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THE COLLEGE OF BUSINESS ADMINISTRATION

FACULTY - 1946-47

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RALPH D. TURLINGTON, M.B.A., Instructor in Marketing and Statistics

EDGAR S. DUNN, JR., B.S.B.A., Teaching Assistant in Statistics

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Ralph Martin, B.S.B.A., Instructor in Accounting
Milton S. Boyce, B.S.B.A., Instructor in Accounting
Denver F. Baxter, B.S., Teaching Assistant
Charles D. Darby, Teaching Assistant

REAL ESTATE

James E. Chace, Jr., M.B.A., Ph.D. (Chicago), Head Professor of Real Estate Karl E. Ashburn, Ph.D. (Duke), Associate Professor of Real Estate

GEOGRAPHY

SIGISMOND DER. DIETTRICH, Ph.D. (Clark), D.Sc. (Budapest), Professor of Economic Geography and Chairman of Division of Geography and Geology
WILLIAM H. PIERSON, M.S., Associate Professor of Geography
R. PAUL TERRELL, M.A., Assistant Professor of Geography

GENERAL STATEMENT

The College of Business Administration of the University of Florida was organized in 1927 to meet the needs of Florida business. The purposes of instruction in Business Administration are four in number: First, the training of business leaders; second, the preparation of business executives and technicians; third, the development of an understanding of the complex relationships between business and all other social phenomena from which, at least it is hoped, there will emerge business statesmen; and, fourth, the prosecution of research projects for the improvement of business methods, techniques, and policies.

The operations of business enterprise in recent years have become increasingly complex in character. They have ceased to be simple and localized; they have become intricate and highly involved—state-wide, nation-wide, world-wide. To manage business concerns and to make money, broad training is necessary. The principles upon which the economic system functions, the forms of business units, the ramifications of production and of markets, the services of transportation and communication, the impact of taxation, the methods of financing—all require consideration. Those who would enter business in the present or who would serve as specialists in accounting, statistics or in other facilitating activities of modern business must be provided with training in fundamentals—professional training in fundamentals.

The College of Business Administration is organized toward this end. It does not turn out finished business men—managers, executives and department heads. While it supplies its graduates with some skills, they are not expected to start at the top; they start lower down, get experience and learn by actual contact the operations of the establishments

^{*} Resigned November 15. 1946.

^{*} Resigned February 1, 1947.

^{**} Resigned March 1, 1947.

with which they identify themselves. Their training helps to shorten their apprenticeship and enables them to move up faster than they would move without training.

Instruction in Public Administration is designed to provide analysis of the basic principles of government. Its purpose is to prepare students for public service occupations. Government has become increasingly complex and requires personnel thoroughly trained in political science, economics, history, and other related sciences. The program of training offered supplies basic courses in these fields. It does not equip students with specific skills; it is designed to provide them with broad training in the structure and functions of government and to prepare them for readier entry into public life and occupations.

DEPARTMENT OF REAL ESTATE

The Department of Real Estate was established by the 1945 Legislature. Under the act passed, provisions were made for the appointment of two full-time faculty members in this department. As a result of this action, the courses in real estate have been increased from two to ten and Group III, Real Estate, has been added to the Curricula in the College of Business Administration. The courses offered in this field are designed to provide the basis for a better understanding of this form of wealth, to furnish a useful supplement to the instruction in other fields of business administration, and to constitute professional training for those wishing to engage in the brokerage, management, appraising, financing, and development of real estate.

REAL ESTATE SCHOLARSHIPS TO BE AWARDED IN 1947-48

Jay Hearin Scholarship.—This scholarship, which amounts to \$240, is given by Jay Hearin of Tampa. It is awarded by the University Scholarship Committee to any student living anywhere in Florida who is pursuing the curriculum in real estate. Application for this scholarship should be made to the Dean of the College of Business Administration.

Orlando Board of Realtors Scholarship.—This scholarship amounts to \$240 annually and is to be awarded to a student from Orange County pursuing the curriculum in real estate selected by the University Scholarship Committee. In the event no student from Orange County applies for the scholarship, it is to be awarded to a student living anywhere in the state of Florida. Application for this scholarship should be made to the Dean of the College of Business Administration.

Lakeland Board of Realtors Scholarship.—This scholarship amounts to \$240 annually and is to be awarded to a student from Polk County pursuing the curriculum in real estate selected by the University Scholarship Committee. In the event no student from Polk County applies for the scholarship, it is to be awarded to a student living anywhere in the state of Florida. Application for this scholarship should be made to the Dean of the College of Business Administration.

J. E. Hollenbeck Scholarship in Real Estate.—This scholarship, which amounts to \$240, is provided annually by Mr. J. E. Hollenbeck of Studstill and Hollenbeck, Inc., of West Palm Beach, Florida. It is awarded to a student from Palm Beach County who is beginning his Junior year and who is pursuing the curriculum in real estate. The student will be selected by the University Scholarship Committee with approval by the Principal of the Palm Beach High School. Application therefor should be made to the Dean of the College of Business Administration.

West Palm Beach Board of Realtors Scholarship.—This scholarship, which amounts to \$240, is given by the West Palm Beach Board of Realtors of West Palm Beach, Florida.

It is to be awarded to a student from Palm Beach County who is beginning his Junior year and who is pursuing the curriculum in real estate. The student will be selected by the principal of the Palm Beach County High School. Application therefor should be made directly to the Principal.

Winter Haven Board of Realtors Scholarship.—This scholarship, which amounts to \$240, is given by the Winter Haven Board of Realtors to a student from the Greater Winter Haven area who has attended the Winter Haven High School and who is pursuing the curriculum in real estate. The scholarship is awarded by the Principal of the Winter Haven High School with the approval of the Board of Directors of the Winter Haven Board of Realtors. Application for the scholarship may be filed either with the Dean of the College of Business Administration or with the Principal of the Winter Haven High School.

Greater Daytona Beach Board of Realtors Scholarship.—This scholarship amounts to \$240 annually and is to be awarded to a student from Greater Daytona Beach pursuing the curriculum in real estate. The student will be selected by the Principal of the Daytona Beach High School. Application for the scholarship may be filed either with the Dean of the College of Business Administration or with the Principal of the Daytona Beach High School.

The Bradenton Board of Realtors Scholarship.—This scholarship, which amounts to \$240, is given by the Bradenton Board of Realtors. It is awarded by the University Scholarship Committee to any student from Manatee County who is pursuing the curriculum in real estate. Application for this scholarship should be made to the Dean of the College of Business Administration.

BUREAU OF ECONOMIC AND BUSINESS RESEARCH

The College of Business Administration maintains a Bureau of Economic and Business Research which provides faculty members and graduate students with an opportunity to engage in specific types of research work. Its activities are coordinated with the research activities of the College as a whole.

MEMBERSHIP IN NATIONAL AND REGIONAL ASSOCIATIONS

The College of Business Administration is a member of the American Association of Collegiate Schools of Business and of the Southern Economic Association.

PLACEMENT OF GRADUATES

While the College of Business Administration does not obligate itself to secure positions for its graduates, it operates a placement service and does everything it can to assist students in securing employment after graduation.

BUSINESS WRITING

Students in the College of Business Administration are permitted to include Eh. 355.—
Business Writing among their electives in Business Administration. Those students found deficient in English will be reported to the office of the Dean and the Dean may require them to take Business Writing during the next semester.

MAXIMUM CREDIT LOADS OF STUDENTS

The maximum credit load of all students registered for the curriculum in Public Administration as well as for the curriculum in Business Administration proper during each of

their first two semesters (first year) shall be 15 academic semester hours (6 in summer session). However, these students may increase their credit loads to 18 academic semester hours during their first semester, provided they have graduated from the General College with honors; likewise, they may increase their credit loads to 18 academic semester hours (9 in summer session) during their second semester, provided they have attained an honor point average of 3 (B) or more in the preceding semester. The maximum credit load of all students after their first two semesters is limited to 18 academic semester hours. The minimum requirement for graduation from the College of Business Administration is 66 semester hours on which the student must earn an average of C or better. To graduate With Honors, a student must have graduated from the University College with honors and completed the work of the Upper Division with an average of 3.0 (B) or higher, or in lieu of graduation from the University College with honors, have completed the work of the Upper Division with an average of 3.2 or higher. To graduate With High Honors, a student must meet the following requirements:

- 1. Attain a scholastic average in all academic courses of 3.4 or better.
- 2. Secure the recommendation of a Faculty Committee.

A copy of detailed regulations governing graduation with high honors may be obtained from the Office of the Dean.

Of the 66 semester credit hours required for graduation, not more than six semester credit hours may be earned by correspondence or extension study. Such credit hours, furthermore, must be approved for each individual student in advance by the Committee on Curricular Adjustments.

UNDERGRADUATE DEGREES AND CURRICULA

The College of Business Administration offers two undergraduate degrees: The Bachelor of Science in Business Administration and the Bachelor of Science in Public Administration. To secure the first named degree students must complete either the Curriculum in Business Administration Proper or the Curriculum in Combination with Law. To secure the second named degree they must complete the Curriculum in Public Administration.

GRADUATE DEGREES

Courses are offered in the Graduate School leading to the degree of Master of Business Administration, the degree of Master of Arts with a major in ecnomics and to the degree of Doctor of Philosophy. For descriptions of graduate courses see page 144.

CURRICULUM IN BUSINESS ADMINISTRATION PROPER

In order to enter the College of Business Administration and to register for any of its curricula students are required to complete the curriculum in the University College as specified on page 55 or the equivalent thereof in each of the courses or areas of knowledge listed, including the following:

Es. 205-206.—Economic Foundations of Modern Life

Bs. 211-212.—Elementary Accounting

Es. 203.—Elementary Statistics

The curriculum in Business Administration Proper is divided into ten groups or programs of studies. Each student is required to select and complete one of these groups or programs. Of sixty-six semester hours required for graduation forty-eight semester hours

in seven groups and forty-two in two groups are prescribed. Where adequate cause therefor is shown students may by petition in some cases substitute other courses in economics and business administration for these prescribed courses. The remaining hours in each group are approved electives. Of these hours, twelve may consist of courses offered outside the College of Business Administration, including six semester hours in advanced military science.

I. ACCOUNTING

Junior Year

Courses	First Semeter	Credits	Courses	Second Semester Cr	edits
Bs. 311 Bs. 401	- Accounting Mathematics - Accounting Principles - Business Law - Financial Organization of Society - Approved Electives*	3 3	Bs. 313	-Accounting Principles -Cost Accounting -Business Law -Public Finance Approved Electives*	

Senior Year

Cour	rses	Cred	dits Cour	ses	Cree	dits
Bs.	427	Advanced AccountingPrinciples and Problems of Corporation FinanceEconomic Principles and Problems	Bs.	414	Principles of Auditing	

^{*}Suggested electives in Economics and Business Administration: Bs. 413—Advanced Accounting Systems; Bs. 417—Governmental Accounting; Bs. 418—Advanced Accounting C. P. A. Problems; Bs. 403—Law in Relation to the Form of the Business Unit; Bs. 428—Principles and Problems of Corporation Finance; Es. 404—Government Control of Business; Bs. 422—Investments; Eh. 355—Business Writing; Es. 351—Elements of Transportation; and Es. 335—Economics of Marketing.

II. BANKING AND FINANCE

Junior Year

Courses	First Semeter Cr	edits Courses	Second Semester Credits
Es. 321 Es. 327 Bs. 401 Es. 351	Society	8	—Advanced Money and 3 Banking 3 —Economics of Marketing 3 —Business Law 3 —Problems in Federal 5 Finance 3 Approved Electives 3

Senior Year

Courses	Credits	Courses	Credita
Bs. 429		Bs. 420 Bs. 424	—Economic Principles and Problems 3 —Bank Management 3 —Investment Analysis 3 —Principles and Problems of Corporation Finance 3 Approved Electives 6

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III. REAL ESTATE

Junior Year

C - 314-

Credits

Courses First Semester Bs. 391 —Property Management Bs. 392 —Problems in Real Estate Brokerage Bs. 361 —Property Insurance Bs. 401 —Business Law Approved electives*	3 3	Bs. 304 Es. 321	Second Semester Credits
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Senior Year

	Cred	lits Cours	es	Second Semester	
Courses	Doinginles and	Es.	408	-Economic Principles and Problems	3
Bs. 493	-Economic Principles and Problems	3	393 490	Problems —Urban Land Utilization —Principles and Problems of Urban Growth —Public Finance —Approved electives*	3 8

IV. MARKETING

Junior Year

Courses First Semester Credits Courses Second Semester Credits Es. 335 —Economics of Marketing 3 Es. 327 —Public Finance 3 Es. 351 —Elements of Transportation. 3 As. 408 Vegetables —Marketing of Fruits and Vegetables 9 Es. 321 —Financial Organization of Society 3 Bs. 439 —Principles and Practices of Merchandising 9 Bs. 401 —Business Law 3 Es. 470 —Advanced Business Statistics 3 Approved Electives 3 Es. 470 Electives 4	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8

Senior Year

	Credi	its Courses	Crea	WI CON
Courses Es. 40 Bs. 41 Bs. 4 Bs. 4	07	Es. 408	9 —Cooperative Marketing Trade Relations in Caribbean America Approved Electives	3 3 3 6 —

V. TRANSPORTATION AND PUBLIC UTILITIES*

Junior Year

		2 million		
Courses Es. 351 Es. 321 Es. 327 Bs. 401	Elements of Transportation Financial Organization of Society Public Finance	3 3	Bs. 427	Economics of Marketing 3

^{*}Suggested electives in Economics and Business Administration: Bs. 492—Real Estate Finance; Bs. 362—Property Insurance; Bs. 461—Life Insurance.

Senior Year Courses Credits Courses Credits Es. 407 -Economic Principles and Es. 408 -Economic Principles and Problems -Transportation: Rates and Bs. 452 Rate-Making Service Regulations Ocean Transportation Principles of Public Utility Economics Approved Electives** Es. 404 -Government Control of Business Approved Electives**

*It is recommended that students planning to take this group take BEn. 91 in the University College since a knowledge of stenography is considered desirable by some employers in this field.

**Students taking Group V are encouraged to take Es. 556.—Problems in Public Service Industries as an approved elective.

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VI. PUBLIC FINANCE AND TAXATION

		Junior	Year		
Courses Es. 327 Es. 321 Pcl. 313	—Public Finance —Financial Organization of Society	8	Es.	478 421	—Problems in State and Local Finance
		Senior	Year		
Courses Es. 407		Credits	Cour		Credits
Es. 477 Es. 351 Bs. 401	-Elements of Transportation.	ce 3 3		335	— Economic Principles and Problems

VII. ECONOMIC GEOGRAPHY AND FOREIGN TRADE

			Junior	Year			
Cour	ses	First Semester	Credits	Cour	ses	Second Semester	Credits
	351 381 443	Financial Organization of Society Elements of Transportation Economic Geography of North America Foreign Trade Principles and Problems Approved Electives*	- 8 - 8		444 385		8 8
			Senior	Year			
Cour	ses		Credita	Cour	ses		Credita
Es.	407	-Economic Principles and				-Economic Principles and	Oledios
	485	Problems	_ 8		401	Problems	
Es.	487	Relations —Economic Geography of	_ 8	Es.	429	-Banking and Currency Systems	
Bs.	440	Europe —Trade Relations in Caribbean America Approved Electives*	- 8 - 8 - 6	Es.	486	-Economic Geography of Asia	3

^{*}Twelve of these semester hours may be devoted to a foreign language.

VIII. LABOR AND PERSONNEL MANAGEMENT

Courses First Semester Credits	Courses Bs. 373 Es. 335 Es. 246 Psy. 306	Economics of Marketing	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
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	Senior	Year	Credit
Courses Bs. 401 Es. 407 Es. 378 Es. 378 Es. 303 Es. 303 Es. 303 Es. 303 Es. 202 Es. 202 Es. 203 Es. 2	3		-Problems in Economic Security -Economic Principles and Problems -Government Control of Business

IX. BUSINESS STATISTICS

Junior Year

TR- 997	First Semester -Financial Organization of Society -Public Finance -Accounting Principles	3 3	Bs. 312	Second Semester C	3
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Senior Year

Courses Bs. 401 Es. 407 Es. 469 Ms. 309	-Business Law -Economic Principles and Problems -Business Forecasting	3	Bs. 40	Problems	

* Students specializing in Business Statistics are required to take Ms. 105-106.—Basic Mathematics, preferably in the University College.

matics, preferably in the University College.

** The student is urged but not required to elect Ms. 353-354 (Calculus) in his junior year.

In case he does elect this eight-hour course he will be allowed to take a total of 16 hours per semester of his junior year.

X. ECONOMICS AND GENERAL BUSINESS

Junio	Year	a - He
Courses First Semester Credits Es. 321 —Financial Organization of Society 3 Es. 327 —Public Finance 3 Es. 351 —Elements of Transportation 3 Bs. 401 —Business Law 3 Approved Electives 3	Es. 335	-Labor Economics

Senior Year

Courses	Second Semester	redits	Course	es	Credit	8
	07 —Economic Principles and Problems	. 8	Es.	408	-Economic Principles and Problems	
Es. 49 Bs. 49	69 —Business Forecasting ————————————————————————————————————	her dette			-Principles and Problems of Corporation Finance	
Es. 48	Corporation Finance International Economic	- 8			-Problems in Economic Security	
	RelationsApproved Electives	. 6	Es.	404	Government Control of Business 3 Approved Electives 6	
		18			18	

CURRICULUM IN COMBINATION WITH LAW

The College of Business Administration combines with the University College and the College of Law in offering a six-year program of study to students who desire ultimately to enter the College of Law. Students register during the first two years in the University College and the third year and one term of the summer session in the College of Business Administration. When they have fully satisfied the academic requirements of the College of Business Administration, they are eligible to register in the College of Law and may during their last three years complete the course in the College of Law. When students have, after entering the College of Law, completed one year's work in law (28 semester hours with at least a C average), they may offer this year's work as a substitute for the fourth year in the College of Business Administration and receive the degree of Bachelor of Science in Business Administration.

The maximum credit load for all students registered for the curriculum in combination with law is 18 academic semester hours. To graduate With Honors, a student must have graduated from the University College with honors and completed 70 semester hours on which he has earned an average of 3.0 or higher, or in lieu of graduation from the University College with honors, complete 70 semester hours on which he has earned an average of 3.2 or higher.

The curriculum in Business Administration in combination with Law consists of 27 semester hours of required courses and 15 hours of elective courses. The requirements are as follows:

F 001	Credi
Es. 321	-Financial Organization of Society 3
Es. 327	-Public Finance
Es. 335	Economics of Marketing
Es. 351	-Elements of Transportation 3
Es. 404	-Government Control of Business 3
Es. 407-408	-Economic Principles and Problems 6
Bs. 427-428	Principles and Problems of Corporation Finance 6 *Electives 15

*Electives are limited to courses in business administration and six semester hours in advanced military science.

CURRICULUM IN PUBLIC ADMINISTRATION

In order to enter the College of Business Administration and to register for the curriculum in Public Administration, students are required to complete the curriculum in the University College as specified on page 55 or the equivalent thereof in each of the courses or areas of knowledge listed including the following courses:

Es. 205-206.—Economic Foundations of Modern Life

Bs. 211-212.—Elementary Accounting

Es. 203.—Elementary Statistics

Junior Year

Courses	First Semester	Credits	Courses	Second Semester Cre	edita
Pcl. 313 Es. 327 Hy. 331	-American Government Politics -Public Finance -Survey of American I Approved Electives*	3 History 3	Hy. 332	-American Government and Politics American HistoryProblems in State and Local Finance Approved Electives*	8 6
		Senior			15 edita

Cou	rses	Credi	ts Cour	ses	Cr	edita
Es	407	-Economic Principles and Problems 3	Es.	408	-Economic Principles and Problems	8
Pc Es	411	-Public Administration 3 -Problems in Federal Finance_ 3	as Mistorian	100	-Government Control of Business -Public Administration	3
		Approved Electives*9	in restaure	7 112	Approved Electives*	9 18

^{*}Six semester hours may consist of advanced military science or of free electives. The remaining hours, subject to the approval of the Dean, are limited to courses in the following departments: Economics and Business Administration; History and Political Science; and Sociology.

COLLEGE OF EDUCATION

FACULTY — 1946-47

GLENN BALLARD SIMMONS, Ph.D. (Johns Hopkins), Acting Dean and Professor of Education Alfred Craco, Ph.D. (Iowa), Professor of Educational Psychology and Measurements and Laboratory School Psychologist

JOSEPH RICHARD FULK, Ph.D. (Nebraska), Professor of Public School Administration (Special Status)

EDWARD WALTER GARRIS, Ph.D. (Peabody), Sc.D. (Clemson), Professor of Agricultural Education

LEON NESBITT HENDERSON, M.A., Professor of Education

ROE LYELL JOHNS, Ph.D. (Columbia), Professor of School Administration and Director of School Service Division

JOSEPH McElroy Leps, Ed.D. (Columbia), Professor of Education

HAL GRAHAM LEWIS, M.A.E., Professor of Education and Principal, P. K. Yonge Laboratory School

WILLIAM TRAVIS LOFTEN, M.A.E., Professor of Agricultural Education and Itinerant Teacher
Trainer

ARTHUR RAYMOND MEAD, Ph.D. (Columbia), Ed.D. (Miami University), Professor of Supervised Student Teaching and Director of Bureau of Educational Research and School Services

JAMES WILLIAM NORMAN, Ph.D., (Columbia), Professor of the Theory and Art of Teaching and Dean of the Summer Session

LEONARD BENJAMIN WHEAT, Ph.D. (Columbia), Acting Professor of Education

WALTER ROLLIN WILLIAMS, Jr., Ph.D. (Ohio), Professor of Education

CARROLL FLEMING CUMBEE, M.A.E., Associate Professor of Education

JOHN HAYNES MOORMAN, M.A.E., Associate Professor of Business Education

HAZEN EDWARD NUTTER, M.A., Associate Professor of Curriculum Research and Chairman,
Operating Committee, The University of Florida Sloan Project in Applied Economics
Joseph Gordon Smith, M.A.E., Junior Itinerant Teacher Trainer in Agricultural Education
Thomas Lorren Barrineau, Jr., M.A.E., Assistant Professor of Agricultural Education
and Itinerant Teacher Trainer

CHARLES LIVINGSTON DURRANCE, JR., M.A.E., Assistant Professor of Curriculum Research
LAURA NELJA LEENHOUTS, M.Ed., Assistant Professor of Curriculum Research

THOMAS WHITNEY STRICKLAND, M.A.E., Assistant Professor of Industrial Arts Education

ROBERT OLIN STRIPLING, M.A.E., Assistant Professor of Curriculum Research

JAMES THEODORE CAMPBELL, M.A.E., Research Associate

L. E. Jones, M.A., Consultant, School Service Division

TEACHERS IN THE P. K. YONGE LABORATORY SCHOOL

*MARY ELIZABETH BARRY, M.A.

MARGARET WHITE BOUTELLE, M.A.

**LORIS ROOD BRISTOL, M.A.

MARGARET C. BUCKHANNAN

EUNICE ZIPPERER CALHOUN, B.A.E., With Honors

CLEVA JOSEPHINE CARSON, M.S.

CHARLOTTE DUNN, M.A.