

## WELCOME TO BUSINESS HISTORY CONFERENCE

JOSEPH SOSHNIK

*President of Lincoln Campuses and Outstate Activities  
of the University of Nebraska*

It is a privilege to welcome this distinguished group to the campuses of the University of Nebraska. We are especially pleased that you chose to hold this Business History Conference on our campus in 1969, the Centennial Year of our University.

Our institution is unique in that it is both the state university and the land-grant university in Nebraska. It was chartered by the Nebraska Legislature on February 15, 1869. In its charter the University was given a goal revolutionary for higher education at that time. It was instructed to "afford the inhabitants of this state the means of acquiring a thorough knowledge of various branches of literature, sciences, and the arts."

In common with many similar institutions, the University has experienced tremendous growth in enrollment during the decade of the 1960s. Enrollment on the Lincoln campuses more than doubled to a new record of 18,500 students in the fall of 1968. Substantial gains have also been recorded during the 1960s in graduate programs and in research emphasis.

During this decade the University has made major strides in meeting the continuing educational needs of citizens in all walks of life through the Nebraska Center for Continuing Education, the University Extension Division, and the well-established Cooperative Extension Service.

Since 1954 the University has played an active role in international education through establishment of the new Ataturk University in eastern Turkey and through technical assistance to agricultural development in Colombia, South America.

It is interesting to note in passing that the University of Nebraska Press has grown to the extent that it is now considered one of the top 10 of its type in the nation.

The University has played a pioneering and leadership role in the establishment of educational television in Nebraska. With the benefit of strong support from the Nebraska Legislature, the University's Station KUON-TV serves as the point of origin for a statewide ETV network which is probably unsurpassed in the United States.

A major development occurred during 1968, when the former Municipal University of Omaha became a part of the University of Nebraska system. The merger of these institutions was approved by the Nebraska Legislature in the spring of 1967 and by Omaha citizens in December of that year. Through the merger of these institutions, the combined enrollment of the University of Nebraska approached the 30,000 mark in the fall of 1968.

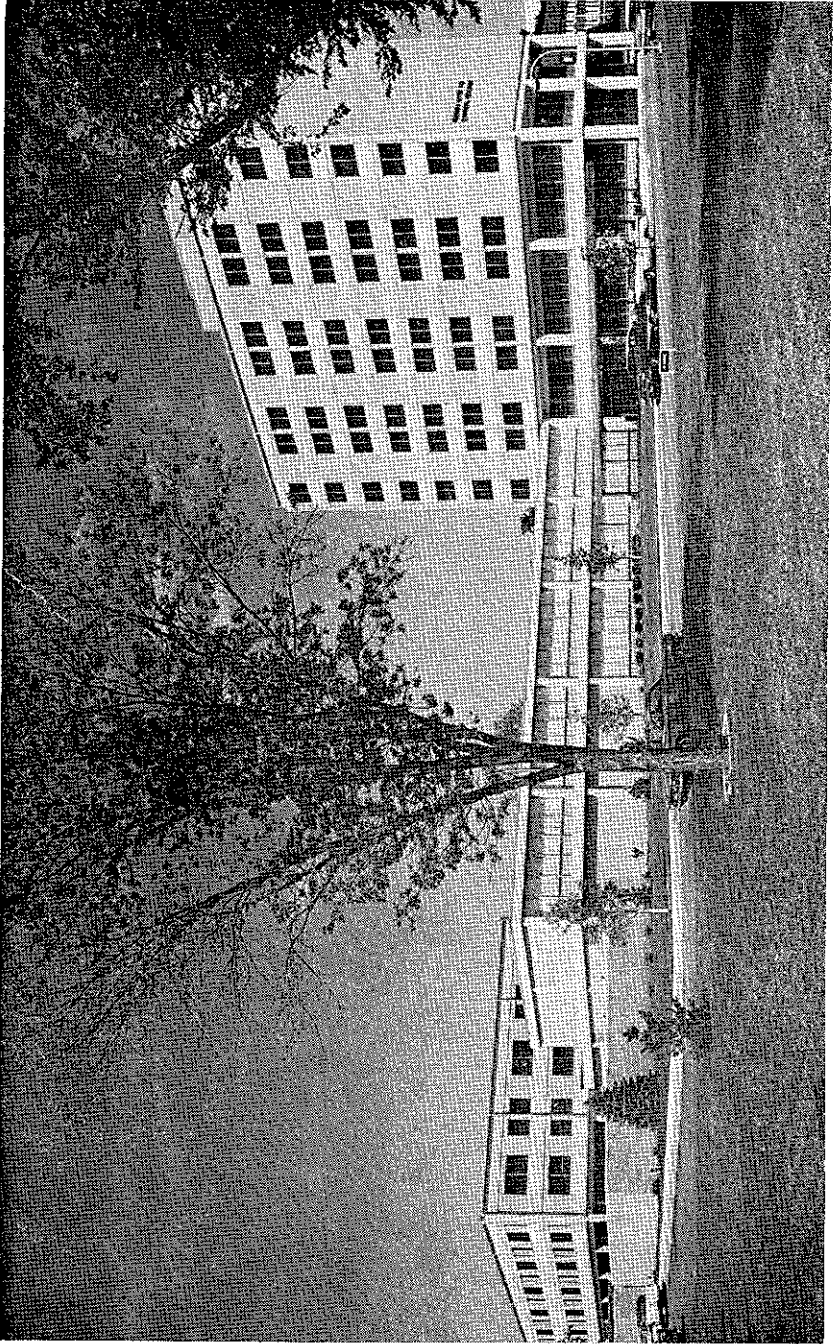
As persons interested in history, you might have a special interest in the origin of this Nebraska Center for Continuing Education. It was built at a cost slightly above 3 million dollars. The W. K. Kellogg Foundation provided 1.5 million dollars, subject to matching by Nebraska. Since the Nebraska Legislature was not in session, it was necessary to raise the matching funds through donations. In less than 90 days, 1.1 million dollars was raised without the use of fund-raising experts. The donations came from people in all walks of life and of all ages, including \$17 from a bake sale held by the "Busy Bee 4-H Club."

The Nebraska Center has now been in operation just over seven years. During this period nearly 200,000 persons have attended conferences ranging from those of a local nature to a significant number of international gatherings.

While you are on our campus, we hope that you will visit some of the points of special interest both on the East Campus and on the Downtown Campus. The Sheldon Memorial Art Gallery on the Downtown Campus has been termed the finest gallery of its size in the nation. It was built at a cost of more than 5 million dollars with bequests from the Sheldon Family. Mr. Norman Geske, Director of the Sheldon Gallery, was chosen by the Smithsonian Institution to organize the American Exhibition at the Venice Biennale this past summer.

Another point of interest is the University State Museum in Morrill Hall. This facility is recognized internationally for its collections. The Mueller Planetarium in the Museum attracts thousands of people to its sky shows each year.

It is our sincere hope that you will enjoy your stay at the University. We are confident that your deliberations will be productive. The faculty and staff extend a warm invitation for all of you to return to our campus frequently.



UNIVERSITY OF NEBRASKA CENTER FOR CONTINUING EDUCATION

## ERRATA

- Page 22, note 6      '1958' should read '1968.'
- Page 26, lines 9-13      Should read: Like the cycle industry the British boot and shoe industry—a 'new' industry in terms of factory organization—faced and successfully overcame strong American competition, 'an outstanding instance of the stimulating effect of free competition on a resolute industry.'<sup>28</sup>
- Page 31, lines 22-24      Should read: What, for example, of the by now much quoted 'constant haemorrhage of ability from industry and trade into land ownership and politics?'<sup>45</sup>
- Page 35, note 54      The citation should read: *Business History* VIII (1966), 123, note 1.
- Page 36, note 59      The citation should read: *Business History*, VIII (1966), 122-39.
- Page 42, line 4      The word 'what' should be italicized.
- Page 50, line 8      'microfilm' should be 'microform'
- Page 71      Inscr. III before the last paragraph to indicate the third section of this paper.
- Page 88, note 16      Should begin thus: W N Parker (ed.)
- Page 94      The title in line 2 of the note about the author should read: *The Grain Trade in the Old Northwest* (1966)
- Page 114, line 26      The word 'produce' should be 'procure'
- Page 119, note 21      The first name should read: Herman E. Michl.
- Page 129, line 23      'USA-ECC' should be 'USA-EEC'
- Page 151, line 15      BMA should read 'BMAA'