, he would have had to hold it until the end of the war before he could have utilized it.

Lipscomb is very active in College Station community life. He is a member of the Kiwanis Club, and a Civic Club, and is a representative of the A&M Former Students Club of Brazos County. He is president and a member of the board of directors of the College Station State Bank.

**Co-Sponsors Awards**  
Every year Lipscomb co-sponsors, with "Flop" Colson, sports awards in all the major sports. Awards are given to the most valuable player in football, basketball, baseball, and track. Awards are also given to the captains in each of these major sports.

Assisting Lipscomb in the Prescription Department of the pharmacy are E. P. Bennet and O. K. Smith. Bennet was a February graduate from the University of Texas. Smith, who has been a pharmacist for twenty-two years, has been with Lipscomb for eleven years. He is a graduate of the Danforth School of Pharmacy.

Mrs. Rich is in charge of the cosmetic department, and Mrs. Oscar Gregg is the head cashier. Working at the fountain are Maggie Miller, Coleen Hood, and Ann Lynn.

## Pact Countries Plan Command

London, Aug. 3 —(AP)—The 12 North Atlantic pact countries are planning to set up a joint, London-based military high command, informed sources said yesterday.

The military agencies of the Atlantic Pact countries now report to the American-British-French standing group in Washington.

The group's leaders—U. S. Lt. Gen. Willis Crittenger, Britain's RAF Marshal Lord Tedder and Lt. Gen. Paul Ely of the French army—arrived Tuesday for a two-day talk with the pact's council of deputies, no meeting here.

The new command would furnish on-the-spot coordination of such pact agencies as the alliance's Scandinavian, west European and Mediterranean regional defense planning groups its supply and production board and the air and shipping committees.

The new command would be responsible to the council of deputies, whose next step is reported to be figuring out how the western countries can fill the gap between the needs of their defense and what they have ready—at least in terms of airplanes, guns, tanks, steel and other war goods.

French delegates were said in Paris to favor a pool lumping all troops—including American—in one force, or at least a pooling of pact financial resources for defense purposes.

## Surprise Shower Honors Miss Wilson

Miss Jane Wilson, bride-to-be of Joe Marion Thomas, was given a surprise shower in Houston Saturday night by Mrs. Lillie Mae Thomas, mother of the future bridegroom.

Miss Wilson was entertained at Moody Park with a picnic supper. Her mother, Mrs. Emma Wilson, and about thirty of her friends shared the party with her.

## MSC To Beat Heat With Air Conditioning

"Beat the heat" could easily be the motto of the new Memorial Student Center. Completely air-conditioned, the building will be the answer to college's hot weather problems.

The Memorial Student Center is equipped with the best type of air-conditioning on the market," said C. B. Brock, assistant building superintendent.

The York Company, air-conditioning and refrigeration firm, is the manufacturer of the 300 tons of air-conditioning equipment. The system, responsible for the maintenance of an approximate 74 degree temperature, chills the water to 45 degrees before it enters the coils to cool the air intake.

The system is an open-air type, which prevents a loss of suction through the pumps, Brock said. Water is stored in a reservoir three stories above the pumps, and the gravitational pull on water helps to prevent this loss of suction.

The cooling unit, said Brock, is powered by two 150 horsepower electric motors and condenses the refrigerant fluid, freon, for the cooling effect.

Safety devices which cut off or adjust the phases of the air-conditioner protect the unit from damage.

**Reception to Honor Brides-to-be Tonight**

Miss Joyce Patranello and her mother, Mrs. Luke Patranello, will hold a reception honoring Miss Jane Wilson and Miss Nancy Reynolds this evening from 7:30 until 10.

Guests will be entertained on the lawn of the Patranello home in College Park. Both honorees will be August brides.

## Battalion CLASSIFIED ADS

Page 4 TSURSDAY, AUGUST 3, 1950

**WANTED**  
STUDENT TO DO ART WORK for Student Publications. Long hours, low pay. If interested, bring sample of your work to room 211 Goodwin Hall, in the afternoon. Hours may be arranged to suit convenience of student. Should be able to do free hand drawing with pencil and India ink. Prefer a student who is interested in learning mechanics of magazine design.

**FOR SALE**  
GREY '38 CHRYSLER Royal, 4-door sedan. Paint good, runs good. Price \$150.00. Call after 5 p.m., B-3-K, College View.

**FOR RENT**  
2 1/2 FT. SCHULZ TRAILER—12 x 18 room. Trailer L-4, Area 3, call anytime.

**PROMPT RADIO SERVICE**  
—Call—  
Soslík's Radio Service  
712 S. Main St.  
Ph. 2-1941 Bryan

**PERSONAL**  
Margaret,  
Will you please return my letters?  
Frank

**MISCELLANEOUS**  
CALL 6-1402 for quick estimates on cabinet work nursery equipment, and other built to order items of excellent quality.

**BE A GOOD CITIZEN.** Don't hold out for inflated prices. Sell those out-dated books to Poor Ole Lou. We pay premiums for History 105-106, History 306.

We pay the highest prices for Used Books—  
We maintain wholesale and retail lists the year 'round.

GET OUR PRICES BEFORE SELLING  
THE EXCHANGE STORE

"Serving Texas Aggies"

## For The Ideal Gift

Send a Subscription to The Battalion!

Published 5 times a week during the regular session; four times a week during the summer session.

SUBSCRIPTION PRICE \$6.00 FOR 12 MONTHS;

\$3.00 FOR SIX MONTHS

Inclosed find my check or money order for.....

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Address.....

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## GET YOUR PREMIUMS NOW!

We need to know how we stand—just how many redeemable cash register tickets are outstanding, waiting to be redeemed. We ask your cooperation in redeeming your slips during the first twelve days of August.

To encourage this, we will withdraw our recently announced increased redemption value of the slips, reverting back at least temporarily from  $1\frac{1}{2}\%$  to  $1\%$  effective Aug. 14. Within a week to ten days thereafter, we will determine whether to remain on the  $1\%$  basis or to return to the higher redemption value.

You have a choice of California pottery, steak knives, carving sets, thread cabinets, or life size dolls.

## BAKE A PIE

No. 2 Cans Hunt's, In Extra Heavy Syrup

Boysenberries . can 25c

Regular Size Pillsbury's (19c Value)

Pie Crust Mix . . . . . 15c

No. 2 Cans Half-slices Hawaiian—Ukelele

Pineapple . . . . . can 27c

Popular Brands

Cigarettes . . carton \$1.86

Morrell's Spiced Luncheon Meat—12 Oz. Can

Snack . . . . . can 39c

Convenient "Middle Size" Can—No. 300—Rusk

Tomatoes . . . . . 3 cans 25c

Regular 39c Size Cans—Libby's

Corned Beef Hash . can 29c

12 Oz. Jar — Peter Pan

Peanut Butter . . . jar 29c

Regular \$2.75 Value

## Genuine Holiday CALIF. POTTERY

5-Piece Place Setting \$5.00 in trade and \$1.59 in cash; Or, prior to August 13, \$121.67 in trade; After August 13, \$164.00 in trade.

Francis H. Leggett's (Premier) Economy In Pliofilm Bag

Coffee . . . . . lb. 69c

Money back if not completely satisfied

Clean, White Infertile

Pullet Eggs . . 3 doz. \$1.00

Identical in quality to our best grade eggs.

Wrapped in Aluminum Foil. Bluebonnet Quarters

Colored Oleo . . . lb. 27c

(We Reserve the Right to Limit Quantities)

Specials for Thursday afternoon, Fri. and Sat., Aug. 3-5

## Southside Food Market

Save Your Cash Register Receipts. Valuable Premiums Await You.

Meadolake Oleo . . lb. 10c

(If a 1940 Dime)

Chocolate Chips, Nestles

Chocolate Morsels . . 19c

Everyday Price

Crisco . . . . . 3 lbs. 85c

Marvins Ends and Pieces

Vienna Sausage . 3 cans 25c

16 Count Tenderleaf

Tea Bags . . . . . 18c

Regular 14 Oz. Bottle

Monarch Catsup . . . . 19c

## MARKET SPECIALS

From F & B Station. Weigh 3 to  $4\frac{1}{2}$  Lbs. Tender

Turkey Fryers . . . lb. 65c

(Only a limited number available. Excellent for deep freeze. We will cut and wrap for small additional charge)

Decker's Tall Korn Sliced

Breakfast Bacon . . lb. 49c

Fresh, Fully

Dressed Hens . . . . lb. 42c

Fresh

Calf Liver . . . . . lb. 69c

Baby Beef

Short Ribs . . . . . lb. 45c

## FROZEN FOODS

Choice—6 Oz.

Snow Crop Juices, 2 cans 45c

Product of Norway—Boneless

Catfish . . . . . lb. 55c

## FRESH FRUITS AND VEGETABLES

Pecos Valley

Cantaloupes . . . . each 17c

Gravenstein—New Crop

Apples . . . . . lb. 18c

South American

Bananas . . . . . 2 lbs. 27c

Washington State

Bartlett Pears . . . lb. 15c

Snowball

Cauliflower . . . . lb. 17c

Fresh

Beets . . . . . bunch 9c

Crisp, Green—Large Stalk

Celery . . . . . 15c

Golden Bantam

Fresh Corn . . . 3 ears 17c