

MICHIGAN STATE COLLEGE RECORD

DECEMBER 1937



Orange Bowl
Bound!

State Eleven Prepares
For Bowl Game

Don Francisco '14

Breezing Here And
There

"'Twas A Home-
coming I'll Never
Forget"

Announcing

Season's Greetings



AS THESE greetings to the alumni for the first issue of the Record of this year are being penned, our thoughts naturally turn to one outstanding event of the year, namely, Christmas.

As Christmas is only several weeks away, there naturally comes to one's mind several reasons for being grateful. Michigan State College has continued to prosper and its financial support has been greatly increased by the generous support of a kindly legislature aided by alumni and friends. The increase in enrollment to more than fifty-two hundred indicates an appreciation of the college and confidence in its activities by all who know it. A kindly spirit of cordial cooperation has pervaded the student body and the staff as separate groups and also in their interrelationships.

The completion of the Sarah Langdon Williams Hall for women has removed the hazards of occupancy of Morrill Hall which has been remodeled to provide laboratories, classrooms and offices, thereby relieving somewhat the congested conditions of every division of the college. The campus has been beautified still more by landscape plantings and construction of new walks. The educational and cultural opportunities have been broadened and the standards raised. The athletic organizations have had a year of marked successes. Considering our numbers the hand of sorrow and misfortune, with a few exceptions, has been laid upon us very lightly. This year our hearts should be filled with gratitude and thankfulness.

As the Christmas season approaches we look forward anxiously to all the events of good cheer such as family reunions, and the time of feasting, song and dance and merriment. Happy are those into whose life experiences nothing has occurred to mar the spirit of the festive season. My best wishes to all and a very Merry Christmas.

Robert S. Shaw

THE COVER — George Kovacich, left, Whiting, Ind., Usif Haney, right, Kingsport, Tenn., fullbacks. Symbolic of the rustic signs on the campus is the part bearing the magazine's name.



THE MICHIGAN STATE COLLEGE

RECORD

LLOYD H. GEIL Editor
Glen O. Stewart '17 Alumni Secretary
Gladys M. Franks '27 Alumni Recorder
 Contributors: **Guelda Pike '38**, **Helen Wilson '38**, **Norman Kenyon '38**, **George Maskin '40**, **Jack Sinclair '41**.

DECEMBER, 1937

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Top: John F. Macklin Talks To Homecomers After Introduction by President Shaw.
 Center: Movie Shots of Marquette Game by Everett Huby.
 Bottom: Freshmen Registration.

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Announcing . . .

MICHIGAN STATE COLLEGE welcomes bequests and donations from public spirited citizens of Michigan and other states.

- These funds are and will be administered with scrupulous and precise attention to the terms and conditions dictated by the donors.
- The State Board of Agriculture is a constitutional corporation provided for in the Constitution of the State of Michigan, the highest form of body corporate known to the law. The sole function of "The State Board of Agriculture" is the operation and maintenance of the Michigan State college in its various fields of activity including the operation of the Agricultural Experiment stations and the supervision of the Agricultural Extension service through the State.
- Funds to be held in trust to provide scholarships or student loans or to finance research are welcomed as well as outright gifts for buildings or other specific purposes.
- Occasionally inquiries are received as to needs, suggested forms of bequests, etc. Correspondence on these subjects is solicited. A simple form of bequest follows:

I give, devise, and bequeath to the State Board of Agriculture for Michigan State College (insert sum or property bequeathed) **for the following purposes:** (insert purpose of bequest).

- Due to unforeseen changes that may develop in the future making the purpose outlined obsolete, it is suggested that in the case of trusts for specific purposes, the following clause be inserted:

"In event that, in the opinion of the said Board, the needs for which purposes this bequest is made should pass out of existence with the passage of time or not require all of the income provided, then the said Board is hereby expressly given authority and charged with the duty to use the said income or so much of it as in their discretion may seem for the best advantage of Michigan State College, for other purposes allied to or in harmony with the spirit and purpose of this bequest as above expressed.

"Or if such approximation of my specific purpose is in the discretion of the Board inexpedient or impracticable then and in that event the Board shall use the income for whatever educational or college needs they may see fit, as trustees of the college in general and of this fund in particular, since it is my purpose and intent that the income shall not be idle and useless but shall be active and useful in contributing currently to the benefit of mankind through education."

JOHN A. HANNAH, Secretary
Michigan State College.



J. J. Jakway '86

LANSING, Michigan—To become a member of the governing body of the college he once attended is the privilege recently gained by James J. Jakway, with the class of '86. For on January 1, 1938, Mr. Jakway assumes his duties as an official of the State Board of Agriculture, which controls the administration of Michigan State college.

Mr. Jakway also holds the position of president of the Michigan State Farm Bureau. A state-wide meeting of this organization, held recently at M. S. C. and conducted for the first time by Mr. Jakway, was declared the most successful in the organization's history.

Clara and Beatrice Jakway, daughters of the new State Board member, are also alumni of Michigan State college, the former graduating in '13 and the latter in '17.

Matt A. Crosby '02

WASHINGTON, D. C.—An agricultural economist of first note is Matt A. Crosby, class of '02. Connected with the U. S. Department of Agriculture for 35 years, Mr. Crosby, since 1924, has been a specialist for farm management investigations for the Bureau of Agricultural economics.

Upon graduation, Mr. Crosby entered the U. S. forest service as a student assistant. In 1903 he was transferred to the Bureau of Plant Industry where he became distinguished for his studies of grasses. Later he served for a period on the U. S. tariff commission.

Mr. Crosby's investigations in farm management as practiced in the South have been used by him as subject matter for several Department of Agriculture bulletins. One of his most widely read articles appeared in the department's yearbook under the title, "Oppor-

tunities of Diversified Farming in the South."

While attending Michigan State college, Mr. Crosby was for four years a regular player on the football team and a member of the relay squad. He was affiliated with the Union Literary society.

Herbert E. Marsh '08

REDLANDS, California—The new acting president of the University of Redlands is Herbert E. Marsh, graduate of the Civil Engineering department of Michigan State college in 1908. Appointed to his position in September, 1937, Mr. Marsh has had previous experience in this capacity when he served as acting head of



Herbert E. Marsh

the university during the fall of 1936.

Born in Hillsdale, Michigan, Mr. Marsh entered the M. S. C. Engineering division in 1904. Upon graduation he was retained at the college as an instructor in physics and civil engineering. During the summer periods he gained engineering experience with the bridge department of the Chicago, Milwaukee and St. Paul railway.

In 1912 he became professor of physics and engineering at the University of Redlands. At the same time he did some engineering work for the city of Pasadena.

During the years 1924-25 Mr. Marsh was engaged in graduate work and teaching at the University of California. His research on the Einstein theory of

the radiometer served as subject of a thesis for which he was granted the M. A. degree by the University of California in 1925.

Mr. Marsh returned east in 1931 to act as visiting professor at the University of Michigan during the fall semester.

In 1933 he was appointed dean of men at the University of Redlands from which he rose to his present position.

Airman Knight '15

OMAHA, Nebraska—Two and one-half million air miles without a serious mishap is the flying record of pilot Jack Knight, with '15, who is now associated with United Air Lines.

After amassing this unusual record during 20 years of flying experience, airman Knight announces that he will retire from the air to engage in educational work for United Air Lines.

Mr. Knight was recently featured in "Believe It Or Not," syndicated cartoon by Robert L. Ripley. The caption in the cartoon stated that Jack Knight, in all his years as air mail and passenger pilot, has never been credited with an injury to any of his passengers or serious damage to any of his ships.

Doctor Fisher '95

ARCADIA, Indiana—"Like a dream come true" is the honor recently conferred upon Dr. Roy C. Fisher '95. For this small town doctor is now the international president of the Pan-American Medical congress, composed of representatives from homeopharmacies, colleges and all homeopathic medical organizations in North and South America.

Dr. Fisher's selection comes as a result of his investigations into the field of homeopathy, on which he has written several pamphlets.

He is a prominent resident in the town of Arcadia, Indiana, being a member of the Lions club and active in civic affairs. (Turn to page 6)



Studying in pleasant surroundings! So says Marguerite Phillips, whose leisure time is spent in reading and writing letters at her desk in her room in the Sarah Langdon Williams Hall.

College Dedicates New Girls' Dormitory

AN extensive building and remodeling program during the summer months resulted in several significant changes on the Michigan State college campus. Foremost among these was the construction of Sarah Langdon Williams dormitory for girls and the remodeling of the former Women's building into classrooms and offices for members of the Liberal Arts division.

Built at a cost of \$477,000, the new Sarah Langdon Williams dormitory has aided somewhat in solving the housing problem, created by the great increase in enrollment during the last few years.

The building, which houses 258 women, is of red brick construction, designed in the manner of an Early English period. Its V-shaped structure provides a north and a south wing, connected by a dining room used by students of both units. Each wing includes a reception hall, living rooms, sun rooms, recreation facilities and bedrooms.

Formal dedication of the dormitory was held Sunday, October 31. Following a dinner at which members of the State Board of Agriculture, administration and dormitory committees were guests of honor, President Robert S. Shaw presented tapers to Miss Jean Bedford, '40, Elkton, and Miss Jean

Shearer, '40, Grand Ledge, presidents of the south and north wings. With the tapers, the two girls lighted fires in the dormitory dining room fireplaces.

After the dedication, relatives and friends of the students living in Sarah Langdon Williams hall were guests at an informal reception. Assisting at the reception were the dormitory's house-mothers, Mrs. Lydia Thompson and Mrs. Edith Gilhooley.

The new housing unit for girls is named in honor of the wife of Michigan State college's first president, Joseph Rickelson Williams. After Mr. Williams' death in 1861, Mrs. Williams returned to their original home in Toledo, Ohio, and in that city she was for many years prominently identified with public affairs and with women's activities.

She founded the Ballot Box, a paper devoted to the cause of woman suffrage. She was a close friend and co-worker with Susan B. Anthony. Mrs. Williams also served as trustee of the Toledo University of Arts and Trades.

The new dormitory was financed by a bond issue sold by the Ann Arbor Trust Co. Earnings of the building are regarded as sufficient to pay interest and to retire bonds so the entire issue will be liquidated in 1952.

Another highlight on the summer

program was the remodeling of Morrill hall, formerly known as the Women's building, into a Liberal Arts division center. Morrill hall now includes offices of the Dean of Liberal Arts division; departments of economics, education, English, geology and geography, history, mathematics, sociology and zoology. There are also several large classrooms.

The former English building now houses the department of modern languages and mimeographing and multi-graphing equipment.

Offices of the president have been moved from the library to the spacious, modern quarters on the second floor of the administration building. Also included on the second floor of this building are the new offices of the Dean of Women, director of summer school and the central stenographic department.

The former Liberal Arts building is now used entirely by the department of psychology and philosophy.

The new speech division, created this fall, has its headquarters in the wood shop, while the Institute of Conservation is located on the fourth floor of Agricultural hall.

The college laundry, forced to be moved from its old spot in the basement of the Women's building, is located in an addition built on the Stores building.

Breezing Here and There

(Continued from page 5)

Harold Smead '33

DUNDEE, Michigan—The "will to succeed" has been the motto of Harold Smead '33, coach of the Dundee high school football team.

Harold Smead was a star center on the Spartan squad during the early coaching reign of Jimmie Crowley. Then, during the summer preceding his senior year, he was involved in a motorcycle accident in Maine which cost him part of one leg. Stunned by the loss of their star, Smead's teammates elected him to the role of captain of the 1930 football squad. He accompanied the team on all its trips and was head rooster on the State bench.

After graduation he accepted the position of coach at Dundee high school. At this time Dundee was in the throes of an athletic lethargy. So the new coach proceeded to go out on the field to demonstrate as best he was able the fundamentals of good football. This fall he began to get results. Dundee won all of its games, including a great victory over its traditional rival, Milan.

Following Club Activities

. . . Detroit

Ken Scott, '25, and Russell Palmer, '22, officers of the Detroit Alumni club, took time from the busy moments of Homecoming Day to stop at the alumni office in the Union to announce two red letter days for the winter season. First, the annual "feather party" will be held at the Intercollegiate club, Friday evening, December 17. For complete detail call Rus Palmer, Columbia 4302, or Clarence VanLopik, '33, the new executive secretary of the Intercollegiate club, in the Penobscot building. The second annual feature of the Detroit alumni club will be the dinner-dance at the Intercollegiate club, and the tentative date is Saturday night, February 12.

. . . Grand Rapids

More than 115 alumni of Grand Rapids and a score of visiting teachers met at the Elks temple on Thursday evening, October 28. President Dudley Pritchard, '23, who delegated the party to several committees, was forced to remain at home with influenza. Substituting for him as toastmaster was Jake O. Brady, '23, who later was nominated and unanimously elected president for the coming year. Morris W. Green, '29, was named as vice president, and Howard T. Jachnig, '32, was elected secretary-treasurer. Mrs. Dudley Pritchard continues as president of the Alumnae League branch in Grand

A bit of relaxing is caught by the photographer in the living room of the new Sarah Langdon Williams dormitory. You see Betty Landesman and Irene Ruterbusch chatting on the davenport, Jane Bruce reading, and Dorothy Thurston at the piano. Miss Landesman, freshman, is from Detroit, Miss Ruterbusch, junior, is from Bay City, Miss Bruce, sophomore, from Grand Rapids, and Dorothy Thurston, senior, from Pontiac.

Rapids. At the dinner, Glen O. Stewart, alumni secretary, told of the many campus changes this year, Gil Daane, '09, member of the State Board, spoke of the business of running the college, and Dr. Irma Gross, professor of home management, discussed college affairs of interest to women. Mr. Stewart showed colored movies of the campus at the close of the meeting. The club will sponsor a bridge benefit and a dance later in the winter.

. . . Football Sessions

Many alumni attended the meetings at the Pennsylvania hotel in New York City before the Manhattan game, at the Ritz-Carleton hotel in Philadelphia before the Temple game, and at Columbia, Missouri, following the Missouri game.

Movies of the campus were shown at each meeting. These were followed by short addresses from members of the official party. In each case Coach Charles Bachman showed movies of the fourth victory over Michigan and told of the present team and its accomplishments.

. . . Jackson Club

The annual football banquet, sponsored by the employees of the Consumers Power company at Jackson, was held at the Arbor Hills country club on Monday evening, November 22. The dinner was a "pay-off" between the Michigan State and University of Michigan supporters.

This year the Michigan State fans had to give a lead of seven points; and in so doing, were forced to pay for the banquet given to the U. of M. supporters. More than 400 people listened to Coaches Kipke and Bachman and Alumni Secretaries Tapping and Stewart. Football movies provided additional entertainment for the rabid fans. Phil Bell, '33, was chairman of all committees.

. . . San Francisco

It was a gala weekend for the alumni of Northern California when the Michigan State dinner was enjoyed by a large number of alumni and friends on Friday evening, November 26, at the William Taylor hotel in San Francisco.

With the exception of the football players, college officials who accompanied the team were guests of the California



Mrs. Edith Gilhooley (left) and Marion Pugsley (right) gaze from the window of the living room of the new Sarah Langdon Williams dormitory into the corresponding north wing of the residence for girls at Michigan State college. Mrs. Gilhooley is the housemother, and Miss Pugsley is from Hart.

alumni, and short talks were given by John Hannah, secretary of the college; Ralph H. Young, director of athletics; L. L. Frimodig, assistant director of athletics, and Glen O. Stewart, alumni secretary.

Movies of the Michigan game and colored movies of the campus were shown to the group.

William E. Newlon, '17, of Berkeley, acted as chairman.

. . . District 9

Under the leadership of Sam Galbraith, '24, of Battle Creek, more than 60 members of District 9 enjoyed a picnic at the Kellogg Bird sanctuary, near Gull Lake, on Thursday evening, September 23. Dr. M. D. Pirnie acted as host, and after the usual picnic dinner, the alumni and guests gathered at the Museum building and enjoyed an illustrated lecture by Dr. Pirnie. This was followed by a short talk by E. E. Hotchin, '12, of East Lansing, president of the M. S. C. association. Campus changes and additions to the staff were discussed in detail by Alumni Secretary Glen Stewart.

The team and officials were on their homeward jaunt after defeating the University of San Francisco the previous day.

. . . Portland

Alumni at Portland, Oregon, entertained the football party at a banquet in the Heathman hotel on November 28.



Banquet, Dec. 11

Presentation of the Governor's award by Governor Frank Murphy to the most valuable Michigan State football player will be the main feature of the eighteenth annual alumni football banquet, which will be held Saturday, December 11, in the college gymnasium.

The banquet will be a testimonial dinner for members of the Spartan football squad, and will also bring together members of the official all-state high school team, which is chosen each year by Richard Remington of the Detroit News.

Glen O. Stewart, alumni secretary, and Don Sturm, '26, of Lansing, have been named chairman and assistant chairman of the affair. They were appointed by L. O. Benner, president of the Central Michigan club, which is sponsoring the banquet.

Groups of Michigan State alumni throughout the state send the outstanding senior high school football players as guests. An attendance of 600 to 700 is expected.

Who's Who

In the next edition of "Who's Who Among Students in American Universities and Colleges" will appear the names of nineteen Michigan State college seniors. These students, all campus leaders, were selected on the basis of character, scholarship, leadership in extra curricular activities and possibility of future usefulness to business and society.

Women students whose biographies will appear in the collegiate honor list are: Ola Gelzer, Hillsdale, Beverly Smith, South Haven, Nancy Farley, Albion, Louise Langdon, Hubbardson, Josephine Gardner, East Lansing, Barbara Tranter, East Lansing, and Dorothy Hasselbring, Standish.

Men students on the list are: James Hays III, East Lansing, Harvey Harrington, Detroit, Edward Flowers, Grand Rapids, William Bell, Lansing, Kenneth Waite, Jackson, Robert Refior, East Lansing, Frank Gaines, East Lansing, Albert Theiler, Grand Haven, Harry Speelman, Lansing, Larry Hamilton, Holly, William Ingleson, Rochelle, Illinois, and Howard Swartz, LaGrange, Illinois.

71,000 Miles

Alumni attending homecoming at Michigan State college on November 13 traveled a combined distance equal to 24 times the number of miles between New York and Los Angeles. The grand total exceeded 71,000 miles.

Speaking Of Many Things

Honors for having traveled the farthest to attend this year's homecoming celebration go to L. V. Benjamin, '20, who came half way across the continent from his home in Spokane, Washington.

Other alumni who made lengthy journeys to East Lansing were Mrs. Frances Perrine, Upper Montclair, New Jersey; Douglass Craig, '21, Niceville, Florida; Warren Bissell, '36, Chestnut Hill, Massachusetts, and V. G. Armstrong, '32, Arlington, Virginia.

Five old grads returned from Chicago, three from New York, and one each from Ohio, Indiana and Wisconsin. These included only the alumni who registered at the alumni secretary's office. Many who attended the football game failed to register.

Representing the earliest M. S. C. graduating class to register during the celebration was John I. Breck, of Jackson, Michigan. He was graduated in 1884.

E. A. Holden, class of '89, Lansing, Michigan, was another old timer who stopped in at the alumni office to "talk things over."

Speech Clinic

Michigan State college has organized this year one of the country's few university or college speech clinics, in which students have the opportunity to overcome speech defects which might become serious handicaps to social and professional contacts.

Open to all freshmen, the clinic provides correctional instruction in speech in small classes and in student-teacher conferences. Classes this term average seven students each, and each student has two conferences weekly with the clinic director.

Of the 1,435 freshmen diagnosed, 13.6% of the men and 10.1% of the women were referred to the clinic. These students were classified into three divisions: rhythm, voice, and articulation.

Clinical service is optional with the student, and students at present are not required to enroll in its classes. The clinic provides exercises and instruction to improve rhythm in reading and speaking and also exercises for voice and articulation improvement. So that students will have evidence of their speech defects and also of their progress in the correction courses, phonograph

recordings are made when they enter the clinic and again as their speech shows improvement.

As work of the clinic expands, recordings will be made for all students entering M. S. C. and correctional work will be advised for all whose records indicate speech defects.

The new M. S. C. speech clinic was organized by Dr. C. R. VanDusen, and is recommended by the North Central Association of Colleges and Secondary schools. Dr. VanDusen, who holds the D.Sc. degree from the University of Michigan, spent two years at the University of Iowa in graduate study in that school's speech clinic.

Colonel

Lieut. Col. T. C. Marsh, of the Michigan State College R. O. T. C., recently announced the appointment of Leo Gunnard Carlson, of Jamestown, N. Y., as cadet colonel for the current school year.

Carlson, a senior in the Michigan State College division of applied science, will be commissioned in the U. S. Army when he graduates in June, 1938.

The new cadet colonel has taken an active part in M. S. C. undergraduate activities, and he holds membership in several student professional and social organizations.

He is president of the Officers' club; member of Scabbard and Blade, upper-classmen military organization; president of Tau Sigma, Applied Science fraternity; member of Sigma Epsilon, business fraternity; treasurer of the M. S. C. polo team, and member of Theta Kappa Nu, social fraternity.

Colonel Marsh recently announced the appointment of more than 80 advanced military students to cadet officerships in the local corps. Carlson at that time was named lieutenant colonel for the cavalry, and from that position he was elevated to cadet colonel for the entire unit.

Policemen

As part of practical experience necessary for a degree in police administration at Michigan State college, three fifth-year students are connected temporarily with the Detroit police department. They also will be in contact with state and federal departments, including secret service, customs, justice, accounting, and immigration, studying the objectives and operations of each.

The men already receiving this practical training are Edgar Jones, Lansing; Ralph Orcutt, Traverse City, and Arthur Brandstatter, Ecorse.

Don Francisco '14

*Taught U. S. To Drink Two Oranges
Where They Had Been
Eating Only One*

(Editor's Note: The following story is a reprint from the CALIFORNIA—Magazine of Pacific Business. It appears here through the courtesy of the editor.)

By Frank J. Taylor

DON FRANCISCO looks upon life as a series of happy accidents which, taken one by one, make about as much sense as the separate links of a chain, but which, when hooked together, get somewhere. Being essentially a modest person, suave Mr. Francisco seldom mentions the accidental nature of his professional existence. But on occasion, he has broken down and confessed to intimates that his career was largely happenstance and thus the stark truth has come to light.

It seems that instead of appearing in some Los Angeles family where his name would identify him as a true Californian, he was born in Lansing, Michigan. By the time he had finished school, Don had achieved his fill of the joys of busting up clods, eating dust behind a plow, extracting milk from reluctant cows, depriving hens of their fruit and being generally useful around the farm.

The more he saw of farming, the better he liked cartooning, so he set out to be an artist and spent ten years of his spare time drawing pictures on all the paper he could lay his hands on. His overwhelming ambition was to go to art school. But since neither his parents nor he could finance this undertaking, it was decided that he should enter Michigan Agricultural College at Lansing, which was near enough so he could live at home. On the first day, the dean asked Don what he wanted to study.

"Art," said Freshman Francisco.

"We have only two classes, agriculture and engineering," the Dean explained.

Unable to decide which of these was the lesser evil, Don flipped a coin.

"Heads, it's engineering. Tails it's agriculture," he said.

Heads won. He plunged into the engineering course, but before the end of the first year he decided Lady Luck had done him wrong. So he switched to horticulture on the theory that some day he might possibly own an orchard.

Casting about for jobs that might enable him to live on the campus, he landed a position waiting on tables. This hashing affiliation took care of the problem of eating, but not of sleeping. Having nurtured his urge for art by contributing a weekly cartoon to the campus paper, he managed to scrape up a connection as campus correspondent for the Lansing State Journal and later the Detroit Free Press and the Grand Rapids Herald. Whereupon he was, as the saying goes, in clover.



Photo by Will Connell

"I think a man can pay too much for his money," says Don Francisco, vice president and Pacific Coast manager of Lord and Thomas advertising agency.

The clover lasted until he graduated in 1914, a full-fledged horticulturist, well trained by one of the best horticultural colleges in the field. He was ready to go into farming, which was precisely what he didn't want to do. Fortunately at the eleventh hour, three other prospects turned up.

One was an opportunity to become a ticket seller in a steamship company's office in New York City. Just why they wanted a trained farmer for this job was something Don wasn't able to figure out, so he turned the proposition down. Another prospect was cub reporter on the Detroit Free Press; the third, a job with the California Fruit Growers' Exchange, whose head was a great crony of Don Francisco's best friend in the faculty, Prof. Harry Eustace. It was Prof. Eustace's practice to round up his six most promising Michigan graduates each year and ship them out to Manager G. Harold Powell, who thus built up his staff of Sunkist horticulturists and merchandisers.

In spite of Professor Eustace's counsel to the contrary, the reporting job in Detroit looked more lousy to young Mr. Francisco than working for the cooperative. He would have joined the Free Press staff but for one of those fortuitous events that have figured so prominently in his career.

This particular circumstance was the visit to Lansing of a traveling phrenologist, the eminent Doctor Fitzgerald of Chicago. Dr. Fitzgerald's regular fee for reading heads was \$25, but as a boon to young graduates (Turn to page 16)

Close Beside the Winding Cedar

... Honored

Twelve home economics students were chosen to attend Merrill-Palmer school in Detroit this year, an opportunity given to all outstanding college home economists. The school offers courses under the direction of well-known leaders. Those students attending are: Amy Jean Holmblade, Whitehall; Alice Lee, East Lansing; Ruth Starke, Arcadia; Jeanne Mann, Tekonsha; Nancy Farley, Albion; Mary Mettetal, Plymouth; Lois Butler, Crystal Falls; Kathryn Niedermeier, Monroe; June Hungerford, Sault Ste. Marie; Janet Fretz, Detroit; Josephine Gardner, East Lansing, and Ailene Pearce, Lincoln Park.

... Tapped

Outstanding because of their scholarship, extracurricular activities and campus prominence, the following men were tapped this fall for Excalibur, senior men's honorary: Kenneth Waite, Jackson; Willard White, East Lansing; Lawrence Smith, Lake Odessa; Alan Brightman, Lansing, and Edward Flowers, Grand Rapids.

... Pledging

Sororities took the lead over the fraternity men in pledging this fall. Of the 263 women sent bids, 133 accepted. First tabulations showed that Kappa Kappa Gamma led the list with 29, Kappa Alpha Theta ranked second with 24, and Alpha Phi and Chi Omega tied for third place with 14 pledges each. Incomplete fraternity lists show that 175 men pledged. Sigma Nu pledged 27 men, Delta Sigma Phi, 21, and Hesperian and Phi Kappa Tau, 16 each.

... "Fraternized"

Alpha Epsilon Pi, national Jewish fraternity, was admitted to membership in the interfraternity council this fall. This was the first action that the council had taken on the matter since the fraternity first started to petition for membership five years ago. With inclusion of the A. E. Pi's the council

membership now totals 18, one representative from each house. Membership entitles the fraternity to compete in the interfraternity sports.

... Initiated

The Union ballroom was initiated as a theatre on December 1 and 2, when "Another Language," fall term play, was presented. The play had two "firsts" to its credit. It was the first to be given in the Union and the first to be presented by the new speech and dramatics department under the sponsorship of Theta Alpha Phi, dramatics honorary. Before this term, the honorary alone has presented the plays.

... Changed

At long last the smoke stack of the power house has been brought up to date. For twelve years the smoke stack has blazoned forth the historic emblem, M. A. C., despite the official changing of the name of the college. This summer the white brick "A" was removed and an "S" substituted on the side of the stack facing the campus; the other side, visible from the college farm, still retains M. A. C.

... Date Bureau

The war is on against wallflowers and stag lines at MSC, with the advent of

the strictly confidential date bureau, sponsored by the independent men and women. The bureau is attempting to act as middleman for students wanting dates. Questions on the application form help to pair up couples suited to each other. Example: What type of masculine companion do you most enjoy? Majority of girls: Talkative and masterful.

... Selected

Six new R. O. T. C. sponsors have been installed in the most coveted co-ed honorary positions on the campus. Eileen McCurdy, Okemos senior and a member of Chi Omega sorority, was made honorary colonel of the entire corps. Representing the other units of the corps as lieutenant colonels are: Helene Spatta, Buchanan senior and a Chi Omega, cavalry; Bruce Peppler, Chicago, Illinois, senior and a Kappa Kappa Gamma, infantry; Jane Crowe, East Lansing junior and Chi Omega, coast artillery; Gretchen VanSluyters, Grand Rapids junior and Alpha Chi Omega, field artillery; and Marjorie Tribe, East Tawas junior and Chi Omega, band. The sponsors will act as honorary officers for the entire year and will officiate at the corps spring parade.

... Nationalized

One of the last of the campus local fraternities to "go national," Hermian Literary society became the Delta Psi chapter of Kappa Sigma on December 4. Although negotiations have been going on between the two organizations for a year and a half, the charter was not granted until November 17. Founded in 1915, the Hermians have occupied the same house at 224 Michigan avenue since 1917. The new Kappa Sigma chapter will be the only other representative besides the University of Michigan chapter in the state.

... Scholarship

Jumping into the scholastic lead for the year 1936-37 from seventh place, the Chi Omega sorority, with a 2.704 average, nosed out the Alpha Gamma Rho fraternity whose average was 2.703. Third place on the all-society list went to FarmHouse with an average of 2.641. The all-society average increased from the 1935-36 mark of 2.345 to 2.412, while the all-college average remained at 2.331.



L. Roy Schoenmann

Mr. Schoenmann is director of the new Institute of Conservation at Michigan State college. The work of the institute, first of its kind in the United States, will affect every county in Michigan by coordinating many of the present agencies for wild life, land use and land policies. In addition, instruction in conservation and research in game management and forestry will form another phase of activity.

5,210 Students at M.S.C.

Come From 35 States, Seven Foreign Countries—China, Cuba, Denmark, Japan

IT'S the Union.

A group of young men and women stand in the foyer talking. Students are reclining in comfortable overstuffed chairs, leisurely reading the morning paper. Couples are gathered about small tables in the grill sipping "cokes." Several fellows are busy at the desk phone, making arrangements for weekend dates. Others are busily engaged in studying for their next class.

Such is a typical scene of everyday life at Michigan State college, and this year many new faces are seen at this center of campus activity. More students than ever before have taken advantage of the many facilities which Michigan State offers. With a total of 5,210 students, the enrollment for 1937-38 has reached a new high. The college on the banks of the winding Red Cedar has become the alma mater of 602 more students than in 1936.

The liberal arts division, now the largest in the college, which includes courses in hotel administration, music and business administration, has an enrollment of 1,684 students, 202 more than last year.

Agriculture and forestry are being studied by 790 students, 349 of which are in the latter department, and 441 in agriculture. This is an increase of nine over last year in forestry, and 42 in agriculture.

Seven hundred and four women are enrolled in the home economics division, contrasted to an enrollment of 618 last year.

The enrollment in the applied science division totals 746, with 151 of these students majoring in physical education and 113 in police administration. Last year there were 748 students in the applied science division.

There are 316 students, many of them with previous college training, enrolled in the division of veterinary science, which includes the 69 students enrolled in medical biology. Last year 226 students studied veterinary science.

The engineering division has an enrollment of 749. Last year there were 608 students studying engineering.

These figures show clearly the steady growth of M. S. C. Another proof that the college is rapidly becoming better known throughout the nation and in other countries is the wide representation at Michigan State. Students from



Miss Marta G. Dalen, right, and Erland Gjessing, left, have come many hundreds of miles to enroll as students at Michigan State college. Miss Dalen is a special student in the home economics division. Before coming to state she attended schools in England, Sweden and France. Her home is in Sweden. Mr. Gjessing is a graduate assistant in agriculture, specializing in dairy. His home is in Copenhagen, Denmark, where his father is the American consul.

35 states and seven foreign countries are now studying here. Michigan, of course, has the largest representation. New York is second with 241. Of the foreign students, ten are from Canada, two from China, and one each from Cuba, Denmark, Japan, Sweden and Porto Rico.

And so each year more and more students are sipping "cokes" or reading papers in the Union and treading the winding walks of the Spartan campus. But most of all, they are acquiring greater knowledge in the classrooms of Michigan State college for which they enrolled.

Announce Faculty Changes

Numerous faculty changes occurred at Michigan State college this year.

Dr. Harold S. Patton, head of the Michigan State college economics department since 1929, has been granted a year's leave of absence to serve in

Washington, D. C., as assistant to the adviser on international economics in the Department of State. Doctor Patton is a recognized authority on international economics, and during the summer of 1936 he served as assistant economic adviser with the trade agreements division of the State Department.

During Doctor Patton's absence Professor H. Wyngarden heads academic economics, Professor C. S. Dunford directs business administration and Professor R. V. Gunn heads agricultural economics.

Michigan State College Symphony orchestra presented its first concert of the year on November 29 in the college gymnasium when Hans Lange, brilliant associate conductor of the Chicago Symphony orchestra, appeared in concert for the first time as director of the orchestra on the college campus. Professor Lange's appointment to the faculty of music was announced recently by Professor L. L. Richards, department head. Michael Press, former director, has been granted a leave of absence because of ill health.

Mr. Lange's appointment is for the current school year. He continues his associate directorship with the Chicago Symphony orchestra while connected with the college. In addition to directing rehearsals and concerts, he teaches violin in the department of music.

Mr. Lange joined the Chicago Symphony orchestra as an associate conductor in October, 1936, following an already distinguished music career that included the directorship of the New York Philharmonic-Symphony society. He has conducted the Chicago orchestra in Chicago and other cities with notable success.

Professor Donald Hayworth starts his first year on the campus as head of the new speech and dramatics department. The department was formerly connected with English.

Professor Hayworth comes to Michigan State with a varied background of radio, teaching and travel. He received his A.B. degree in English at Grinnell college in Iowa, his A.M. degree in history at the University of Chicago, and his Ph.D. in speech at the University of Wisconsin. He also did postdoctorate work at the Universities of Iowa and Wisconsin.

For three years he taught high school and for four taught at Penn college in Iowa. For several years he was head of the speech department at the University of Akron in Ohio. He has traveled in Japan, South America and Europe.

In addition Professor Hayworth is the author of two college textbooks used in over a hundred colleges.



Night before homecoming when pep reigned supreme.

"TWAS a homecoming I'll never forget," said a member of the class of '07 as he was leaving East Lansing at the close of this year's annual celebration for returning alumni.

For the 1937 homecoming was a big event from start to finish. Beginning with the coast-to-coast "Varsity Show" broadcast on Friday evening and reaching a climax at the Carnegie Tech-Michigan State game on Saturday afternoon, it was really a week-end of thrills.

For the first time in M. S. C. history, alumni, who were unable to attend homecoming, could still participate and share in the spirit of the occasion. From Maine to California and even at far-off places throughout the world, old grads gathered at their radios to hear their Alma Mater "on the air." Seventy stations of the N.B.C. network, together with several short-wave stations, transmitted the program around the earth.

Reports received by Glen O. Stewart, alumni secretary, indicate that more than 40 alumni clubs in the United States heard the radio show. All reports stated that the program, composed of musical selections by the college band, a cappella choir and men's glee club, interspersed with individual student talent, was an outstanding success. Of particular interest was a short historical sketch of Michigan State college, written in a somewhat romantic vein.

About a hundred alumni met at the Hotel Olds in Lansing on Friday evening, November 12, for a radio party and smoker. Following the broadcast they were entertained with movies of

the Spartan's football victory over Michigan this fall. Coach Charley Bachman acted as master-of-ceremonies and demonstrated by means of slow-motion "shots" how the great passing combination of Pingel to Nelson worked so effectively.

The high spot on the Saturday morning program was the presentation to the college of a plaque commemorating the planting of the Huntington Elm, campus landmark, by President Theodore Roosevelt in 1907. Mr. Roosevelt planted the tree when he came to M. S. C. to deliver the commencement address.

Throughout the morning old grads gathered about the registration desk in the Union Memorial building to greet returning classmates. Approximately 400 alumni registered during the day. One prankster filled out his card thus: Paul Revere, Old North church, Boston, Mass. Arrived last night by horseback."

The annual Varsity club luncheon was held Saturday noon at the Forestry club cabin. Guest-of-honor at the affair was John F. Macklin, former football coach, for whom the present football field is named. Mr. Macklin was later introduced to the crowd at the football game by President Robert S. Shaw.

After the luncheon, members of the Varsity club placed a wreath on the Memorial tablet at Macklin field. The tablet lists the names of the Varsity club members killed in action during the World War.

Rain, which had fallen all morning homecoming day, finally ceased at noon. By game time the sun was shining and a crowd of about 20,000 had nearly filled the stadium. The Spartans, with only a loss to Manhattan to mar their record, were out to meet their toughest rival of the season, Carnegie Tech.

After the Skibos from Pittsburgh had cast a pall of gloom with their second quarter touchdown, the Spartans sud-

"TWAS A Homecom

At Least That's What A M
When H. Le
An

denly came to life. Slashing thrusts through the line by Haney and Pingel, followed by perfect passes from Pingel to Pearce and Nelson, netted two touchdowns in quick succession. That was the end of the scoring, but State had won and homecoming was a success.

During the half period the R. O. T. C. band, under the tutoring of drillmaster, Captain Mark Doty, of the college military staff, indulged in a bit of marching. After forming "O-Hell" they finally got straightened around to spell out "Hello." Next they formed "Lums," "C. T." and a big block "S." Marching



President Theodore Roosevelt delivers comm
1907. Previous to his talk he planted the

formations were led by Tony Smirniotis, Sodus, Michigan, who has amused crowds with his high-stepping antics during the last four years.

Following the game, alumni met under their various class banners on the playing field to talk over old times. Many were entertained at open houses held by the various sororities and fraternities on the campus.

For the third consecutive year Kappa Kappa Gamma won first prize in the homecoming decorations competition.

Homecoming I'll Never Forget"

*What A Member Of The Class Of '07 Thought
When He Left East Lansing After The
Annual Celebration*

As a result this society won permanent possession of the sorority cup. Lambda Chi Alpha copped first place for fraternity decorations. "Another Page in History" was the theme of the winning sorority decoration. This consisted of a book ten feet high, opened at the Carnegie Tech page. Other partly opened pages listed the names of the teams played by the Spartans this season.

The Lambda Chi Alpha decoration consisted of a huge spider web that covered the front of the chapter house. On the web was a spider, Michigan

Homecoming celebration closed on Sunday with alumni being dinner guests of their various sororities and fraternities.

Gunson Recalls Elm Tree Planting

The Huntington elm plaque presentation on homecoming day was of special interest to Thomas Gunson, manager of the college greenhouses and former instructor of horticulture. For he was present on May 31, 1907, when President Theodore Roosevelt planted the tree on the campus.

In fact, Mr. Gunson, who was then superintendent of grounds, handed the spade to the President and assisted him in the actual planting.

"I can still remember every detail of that gala day," reminisced Mr. Gunson. "The weather was beautiful and the crowd of 22,000 which had gathered to hear Mr. Roosevelt deliver the commencement address to the class of '07 was in an uproar of excitement."

The President's speech came as a climax to a three-day celebration on the fiftieth anniversary of the founding of the college. Mr. Roosevelt appeared as a result of an invitation tendered by Jonathan Snyder, president of Michigan Agricultural college.

The committee in charge of arrangements for the President's reception included Professors Babcock, Kedzie and

Shaw," secretary of the college, A. M. Brown, and Mr. Gunson.

Invitations prepared by the famous firm of Tiffany in New York city were mailed to alumni, government officials and officials of other educational institutions throughout the country. Many of these prominent dignitaries were present at the commencement.

On Thursday evening preceding President Roosevelt's arrival, the 1000 members of the student body joined in a songfest in front of the Women's building. One of the songs which was heard that night for the first time was the "Alma Mater" whose words had been written especially for the occasion by A. M. Brown, college secretary.

The President arrived in Lansing about 10 o'clock Friday morning. He was met by a committee consisting of the governor, United States senators from Michigan, mayor of Lansing, members of the legislature and college officials. The trip to the college was made in a transport of 10 automobiles furnished by a local manufacturer.

East Lansing was almost non-existent at that time, according to Mr. Gunson. There were only a few houses and but one store. The road between Lansing and the college was of macadam construction, and was surrounded by forest.

At the campus the party was met and escorted by cavalry from the college military department. A five-course luncheon was awaiting Mr. Roosevelt and group at the residence of President Snyder.

After the luncheon Mr. Roosevelt stopped on his way to the speaking platform long enough to plant the Huntington elm.

Below: Plaque on stone commemorating the planting of the famous elm.



*...t delivers commencement address to class of
...k he planted the famous Huntington Elm.*

State, approaching an enmeshed fly, representing Carnegie Tech.

Second and third places among the sororities were taken by the Chi Omega and Alpha Xi Delta chapters respectively. Only one place was awarded in the fraternity competition.

The alumni-student dance in the ballroom of the Union building held the social spotlight Saturday evening. About 250 couples attended. No individual fraternity parties were held this year because of a prohibiting faculty ruling.





Spartans in action NO. 21 is NELSON making block for the benefit of the PEOPLE who think NELSON can't BLOCK.

State Eleven Prepares For Bowl Game

By George Alderton

MICHIGAN State college football swung into a new athletic orbit when it was announced on November 30 that the Spartans had been invited to participate in the annual Orange Bowl game to be played at Miami, Florida, on New Year's Day. The invitation came on the heels of State's 14-0 triumph over the University of San Francisco, marking the conclusion of a season that had seen the Spartans win eight of their nine games. The invitation was welcomed by the players and the coaches who saw it as an added reward for the successful season.

Opponent for State at Miami will be Auburn, a strong southern squad, who, this fall, defeated such teams as Mississippi State and Georgia Tech.

The invitation was first expressed by telegraph to Coach Bachman, who conferred with Athletic Director Ralph H. Young, and the following morning at Spokane, Washington, Coach Bachman called Miami by telephone and was given the formal invitation. During the day contact was made with President Shaw, who presented it to the faculty and athletic council members. They approved it, word was sent to Coach Bachman, who in turn met with the players and asked them if they cared to play the game. There was not a dissenting vote in the 34 present.

It is the first time that State has accepted such an invitation. The Orange Bowl division had been contemplated for a week or more before the San Francisco game, but no hint of it had ever reached the press.

The squad will leave East Lansing the night of December 21, journey to Gainesville, Florida, where two days of practice will be held, and reach Miami on December 24. Practice will be held at Miami the week preceding New Year's.

Review Of Football

FOOTBALL traveled at the same high level this year as in recent seasons. Coach Charley Bachman put a large and versatile squad on the field for the opening game with Wayne university and it moved forward steadily and in satisfactory fashion as the season progressed. Although 14 letter winners were graduated last June, Coach Bachman had 20 returning and these formed the nucleus of a strong squad. Development of sophomores and reserves served to fill in the ranks.

The Wayne game was watched closely by all interested. In this game it became evident that the Spartans had a line capable of holding its own and some backs who were sure to produce results in later games. State won from the Detroit team, 19 to 0. The showing was not too startling but the following week at Ann Arbor the team scored a 19-14 victory over the University in a manner that left no doubt as to which was the superior squad. A tendency to score in the last half has prevailed in



Band on parade

most of the games this year and in this one State made all its points.

The all-around backfield play of John Pingel, whose father played on the Michigan Aggie squad in 1910, won quick attention. Two of his passes went to Ole Nelson, junior end, for touchdowns. They covered identical distances of 42 yards. Gene Ciolek scored the other one with an 89-yard run early in the third quarter. Such linemen as Harry Speelman, Howard Swartz, Fred Schroeder, Ernest Bremer, Frank Gaines, Nelson Schrader and others won praise.

The big disappointment of the season came in the 3-0 defeat by Manhattan college on the following Saturday. State simply could not recover from the strenuous activities of the Saturday preceding and on top of this met a strong Manhattan team. The Spartans showed their worst form of the year. A week later they bounced back to beat a strong University of Missouri team, 2-0, by the margin of a safety. State had quite an edge in the play, but missed touchdown chances. A week later the Spartans, with Pingel again showing the way, defeated Marquette university, 21 to 0. They followed this up with a 16 to 0 triumph over a Kansas team that was stronger than in any of the last three years. Going East again, State defeated Temple university, 13-6, in a slam-bang game and produced a victory over Carnegie Tech by the same score the following Saturday before a homecoming crowd of 20,000.

In their game on the west coast with the University of San Francisco the Spartans became a brutal football force when they trimmed the Dons, 14-0, on November 27. Johnny Pingel again spearheaded the State eleven for one touchdown in the third quarter and came back with a 36-yard burst for the second marker five minutes before

the official's gun ended the game. The San Francisco victory represented the eighth in nine starts for Charley Bachman's Spartans who, this season, earned a place high among the nation's elevens.

Development of some sophomores such as Edward Pearce, Leslie Bruckner, Michael Kinek, Lyle Rockenbach, Helge Pearson and the play of such reserves as Tom McShannock, David Diehl, Walter Lueck and others featured the team's progress after the season started. Coach Bachman will lose four tackles, all regulars; a couple of guards, an end and two backfield men this year. Returning next fall will be a large assortment of experienced backs, ends, centers and a couple of strong guards.

17 Games On Cage Schedule

With only four letter winners returning from a team that had a mediocre record at best a year ago, outlook for a winner in basket ball is not too bright this year. Coach Benjamin F. VanAlstyne is busy these days putting together sophomore and veterans with hopes of giving the Spartans another winner, but this is no time to say the team will be such.

Letter men returning are Howard Kraft, guard or forward for two years' experience; Ben Dargush, William Carpenter and Leo Callahan, all sophomores last year. There is a ray of hope in a couple of tall sophomores. Frank Shidler, from Detroit, and Martin Hutt, from Schenectady, N. Y., are two of the best looking youngsters to appear at State for a long time. They promise to be the regular forwards. Dargush will be at center and the guards, probably Kraft and Callahan. The team, except for Callahan, is six feet or better in height and fairly fast.

This year State is using more of the "fast breaking" offense than ever before. Eventually Coach VanAlstyne hopes to have it installed completely.



John Pingel

Whose spectacular playing on the grid-iron this fall has won him a national reputation in the football world.

The schedule:

December 8, Hope college, here.
 December 11, Michigan, there.
 December 22, Univ. of Iowa, here.
 December 30, Univ. of Missouri, here.
 January 1, Case, here.
 January 5, California, here.
 January 8, Kentucky, here.
 January 11, Hawaiian All-Stars, here.
 January 14, Buffalo, there.
 January 15, Syracuse, there.
 January 22, Marquette, here.
 January 29, Butler, here.
 February 5, Wisconsin, there.
 February 7, Kentucky, there.
 February 12, Michigan, here.
 February 19, Marquette, there.
 February 21, Notre Dame, there.

I. C. 4-A. Title Winners

National Intercollegiate cross country champions five years in a row!
 Impossible, did you say?

On the contrary, however; for Michigan State again this fall proved itself king of the cross country teams entered in the annual I. C. 4-A championships

staged over a testing five-mile course in Van Courtland park in New York City.

The Spartans won by 10 points over its nearest rival, Syracuse, in one of the greatest battles ever waged in the historic race, generally rated as the No. 1 cross country event run in the United States.

In winning, State made modern cross country history, since it became the first team since the turn of the century to carry off the coveted title five times in succession. The victory enabled the Spartans to retain permanently the championship cup, which had been at stake since 1914.

State failed to sweep all of the major laurels in the race as it had done in the four preceding years. Howard Welch of Cornell ended State's rule over the individual title when he stepped home the winner by 50 yards over the crack field of more than 100 competitors.

Captain Ken Waite of State, the defending champion, ran in fifth place as two Syracuse men and a Maine entry followed Welch to the tape. Richard Frey, Waite's teammate, scored a close sixth.

A week later State finished second to Indiana in the Central Intercollegiate run at East Lansing. The Hoosiers, conqueror of the Spartans in a dual meet earlier in the season, exhibited too much class for the other entries in the race and won by 20 points, in addition to producing Jimmy Smith, the individual champion.

The Spartans dominated both the State Intercollegiate and Michigan A. A. U. meets, winning the team and individual crowns in each. The Varsity triumphed in the former, while the reserves were victorious in the A. A. U. event.

As in past years, considerable credit for State's success in cross country must go to Lauren P. Brown, the silent, but mighty member of the Michigan State coaching staff.

... I. C. 4-A title winners

... Beware of those shins



Don Francisco

(Continued from page 9)

about to launch their careers, he agreed to study their domes for \$13.50. Truly a bargain!

Very much on the Q-T, Don Francisco drew \$13.50 from the bank and invested it in a reading. The doctor was good. He hit so many nails on the Francisco head that the young graduate broke down and told of his ambition to be an artist, of his agricultural training and his opportunity to enter a newspaper career. The doctor's advice was direct and unequivocal.

"Get this writing and drawing notion out of your head," he said. "You will never get anywhere with it. What you ought to do is join some farmers' cooperative and help eliminate the middleman."

At the time the current bogie of American life was the middleman.

"Shucks!" exclaimed Francisco, "I have a chance to do that right now with the California Orange cooperative.

"You'd better take the job without delay," advised the doctor.

Whereupon Don Francisco passed up the newspaper career and shortly found himself at a fruit terminal in Chicago. His job was to be at work at 6 o'clock every morning, inspecting not only oranges but California deciduous fruits as well. The Exchange handled all kinds of fruits at the time. He would dig into an icy refrigerator car, select a box or crate at random, open it, and inspect all the fruit, repack it carefully, re-nail the box, return it to the pile, and then prod his frozen fingers into writing a report. During the hectic auctions he tried to make sense out of the signs and jargon by which the fruit was sold and to note down who bought what for how much.

Having a strong bump of curiosity, he wondered what happened to all the fruit carted out of the auction terminal. He spent a good part of his spare time following shipments to the dealers. Calling upon them one after another, he talked about selling citrus products and jotted down in a notebook what they told him. Eventually, he had notes on more than a hundred dealers' experiences.

About that time he struck up an acquaintance with a man who handled the advertising for the Exchange in that area. The advertising man was looking for a trade character. The artist in Don stirred and he created a character, but it was never used. One day he showed the advertising man his book full of notes. The latter was intrigued

and borrowed the book to show the manager.

Readily recognizing the value of this first orange marketing survey, Mr. Powell ordered some cards bearing title, "Special Investigator," and sent Don Francisco to call on dealers in other cities. Before long he was passing along the good ideas of one dealer to the next man he contacted. Citrus sales boomed in his wake. He became an authority on orange and lemon mark-ups and displays. This special investigating grew over night into the beginnings of a dealers' promotion service that has made Sunkist the leader in food merchandising.

Shortly Don Francisco was assigned to New York and told to hire an assistant. He employed Norton Mogge, another Eustace man from Michigan. Their job was to cover Manhattan. Lacking funds for an automobile they hired an old horse-drawn laundry wagon and spent most of 1915 driving up and down the streets calling on fruit dealers.

While he was plugging oranges and lemons with Norton Mogge and old Dobbin, Don Francisco decided to polish off some of his rough edges. He enrolled in dancing school. At the school he met a girl named Constance Little. This was just another happy accident, but when it became a serious matter, Miss Little's father decided to look up the handsome young Michigander to see whether or not he showed promise of becoming a good family provider. He found his future son-in-law driving the old one-horse laundry wagon in lower New York!

As the Exchange's number one dealer-service man, Don Francisco then became assistant advertising manager with offices in Chicago. In 1916, his superior, R. J. Grassley, died suddenly. Manager Powell told young Mr. Francisco to hold the fort until he could locate another experienced advertising man. He never found one, for inside of three months Don Francisco had the advertising department's affairs worked out in a way that marked him as the logical man for the job. Thus, two years out of agricultural college, he had become advertising chief of one of the largest merchandising organizations in the country.

The advertising office shortly moved to Los Angeles. For six years Mr. Francisco handled the job, basing his advertising innovations on what he had learned about merchandising fruit while calling on dealers in eastern cities.

Figuring that people who ate one orange could easily drink two, he persuaded the Exchange to buy the rights to the Blessing Orange Extractor and in time made it a standard fixture of

fountains the country over, not to mention kitchens as well. One of his ideas was that orange juice was a tip-top health drink. This notion turned out to be a bull's-eye, for dietetic research backed the hunch 100 per cent.

Seeking ways of trademarking the Exchange's products, he experimented at night in his home with meat branding irons, trying to burn the name "Sunkist" on oranges. If he had stayed with engineering he might have figured that one out, too, but as it was, someone else found a way to print "Sunkist" on oranges as they passed through the packing plants.

To sell more oranges, he needed more money. So he tackled public speaking and talked before growers' meetings so convincingly that shortly they were spending five cents per box of oranges instead of two cents to keep them moving over counters and ten cents for lemons. He pioneered in color advertising of California food products, too, plastering magazine pages with lemon pies and glasses of orange juice exactly as they looked in real life.

By 1921, that super-persuader Albert D. Lasker had convinced Mr. Francisco that he should become Pacific Coast co-manager of Lord & Thomas advertising agency, which handled the Sunkist account. Secretly Mr. Francisco figured that here at last as an agency head he might have a chance at a little art work. Mr. Lasker had other ideas. He made Robert Crane co-manager of production and Don Francisco co-manager in charge of getting business and keeping Lord & Thomas' two main coast accounts, Sunkist and Sunmaid, happy.

That first year the All-Year Club of Southern California was formed to raise advertising funds with which to stretch the winter travel season into a year-round proposition. Mr. Francisco promptly annexed the account. The campaigns he and his staff have developed year after year have consistently set the pace for community advertising the country over. Later he opened offices in San Francisco, where he lined up Southern Pacific and Californians, Inc., not to mention various other lucrative travel accounts, eventually becoming the outstanding authority on travel promotion in the West.

He had developed an uncanny ability in dealing with cooperatives. His particular forte was sitting in with groups of strong-minded individualists, listening to their arguments, which often became vehement, not to say violent, and then a few well-chosen phrases narrowing down the discussion to fundamentals on which they could all agree. He has prob- (Turn to page 22)

1891

Stanley L. Otis, an insurance broker and consultant, died in Scarsdale, New York, on October 12. Mr. Otis was the senior partner in Otis, Jones & Company, an insurance brokerage firm in New York City, and he was founder and general counsel of the Otis Service, a New York company established in 1923 to supply clients with digests of court decisions in workmen's compensation insurance cases. Forty-two years ago he entered the insurance business in Michigan as general agent for the Canada Life Assurance company. Later he was chief examiner for the insurance department of the state of Michigan. He also served as actuary and secretary-treasurer of the Bureau of Liability Insurance Statistics, now the National Bureau of Casualty and Surety Underwriters.

In 1919 Mr. Otis was executive secretary of the Insurance Federation of the State of New York, and in 1921 Governor Miller appointed him director of the Bureau of Workmen's Compensation. New York State Department of Labor, an office he held for two years. He was a charter member of the Casualty Actuarial Society and a member of the Sons of the Revolution, the Society of Colonial Wars, and the New York Society of the Order of the Founders and Patriots of America. He is survived by his widow and two sons.

1893

Word has been received of the death of **Enoch Andrus**, which occurred in Grand Rapids, Michigan, on April 10, 1937.

Walter A. Hamilton is a jeweler and optometrist in Kalamazoo, Michigan, having his store at 115 North Burdick street.

1895

Malcolm F. Loomis, prominent in business circles and veteran activities in Pontiac, Michigan, died May 21 in the Goodrich hospital following a short illness. For a number of years, Mr. Loomis was general manager of the Alamo Engine company of Hillsdale, Michigan. During the war he was a major in the United States army ordnance department, and was chief of the Cleveland district. Following the war he was named by Secretary of War Baker to take complete charge of distributing machine tools to colleges and arsenals throughout the nation. In later years he served as local chairman for the Citizens Military Training Camp enrollments, a project in which he was always vitally interested. Mr. Loomis served on the Pontiac Board of Commerce for a time, acting as industrial secretary on a project to encourage more industries to locate in that city. He later became production manager for the Jewett Radio corporation of Pontiac. At the time of his death he was manager of the National China company store on the Dixie highway in Clarkston. He is survived by his widow and two sons, **Russell F. '25**, and **Howard**.

1899

Fred R. Crane, former superintendent of Stout Institute at Menomonie, Wisconsin, and for several years agricultural commissioner for the Great Northern railway, was recently appointed state seed and weed inspector for Minnesota. Mr. Crane makes his home at Edgewater, Crookston, Minnesota, where, for the past twelve years, he has operated a dairy farm.

1900

George B. Wells is a real estate broker in Dade City, Florida, where he also represents the John Schroeder Lumber company of Milwaukee.

Mirroring The Alumni World

By Gladys M. Franks, '27
Alumni Recorder

1904

Fred A. Loew, head of the botany department of Huntington college, Huntington, Indiana, writes that on June 12, Dr. E. A. Bessey officially dedicated their new arboretum and botanical garden.

1905

Harry and Bessie Paddock Meek are "citrus ranching" in Upland, California, where they live at 690 East 11th street.

Ralph T. Stevens, also a resident of the Golden State, is a landscape architect with offices at 116 East Sola street, Santa Barbara.

1906

E. N. Bates is in grain investigation work as senior marketing specialist for the U. S. Department of Agriculture in Portland, Oregon, where he lives at 5639 S. W. Menefee drive.

1907

C. C. Cavanagh and **Garfield Verran** are located in Minneapolis. Cavanagh is an engineer with the Unipress Company, Inc., of 3725 Chicago avenue, and Verran is in the engineering department of the Soo Line railway.

Word has been received of the death of **Christian H. Goetz** which occurred in Los Angeles, California, on January 28, 1937.

Ernest VanAlstine is extension professor of agronomy at Cornell university, Ithaca, New York, where he lives at 29 Renwick Heights road.

His duties on the staff of Northern Montana college, at Havre, kept **M. F. Johnson** too busy to return to the campus for Alumni Day last June, but he sent his regrets to all his classmates, with an offer to take any of them "on" for a game of golf any time any of them can stop off in Havre on the way to the parks. He adds: "If they can't come through, I'll challenge them to a game and they can telegraph their results."

1908

Claude V. Williams is located in Joplin, Missouri, as unit manager for the Acacia Insurance company of Washington, D. C. His local address is 2501 Wall street.

1909

G. A. Bignell is located in Safford, Arizona, in the forest service.

Colonel William D. Frazer has been transferred from Fort Worden, Washington, to Fort DeRussy, Hawaii. He and Mrs. Frazer (**Shirley Gardner**) expected to sail on November 13.

Reese W. Taylor is located in Klamath Agency, Oregon, as a forester in the U. S. Indian service.

1910

W. G. Thompson manages the J. I. Case company in Racine, Wisconsin.



1911

Frank E. Barlow is a road engineer for the U. S. Indian service and is located in Shiprock, New Mexico.

Leslie L. Urch stopped at the Alumni Office on October 21 and reported that he is finance clerk for the Works Progress Administration in the counties of Ingham, Shiawassee and Livingston. Mr. Urch lives at 18 Hartung court, Pontiac.

1912

Bertram L. Bailie is plant engineer for Hiram Walker & Sons, Inc., of Peoria, Illinois.

Duane A. Blair, who lives at 34417 Ann Arbor Trail, Plymouth, Michigan, is district representative and sales engineer for the Mahr Manufacturing company of Minneapolis, Minnesota.

Charles R. Gifford, of the Gifford-Coughlin company of Detroit, lives at 111 Highland avenue, Highland Park, Michigan.

His friends and classmates will be grieved to learn of the death of **Alfred B. Mead** on January 15, 1937, in Minneapolis.

Burton F. Moulton is a partner and general manager of the Canner's Warehouse in Detroit, where he lives at 19701 Chesterfield road.

Earl C. Sanford is general superintendent of the National Agricultural Research center in Beltsville, Maryland.

James A. Smith is foundation engineer for the Great Lakes Steel corporation at Ecorse and lives in Dearborn at 1441 Howard street.

1914

P. Eduard Geldhof is assistant general superintendent for the Nineteen Hundred corporation of St. Joseph, Michigan, and lives on Route No. 3, North Shore drive, out of Benton Harbor.

Roy F. and Alice Wood Irvin, and their three daughters, are living at 1400 South Beverly Glen boulevard, Los Angeles. Mr. Irvin owns an advertising concern, bearing his own name, located at 1221 Wall street.

Frank W. Schmidt, chief engineer for Ryerson & Haynes, lives in Jackson, Michigan, at 1017 Woodbridge street.

C. R. Todd is assistant service manager at the Packard Motor Car company in Detroit where he lives at 1415 Parker avenue.

1915

Michael M. Burris, civil and landscape engineer, is located at 115 VanNostrand avenue, Englewood, New Jersey.

Elton B. Hill, professor of farm management at the college, and **Irene J. Shabin**, of the college home economics division, were married in Lansing on July 31. They are making their home in East Lansing at 601 East Grand River avenue.

Harold W. Hulbert is manager of pea and bean production and sales for the Mark Means company in Lewiston, Idaho, where he lives at 415 Fourth.

1916

Floyd Bunt, of 750 Lake Shore Drive, Chicago, is a buyer for R. R. Donnelley and Sons company, Chicago.

Arnold L. Olsen is in charge of W. P. A. education for the state of Montana, and makes his headquarters in Helena where he lives at 823 8th avenue.

Albert L. Waltz is county rural rehabilitation supervisor for the Resettlement Administration in Akron. He and Mrs. Waltz (**Johanna Vander-Haagen**) live in Akron at 618 Burt court.

1917

Anfred E. Blomquist manages sales for the McCord Radiator and Manufacturing company in Detroit where he lives at 15730 Rosemont road.

G. M. Glidden, of 319 South President street, Wheaton, Illinois, is district manager in charge of sales safety equipment for the E. D. Bullard company of Chicago.

Charles H. Donnelly is president of Donnelly, Gleim and company, a real estate firm, with offices at 949 Penobscot building, Detroit.

Sheldon and Clarissa (Pike, '18) Lee have returned to Michigan and are living at 1548-Groton Road S. E., Grand Rapids. Mr. Lee is Grand Rapids representative for the Bryant Air Conditioning corporation of Cleveland.

B. W. Straight is an accountant for the Western Electric company, Inc., of 100 Central avenue, Kearny, New Jersey.

1918

Mrs. **William Brownrigg (Grace Andersen)** recently moved from Sacramento, California, to 1917 Jerome street, Lansing, when her husband became director of personnel for the state of Michigan.

Wilson Beam manages the Farm Bureau Fruit Products company at Hart, Michigan.

Alice Gunn Clemetsen and her sons, **Harold, Jr.** and **Gerald**, have moved from Cadillac to East Lansing, where they are living at 426 M. A. C. avenue.

Captain Lee H. Tucker is assigned to CCC Company 2504, Camp DG-24, Squaw Butte-Burns, Oregon.

1919

Captain Daniel W. Kent has been transferred from Fort Benjamin Harrison, Indiana, to Fort Leavenworth, Kansas, where he may be reached at 510-5 Kearney avenue.

1920

Charles W. Gray, lieutenant commander on the U. S. S. Canopus, may be reached in care of the postmaster of San Francisco.

Carl L. Warren, of 159 Ashbourne road, Rochester, New York, is vice president of Joseph Harris company, Inc., of Coldwater, New York.

1921

John B. Donovan is an osteopathic physician in Tyler, Texas, where he lives at 1012 South Robertson street.

Dorothy Curtiss Doyle and **Russell E. Klus** were married in Cleveland, Ohio, on July 2, and are making their home at 921 Robinson street, West Lafayette, Indiana.

1922

John Bos was a campus visitor last summer and stopped at the Alumni Office. Mr. Bos is director of recreation for the Grand Rapids board of education, with headquarters in Davis Technical high school building.

The sympathy of the class is extended to **Margaret Bowerman Reed** whose husband died at their home in Lake Odessa last January. On July 1, Margaret accepted the position of home extension agent for Jackson county, with headquarters in Jackson where she lives at 510 South Jackson street.

Leroy Keely is engaged in industrial research and market development for the Mellon Institute in Pittsburgh.

Glenn L. Voorheis is office engineer and manager for Seaboard Engineering company in Beverly Hills, California. He lives in Tarzana at 6053 Topeka drive.

Allan R. Weber is assistant superintendent of the White Wood Products company in Bogalusa, Louisiana, where he lives at 317 Alabama avenue.

1923

Paul M. Barrett is extension soil conservationist for the college, and he and Mrs. Barrett (**Thelma Stephens, '24**) live in East Lansing at 540 Charles street.

Norman C. Branch, for many years connected with the New Departure Manufacturing company of Connecticut, was recently promoted to the position of supervisor of production materials and production scheduling for their two plants. Mr. Branch lives in Bristol, Connecticut, at 33 Elm street.

Joseph B. Edmond is an associate professor on the staff of Clemson Agricultural college at Clemson, South Carolina, and is engaged in teaching and research in horticulture.

Ernest A. Kinney, formerly in Chicago, is now employed at the Hayes Electric company in Lansing. He is making his home in East Lansing at 638 Sunset Lane.

Howard K. Menhinick is located at 110 Dale road, Norris, Tennessee, as senior regional planner for the Tennessee Valley Authority.

1924

Frances Angela is senior bacteriologist for the Illinois Department of Public Health at 1849 West Polk street, Chicago.

Keith L. Baguley works for the Michigan State Highway department, and has his headquarters in Flint at 231 Capitol Theatre building.

Herman Jennings is a structural engineer for the Carbide and Carbon Chemicals corporation, and lives in Charleston, West Virginia, at 109 Maryland avenue.

Harold J. Lutz, assistant professor of forestry at Yale university, lives in Hamden, Connecticut, at 123 Woodlawn.

Arthur C. McIntyre is employed by the soil conservation service as a regional forester and is stationed at Williamsport, Pennsylvania, where he lives at 1068 Louisa street.

Alonzo A. Norconk is a physician in Detroit with offices at 2501 West Grand boulevard.

Fern Schneerer Whitmarsh (Mrs. W. C.) teaches foods in Foch Intermediate school in Detroit, where she lives at 446 Manistique avenue.

Thomas Skuce writes that he recently had a visit with **W. T. Stephens**, who is now a ranger with the National Park Service, and is located in the Shenandoah National park with headquarters in Elkton, Virginia.

Otto J. Weisner is employed by Dr. Salsbury's Laboratories in Charles City, Iowa, as an instructor in their poultry school.

1925

George E. Braun and **Emily Sue Prussing**

(Michigan State Normal college) were married June 28 at the Prussing home on the peninsula near Traverse City. They are residing in East Lansing at 735 Linden street.

Justin C. Cash is president of the Union Stock Yard company of Baltimore. He and Mrs. Cash (**Ione Barker**) live in Catonsville, Maryland, on North Rolling road.

A son, **David Milbourn**, was born July 14 to **Leland and Dorothy (Fisk, w'27) Dewey**, of 213 West Mason street, Jackson, Michigan.

Lewis C. Hollerbach is located in Pittsburgh as branch manager for Consolidated Expanded Metal company. His residence address is 909 Milton street, Regent Square.

Julia Knowles is a visitor for Old Age Assistance in Battle Creek, where she lives at 61 East Kingman avenue.

Robert Learmonth is a veterinarian in Denver, Colorado, and lives at 1554 South Penn.

L. H. Nagler, formerly with the Olds Motor Works in Lansing, is now associate editor of "Industrial Power," a magazine for engineers and plant engineers, with offices in the Maujer Publishing building, St. Joseph, Michigan.

H. F. Robison is assistant engineer for the Commonwealth Edison company of Chicago. He and Mrs. Robison (**Helen Perry, '24**) live at 17 Orchard court, Des Plaines.

One of the new officers on the staff of regular army men engaged at the college for instruction of R. O. T. C. is **Captain Donald H. Smith**, coast artillery. After three years in Panama, two years at Fort Houston, Virginia, a year each at Aberdeen, Maryland, and Fort McClellan, Alabama, **Captain Smith** attended school at Fort Monroe during 1932 and 1933. Stationed with the harbor defense of San Francisco, **Captain Smith** went from there to the Philippines in 1934, where he remained until last March.

Donald H. Stark, who for the past twelve years has been engaged in research and other phases of live stock marketing at the largest marketing centers in the country, has been appointed extension live stock marketing specialist at the college, a new service created to aid the Michigan farmer in disposing of his stock at the best prices.

1926

Willard and Eleanor Robb Carpenter are living in Paducah, Kentucky, where Mr. Carpenter is employed by the Soil Conservation service.

Horace Farley and **Mercedes LeClair** were married in Lansing on June 19, 1937.

The **F. A. Harpers** (she was **Marguerite Kaechele, '27**) and their two daughters, **Barbara** and **Hariet**, are enjoying the tropical sunshine in Puerto Rico. **Harper**, on leave of absence from his work at Cornell university, is head of the division of agricultural economics at the University of Puerto Rico, located at Rio Piedras.

John Sterling Lane is a construction engineer for the Procurement division of the Treasury department and at present is located in Ely, Nevada, at the New Post Office building. Lane reported the arrival of a son, **John Faull**, on June 2, 1937.

Robert Larzelere is an accountant for the Bell Telephone company in Detroit, where he lives at 12795 Lauder.

Grace Moulton Shader (Mrs. Lyle R.) is a food supervisor for the Union News company in the D. L. & W. station in Scranton, Pennsylvania. She lives at 512 Quincy avenue.

T. R. Smits is chief of the Associated Press bureau in Salt Lake City, Utah, and lives in that city at 419 South 12th East street.

Forrest Starrett is located in Detroit with the W. A. Case and Son Manufacturing company, wholesale plumbing and heating jobbers. He lives at 13145 Maiden avenue.

Dennis H. Strong, assistant district manager for the Goodyear (Turn to page 19, column 2)

Obituaries

Victor Tyson Wilson, former professor of drawing and design at Michigan State college, died August 4 in Detroit, Michigan. He was 73 years old.

Born in Philadelphia in 1864, Mr. Wilson taught at Cornell university, Drexel institute, University of Illinois, and Pennsylvania State college before coming to Michigan State in 1908 where he remained until 1917. He was an honorary member of the Eumonian society, now the Sigma Nu fraternity, and of the Cornell club of Detroit.

Edward Chauncey Crawford, 64, laboratory engineer in the mechanical research department at Michigan State college since 1892 and a member of the class of 1894, died September 10 at Edward W. Sparrow hospital in Lansing, following a lingering illness.

"Chan" Crawford, as he was known, was chief of the East Lansing volunteer fire department operated at the college for several years, and was appointed chief of the city department when it was organized in 1924. When he retired in 1927, he was made an honorary member of the department. He was a past master of the East Lansing Masonic lodge No. 480.

Orrin B. Winter, 58, research associate in chemistry at the Michigan Agricultural station, died suddenly of a heart ailment on October 1. He was graduated from the University of Michigan in 1909 and came to the Michigan Experiment station at Michigan State college at that time. Except for the years 1911-12, when he was assistant chemist at the New York Agricultural Experiment station in Geneva, Mr. Winter has served continuously at Michigan State college.

His main work was in the field of agricultural chemistry where he was an outstanding authority on the analysis of plant materials. He was a member of the American Chemical society, American Association of Cereal Chemists, and Official Agricultural chemists. He was also a member of the following honorary societies: Sigma Xi, Phi Sigma, and Phi Lambda Upsilon. He was active in the local section of the American Chemical society and served as chairman in 1933.

He leaves his widow, Mrs. Ethel Florene Winter, and two sons, Richard, and Gerald Winter, who is a junior journalism student at Michigan State.

William E. Genter, Buffalo, senior in the physical education department, died following an appendectomy on October 19, in Buffalo.

Genter was a member of the Hermian fraternity and was prominent in intramural athletic events at the college. He served as an instructor in swimming, assisting Coach Russell Daubert.

A military funeral was given **Nelson Lash**, 26, economics senior, who died October 24 as a result of striking his head on the pavement in a fall from his horse while riding with the cavalry. Death was due to a skull fracture which produced a cerebral hemorrhage. The accident happened at 11 o'clock in the morning, at 4:25 he died in the college hospital a few minutes before his parents arrived.

Lash was a member of the Eclectic fraternity, Officer's club, Scabbard and Blade, and the Liberal Arts board.

Senior student officers of the cavalry unit, of which he was a member, accorded him highest military honors at the funeral services held at his home in Saginaw. He is survived by his parents, Mr. and Mrs. William C. Lash, and a brother, Robert.

Lewis Van Brown, aged 3, only son of L. H. Brown, '31, assistant professor of farm management, was drowned in a small creek at the

home of his grandparents near Maple Rapids on November 11.

D. Staley Haugh, 21, senior journalism major, from Mason, died on November 12 in a Lansing hospital while the coast to coast Varsity show which he had helped to organize, was in progress. He had been ill only a few days with a sinus infection which spread to meningitis.

Active in campus dramatics, radio, and writing, Staley was chairman of the committee in charge of scripts for the Varsity show. His work on WKAR, the college broadcasting station, included the directorship of the Saturday Matinee and the Spartan theater. His other activities included the vice presidency of Theta Alpha Phi, dramatics honorary; La Cofradia, Spanish honorary; Press club, and the Independent Men's league. He was the author of a theater column in the State News and also wrote for the Spartan magazine and for the Junior Farm bureau.

He was the only son of Mr. and Mrs. Clarence Haugh of Mason, Michigan.

Circling Alumni World

(Continued from page 18)

Tire and Rubber company, lives at 436 Wellington road, Penn Valley, Narberth, Pennsylvania.

Alice Windes is dietitian at the U. S. Marine hospital, Ellis Island, New York City.

1927

Lawrence Ames is located at Arnold Arboretum at Jamaica Plain, Massachusetts, as associate pathologist in entomology and plant quarantine for the United States department of agriculture. He and Mrs. Ames (**Willa L. Galyon**, a former graduate student at the college) live in Needham, Massachusetts, at 11 Paul Revere road.

Clare Cazier is office manager for Firestone's auto supply stores in Batavia, New York, and lives at 24 Lincoln street.

Hugh and Jeanne Sutherland Hart live at 246 W. Plumstead avenue, Lansdowne, Pennsylvania. Hugh is assistant manager of United Motors service in Philadelphia.

1928

Maxine Boone is dietitian at Mosher-Jordan Halls in Ann Arbor.

Merrill W. Byrne, commercial engineer for General Electric, is located in Fort Wayne, Indiana, at 4108 Indiana avenue.

Maurice Davies is service manager for the Reo Sales corporation at 220 North Grand avenue, Lansing.

Raymond D. Fisher is field engineer for Boyajohn & Barr, Inc., contractors, in Columbus, Ohio, where he lives at 2129 Indianola avenue.

Hamilton Green is office manager for the Howard Supply company, dealers in oil well supplies, in Los Angeles, where he lives at 4327 Garthwaite.

James K. and Annie Laurie (Walls, '26) McElroy announce the birth of a daughter, Jean, on November 2, 1937.

Margaret Matthews called at the Alumni Office on September 3 and gave her new address in Washington, D. C., as 3306 P street N. W.

A daughter, **Marlene Faye**, was born July 12 to Mr. and Mrs. Frank H. Maxfield of Montgomery, Ohio. Mr. Maxfield taught chemistry at the college for a number of years, and Mrs. Maxfield is the former **Marion Ulrey**. They have two other children, **Joyce**, eight years of age, and **Tommy**, six and a half.

Francis C. Miller is an engineer for the Min-

neapolis Honeywell company located in the Architects building in Detroit.

John Paul and Marian Bennett Morrow announce the birth of a daughter, **Mary Ann**, on July 30. The Morrows are living at 1806 St. Clair River drive, Algonac, where Mr. Morrow is a project engineer for the state highway department.

Justin and Ferne (Sutherland, '27) Munger are living at 152 Ames avenue, Leonia, New Jersey. Mr. Munger is eastern district manager for Toastmaster Products division of McGraw Electric company, with offices in New York City.

William A. Woolfitt stopped at the Alumni Office on October 21 and gave his address in Flint, Michigan, as 2101 Adams avenue. Mr. Woolfitt is in a W. P. A. district compensation office and is in charge of sixteen Michigan counties.

1929

William L. Bigler is located in San Francisco as a landscape architect for the National Park service. He and Mrs. Bigler (**Elizabeth Burge**, '30) live in San Leandro at 3660 Hollister court.

Beatrice Comstock is in the personnel department of the J. L. Hudson company in Detroit, where she lives at 435 Holbrook avenue, Apartment 417.

Clyde and Dorothea Wimble Darling are living at 1311 East 112th street, Cleveland, Ohio, where he is production superintendent for the Franklin Creamery company.

U. J. Forsyth, 417 South Clemens avenue, Lansing, is employed in the electro-plating department at the Olds Motor works.

Hugo Lundberg, Jr. is a mechanical engineer for the Indiana and Michigan Electric company of Mishawaka, Indiana. He and Mrs. Lundberg (**Jeanette Foster**, w'32) live in South Bend at 1114 Belmont.

H. Lyle Lyon is a vocal teacher in the schools of Wyandotte, Michigan, where he and Mrs. Lyon (**Emily Loree**, '28) live at 2333 First street.

D. R. Mapes is assistant to the buyer in the furniture department of the R. H. Macy company store in New York City. He lives in Jackson Heights at 37-30 81st street.

O. H. Muth is associate professor of veterinary medicine at Oregon State college. He lives in Corvallis at 2331 Monroe street.

Elizabeth L. Robinson teaches in Central high school in Detroit where she lives at 2230 Witherell.

Donald D. Waller is senior test engineer for Consolidated Aircraft corporation in San Diego. His local address is 1629 Brookes avenue.

Harold Wolters is employed by the Clarage Fan company, Kalamazoo, Michigan, as sales engineer.

1930

Thomas R. Bell is an optometrist in Alpena, Michigan, where he and Mrs. Bell (**Margaret Hubbard**, '29) live at 117 West Chisholm.

Nathan R. Brewer is a veterinarian for the Detroit Board of Health, and lives in Detroit at 1761 Seward.

Henry W. Clapp is resident physician at Receiving hospital, Detroit, and lives at 1191 West Philadelphia, Apartment C11.

Edward F. Cook, of Springs, Easthampton, New York, is an underwriter for the New York Life Insurance company of Brooklyn.

Franklin S. Cooper and **Jean A. Keyes** (Wayne university '32) were married July 10, 1937. They are making their home at 2282 West Grand boulevard, Apartment 37, Detroit. Mr. Cooper is a teacher in Condon Intermediate school.

Carleton B. Crittenden is a salesman for Armour & company, and lives in Detroit at 861 Lathrop.

A new name and address is recorded for **Dr. Susan Coons**—she is now Mrs. John E. Dees and lives at 577 Oakland street, St. Paul, Minnesota. Her husband is also a doctor.

Effie L. Ericson, Spanish teacher in Lansing Eastern High school, reports a most interesting ten weeks' vacation this summer, three spent in Mexico and seven in Guatemala. She traveled to Mexico City by train, from there to Guatemala also by train, and returned from Puerto Barrios to Mobile by United Fruit liner.

Floyd C. Hach gives his new address as 1111 West Carpenter street, Midland, Michigan, with the note that he is employed at Dow Chemical company in the production of carbon bisulphide.

William B. Hanlon, assistant engineer with the U. S. Geological survey, was recently transferred to Kingston, New York, where he may be reached at 202 North Manor avenue.

H. E. Hendry is manager of the Hurd Sterling company, Gulf oil distributor, in Monroe, Michigan, where he and Mrs. Hendry (**Louise Stoner**, '28) live at 531 North Macomb street.

Gayle and Helen (Grove, '32) Hunt live at 13333 Frankfort, Detroit, where Mr. Hunt is employed by Ira Wilson & Sons Dairy company.

George W. Jennings is an investment analyst for the Analytical Research Bureau, 50 Pine street, New York City.

Raymond and Lucile (Bunge, '29) Jennings are living at 17144 Indiana avenue, Detroit. Ray is special agent for the Rhode Island Insurance company.

Manfred Johnston is an instructor in physics at the University of Detroit. He and Mrs. Johnston (**Alice Rose Keefer**) live in Detroit at 15058 Lesure.

Hobart Rowe is accessories development engineer for General Electric and is located in Pittsfield, Massachusetts, where he lives at 54 Wendell avenue.

James Stone is warehouse superintendent for the Barrett company, roofing manufacturers, in Chicago. He and Mrs. Stone (**Mary Clark**, w'28) live at 225 Herrick road, Riverside.

1931

Mable and Marjorie Altoonjian are teaching in St. Augustine, Florida, where they live at 49 Cordova street.

Lloyd L. Arnold, civil engineer for the U. S. Bureau of Reclamation, is located in Denver, Colorado, at the U. S. Custom House.

Robert and Irene (McKee, '32) Biggar are living in Port Huron, Michigan, where Bob is a physician in the Port Huron hospital.

Russell L. Breining is head chemist at the Liberty Powder company at Mount Braddock, Pennsylvania. He lives in Uniontown at 33 West Fayette street.

Lauren P. Brown, track coach at the college, and **Nelda J. Distin** were married on July 15, 1937.

Donald W. Clark is traffic representative for the Pere Marquette railway, 200 Fort Street Union depot, Detroit.

Vivian Janney and Walter E. Heston (M.S., '34, Ph.D., '36) were married in the chapel of Peoples church on June 5. They are making their home in Abilene, Texas, where Dr. Heston is professor of biology at McMurry college.

Joseph L. Joachim is a test engineer for the Detroit City Gas Company, and lives in Detroit at 15460 Sorrento.

James Krimian is a chemist for the Murray Corporation of America, located in Detroit. He was married a year ago last summer and lives in Detroit at 1976 Kendall avenue.

Glenn and Heler (Tripp, w'32) Larke announce the birth of Lynn Louise on June 21. Mr. and Mrs. Larke are living at 224 Bailey street, East Lansing. Glenn is assistant educational secretary of the Farmers and Manufacturers Beet Sugar association of Saginaw.

Margaret Marshall has returned from Shanghai where she has taught for the last few years, and is now teaching in Central High school in Kalamazoo, where she lives at 703 South Rose street.

Eileen E. Paterson, casting director for the Jam Handy Picture Service Inc., of Detroit, and **Ralph W. Harris** were married August 10, 1937. They are living in Detroit at 750 Whitmore road, Apartment 405.

George B. Robinson works out of Ithaca, New York, as field officer of the agricultural conservation program. He lives in Ithaca at 609 Mitchell street.

Gaylord Walker and **Grace Lucille Hood** (Michigan State Normal college) were married July 3 in Peoples church in East Lansing.

1932

E. E. and Myrna (Utter w'33) Criswell are pleased with their transfer to El Paso, Texas, as evidenced by the following card from Mrs. Criswell: "If you want to enjoy a really delightful climate try El Paso, it's grand. We are almost glad that my health necessitated the high, dry country. 'Cris' is zone representative and adjuster for the Buick and likes his work a lot. We keep open house so drop out and see us any time." They live in El Paso at 4100 Trowbridge street.

Daniel Dineen is advertising solicitor for the New York Times and lives in White Plains, New York, at 5 Old Mamaroneck road.

Robert and Margaret McQuade Fahrney are living at 14355 Hubbell avenue, Detroit, where Mr. Fahrney is head of the tabulating department of the Kroger Grocery and Baking company.

Carl E. Haradine is plant superintendent for Arctic Dairy Products company in Kalamazoo, where he lives at 2213 Logan.

M. D. Hosler is a foreman at the Olds Motor works in Lansing, and lives at 1014 Smith avenue.

George R. Kerry is a salesman for the Beloit Dairy company in Chicago where he makes his home at 519 West Brompton avenue.

Stuart D. Long, field engineer for Consumers Power company, lives in Grand Rapids at 536 Ethel avenue S. E.

Elizabeth Conrad and Amerst Colby were married in Midland, Michigan, on May 15. They are both employed at the Dow Chemical company and mail reaches them at Box 126, Midland.

Rolph Carlisle and Helen Norberg, '35, were married July 3, 1937, and are making their home at 139 Marshall street, Coldwater, where Mr. Carlisle is assistant cashier in the Branch County Savings bank.

Dee and Gertrude (Balzer, '33) Pinneo announce the birth of George Guy, on June 25, 1937.

Elsa Richards, former supervisor of art in the East Lansing High school, has accepted a similar position in the Lincoln High school in Wyandotte, Michigan.

Elsie K. Roberts is physiotherapist for the public schools of Muskegon and Muskegon Heights, with headquarters at the Nelson school in Muskegon.

Kermit Schaaf is veterinarian and pathologist at the Kimber Poultry Breeding farm in Niles, California.

Florence Winchell directs women's activities for the Department of Recreation in Kalamazoo, Michigan, where she lives at 1611 Park place.

1933

Florence Austin Villars (Mrs. R. L.) is assistant supervisor of women's halls and commons at the University of Chicago, where she lives at 5514 Blackstone avenue.

Edwin G. Bath manages the Firestone Auto Supply and Service store at 120 East Main street, Midland.

James C. Bentley and Mary Lou Sharer, '36, were married June 5, 1937. They are living in

Long Beach, California, where Lt. Bentley is assigned to the U. S. S. New Orleans.

Kenneth L. Clark is a metallurgist for the Buick Motor company in Flint, where he lives at 2000 Avenue A.

Alden P. Cole and Marie Miller were married on June 15 at the bride's home in Sandusky, Ohio. They are now located at 2886 Post street, Jacksonville, Florida, where Mr. Cole is livestock development agent for the Atlantic Coast Line railroad.

A new name and address is recorded for **Elsie A. Crowl**—she is now Mrs. R. L. Wood of 2710 West Chicago boulevard, Detroit.

Dorothy R. Cummins is located in Findlay, Ohio, as home service adviser for the Central Ohio Light and Power company.

Natalia Sutterby and Lewis E. Dail were married in McCune chapel of Peoples church on July 1, and are making their home in East Lansing at 507 Abbot road. Mr. Dail is the son of **Ernest** ('02) and **Bernice (Black, w'07) Dail** of Lansing.

Virginia Day is teaching public school music in Wyandotte, Michigan, and living at 82 Poplar street.

Arnold Duffield, 727 North Capitol avenue, Lansing, manages the Lansing office of the American Carloading corporation.

Word has been received of the death of **Robert Hudson Elliott** which occurred in Howell, Michigan, on July 19.

Zona Marie Ferris and Harry T. Running (Albion college) were married July 3 in the chapel of Peoples church.

Howard L. Galehouse is director of the Clinical laboratories at 700 Empire avenue, Benton Harbor, Michigan.

Corrine Goulet Harrison (Mrs. Richard) teaches in Sherrill school in Detroit, where she lives at 2239 Cadillac boulevard.

Theodore M. Jacka, chief statistician for the Michigan Department of Labor and Industry, lives in Lansing at 517 Paris avenue.

W. Vance Kennedy is senior chemist for the city of Flint, where he makes his home at 701 Begole street.

Last May, **John Kleinhessel** became superintendent of Bella Vista farms near Ypsilanti, Michigan.

A. E. McElroy, with General Motors Overseas Corporation, lives at the 63rd street Y. M. C. A. in New York City.

James and Ruth Stephenson O'Dell are living at 120 Hicks avenue, Plainwell, Michigan, where Mr. O'Dell is office manager for Nunut Foods Inc.

Dorothy Patnales, a former teacher in Lansing Eastern high school, is now supervising teacher of home economics at Ohio State university, Columbus.

T. Berwyn Pemberton teaches in Vassar, Michigan, where he and Mrs. Pemberton (**Eleanor Bliss**, '32) live at 213 Division.

1934

Keith G. Acker and Oscar Aue are employed by the Resettlement Administration—Acker is located in Ionia, and Aue in Lapeer. Others in branches of government service are: **L. C. Watson**, 228 Somers, Eaton, Ohio, a junior engineer in the soil conservation service; **Louis Stachel**, junior hydraulic engineer for the T. V. A., 611 Union building, Knoxville, Tennessee; and **Dr. Leslie F. Thayer**, veterinarian for the U. S. bureau of animal industry, located at 512 13½ street, Parkersburg, West Virginia.

Ernest P. Jensen, Archie H. McCallum and Arthur W. DuRose are putting their knowledge of chemistry to work in their respective localities—Jensen is located in Plus, West Virginia, with the duPont company; McCallum is vitamin biochemist for the Frederick Stearns company, and

lives at 41 Bagley street, Pontiac; and DuRose is engaged in research work at the Harshaw Chemical company in Cleveland, where he lives at 2052 East 90th street.

Teachers in the class include: **Betty Shigley**, teaching in Lansing and living at 220 Marshall street; **Jennie Mae Becker**, home economics teacher in the Grand Ledge high school; **Fred C. Burgess**, principal and ag teacher at Elkton, Michigan; **Gladys Coe**, art teacher at the Edison Institute in Greenfield Village, Dearborn; **Bernard McNutt**, coach at Cheboygan, where he lives at 119½ E street; and **Allan A. Kunze**, instructor in electrical engineering at Ohio State university, Columbus.

Albert Bradley is located in Peru, Indiana (228 West Main street) as representative of the Phillips Petroleum company of Maywood, Indiana.

Carlos Fessler is singing with the Songfellows over radio station WHO in Des Moines.

Marion Fuller is a student nurse at the Butterworth hospital in Grand Rapids.

George and Lucille (Hearn, w'32) Gallup are living at 845 Wealthy S. E., Grand Rapids, where Mr. Gallup is employed in the cost department of the Keeler Brass company.

Mott Heath is publication clerk for the State Highway department in Lansing.

Merton L. Luscombe is assistant manager of Stony Creek orchards on Route 1 out of Romeo, Michigan.

Donald H. Schell is an engineer in the radio research department of General Electric, and lives in Stratford, Connecticut, at 518 Valley road, Lordship.

A son, **Harold Russell**, was born June 26 to **Russell and Nellie Reuling McComb**, of Stockbridge, Michigan.

Lawrence and Lucile (McCue, '35) Walker announce the birth of Samuel Cawood, who arrived on their first wedding anniversary, August 22. The Walkers are living at 519 North Oakley street, Saginaw, where Mr. Walker is employed at the Loose-Wiles Biscuit company.

Everett and Winona (Peterson, '32) Elwood are living in Lansing at 219 North Logan street. Mr. Elwood is secretary of the game division of the state conservation department.

Wedding bells have sounded for several of the classmates—**Carolyn L. Chapel** and **Harold J. Ensinger** were married on June 19, and are making their home at 2213 Corunna road in Flint; **Helen Dinsmore** is now Mrs. Howard Beck Jr. of 4001 LeRoy, Comstock Park; **Joseph C. Ferrari** and **Barbara McAlvay** ('36) were married April 17 and are living at Houghton Lake, Michigan; **L. H. Rhodes** and **Clarice Lipsey**, of Grand Ledge, were married May 28 and are at home in West Branch, Michigan, where Mr. Rhodes is district 4-H club agent; and **Eda Trickey** and **Clyde Price** were married on June 24 in the Trinity church in Lenox, Massachusetts, and are making their home in Montague, Michigan.

1935

John W. Wood and **Lawrence C. Dennis** are continuing their studies—Wood is working on his master's degree in forestry at the University of California at Berkeley, where he lives at 2708 Haste street; and Dennis is a graduate student at Wayne university, Detroit, where he may be reached on Route 3, Box 1630.

Donald D. Bowman is employed as a chemist at the Packard Motor Car company and lives in Highland Park at 197 Beresford.

Frederick W. Kerr, who received his M.S. degree last June, is a chemist for the Standard Oil Development company of New Jersey and is located in Bayonne, New Jersey, where he lives at 259 Avenue E.

The Soil Conservation service employs **Harold J. Rush** and **Earl H. Brunger**—Rush as junior biologist in charge of wildlife work in Charlotte,

North Carolina, where he and Mrs. Rush (**Lillian Rees, w'38**) live at 1117 Greenwood Cliff; and **Brunger** as junior soil surveyor at Camp S C S 11 in Berea, Virginia.

E. G. Boydston is located in Escanaba, Michigan, as veterinary inspector for the federal bureau of animal industry.

William P. Fuller, J. E. Jepson, J. F. Ryff, and **Kermit Smith** are all working on the campus—Fuller as half time instructor in the math department, Jepson as budget clerk in the treasurer's office, Ryff as instructor and research assistant in bacteriology, and Smith as registration clerk in charge of schedules.

Among those engaged in teaching are: **Ruth Eager, Mazon; E. Lavancha Holmes**, Maple Rapids; **Louise Noble**, Jonesville, and **Mildred Rose Lobban** (Mrs. A. E.), Brown City.

Five have marched to the strains of Lohengrin—**Martha Summers** is now Mrs. R. F. Morris of 913 Hilldale drive, Royal Oak, and **Frances Boughner** is Mrs. W. A. Frost of 1417 College avenue, Bluefield, West Virginia; **Irving Silverman** and **Frieda Wiener** ('36) were married in Muskegon on September 12, and are making their home in Ann Arbor at 117 North State street; **Jean Kreuter** and **Anton Eggebeen Jr.** were married August 7 and are at home in Grand Rapids at 39 Corrine street S. W.; **Howard R. Bissland** and **Mary Ellen Grover** ('37) were married in the Peoples church on June 15, and are now making their home in High Point, North Carolina, where Mr. Bissland is connected with the Soil Conservation service.

Carleton B. Spencer is in charge of the color department at the Ditzler Color company, 8000 West Chicago boulevard, Detroit.

Edward W. Kemp is office manager in Champaign, Illinois, for the Goodyear Tire and Rubber company.

William J. Kestl manages the cafeteria in the Michigan Union in Ann Arbor.

G. L. and Mary-Margaret (Dunks) Murphy celebrated their first wedding anniversary on November 7. They are living in Lansing where Mr. Murphy is assistant house heating engineer for the Consumers Power company.

LeForrest Plastridge engineers for the Marco company at 5325 Westminster avenue, Philadelphia.

Allan L. Ramsey directs boys work for the Episcopal Diocese of Michigan, with headquarters at 63 East Hancock avenue, Detroit.

Paul S. Robe is landscape architect at the state hospital in Pontiac where he and Mrs. Robe (**Kathleen Arver**) live at 115 State street, Apartment 22.

Jay B. Robinson is junior lubrication engineer for the Shell Petroleum corporation in Detroit, where he lives at 1130 Holcomb street. His brother, **Herbert B.**, '36, lives at the same address, and is employed as chief inspector at the Bundy Tubing company.

James P. French is a draftsman at The Hallcrafters Inc., 2611 Indiana avenue, Chicago.

Barbara Bradford may be reached at the United States plant introduction garden in Glenn Dale, Maryland.

Violet Aijala Helligren (Mrs. A. W.), who lives in Detroit at 2647 Hogarth, is a nutritionist for the city health department.

1936

Bertram Jochen and **Lucy Schneider** ('35) were married August 21, 1937, and are at home at 3203 Webber street, Saginaw.

Jackson J. Perry, who is director of recreation for the city of Amsterdam, New York, was married last January 2 to Virginia Healy.

Robert A. Stoll and **June C. Svoboda**, '37, were

married in Grand Rapids on September 18. They are living in Battle Creek where Bob is plant agent for the Standard Oil company.

Among those engaged in teaching are: **Dale Anderson** at Lakeview, **George K. Berden** at Fennville, **Maryruth Martin** at Vestaburg, **J. Geoffrey Moore** at Bad Axe, and **Ruth A. Ryder** at Laingsburg. (Turn to page 22, column 2)

Dial WKAR For Campus News

THE Michigan State college campus is no farther from you than your own radio set. This age of fast automobiles, streamlined trains and improved communications has changed all concepts of time and space. Your college, utilizing its radio station WKAR has shortened the distance you have traveled since college days and brings the activities of the entire campus to you. A turn of your radio dial to 850 kilocycles is the pass key.

News of the college, a review of what the administration is doing and planning, new projects and buildings, achievements of faculty and students, is brought to you by Prof. A. A. Applegate, head of the publications department, each Friday at 2:30 p. m.

News of the students, items gleaned from the campus publications and telling all of the social activities, student conferences and events of the week, are included in the Campus Reporter program each Tuesday and Thursday at 4 o'clock. James G. Hays, president of the student council, is the narrator.

Student opinion on questions of the moment is secured by the inquiring reporter, Robert Ritter, as he interviews students in the Union building on Tuesday and Thursday at 3:45 p. m.

Sports reviews, in which all the athletic activities of the campus are reviewed and many prominent athletes are interviewed before the microphone, keep you in touch with intercollegiate sports. Al Theiler, formerly sports editor of the Michigan State News, is the reviewer. Tune in on Wednesday and Friday at 4 p. m.

Special convocations, Farmer's Week meetings, commencement and many other all-college events are broadcast throughout the year. Announcement of these are made during the daily calendar of events program at 8:45 a. m.

WKAR is now operating on a full daytime schedule of ten hours, being on the air from 6:30 a. m. to 5 p. m. daily, except Sunday. The broadcasts listed above are those of special interest to you as an alumnus. Many of the other programs will also prove equally interesting as educational and entertainment features. Keep up with your college through WKAR.

Don Francisco

(Continued from page 16)

ably averted more riot calls in this way than any other citizen in the State.

Like various other adopted sons of the Golden State, he became so ardently Californian that he was practically a Californiac. His particular pride was that all the wares he advertised were wholesome products of California. This almost naive faith in the superiority of California products, be they foods, sun-beams, scenery or materials, crops out in his frequent addresses before advertising organizations, practically all of whom he has headed at one time or another.

A couple of years back Mr. Lasker conceived the idea of transferring Mr. Francisco to New York to head the agency's main office. Mr. Lasker summoned him to New York and kept him there week after week while he slowly wore away the Francisco resistance. The strategy might have worked out, too, had not there occurred at the psychological moment one of those opportune events upon which Don Francisco can always count.

Upton Sinclair, it will be recalled, won the Democratic gubernatorial nomination, and a number of influential California citizens conceived the idea that the only man who could make the majority of voters think they didn't want Sinclair for governor was Don Francisco. They were headed by Mr. C. C. Teague, president not only of the Sunkist organization, but also head of the Walnut Growers. Mr. Teague and other potent Californians brought such pressure to bear that Lord & Thomas returned Mr. Francisco to California and lent him to the anti-Sinclair movement.

"But I don't know a thing about politics," protested Mr. Francisco.

They told him it was high time he learned.

His method of meeting the Sinclair-Utopian-Townsend-Whatnot combination was to apply the advertising and publicity methods of industry to politics. The application worked.

Hardly had this campaign subsided than a new one caught him—the battle of the chain stores systems to defeat at the polls the discriminatory tax which would have put many of them out of business and therefore handicap others. Again he won at the polls by applying practical advertising and publicity methods to politics.

All of this time, Mr. Lasker had been cooking up more arguments to persuade Mr. Francisco that he should forsake California for New York. But by this

time Mr. Francisco, himself, had thought up a reason to the contrary.

"I think a man can pay too much for his money," he told Mr. Lasker, and that settled that.

Then for the first time in his life, he took a leisurely three months' vacation to Europe. He returned to his home in Pasadena and his ultra modern office in the Edison Building determined to stay with the main line, which is, as he puts it, selling California and her products to the world.

After all these years he has about concluded that maybe he isn't a pen and ink artist.

Circling Alumni World

(Continued from page 21)

Kenneth A. DeLonge is an engineer with International Nickel company's research laboratory in Bayonne, New Jersey. He and Mrs. DeLonge (**Rachael Minges**, '37) make their home in Cranford.

Vaughn Hill is an experimental engineer for Nash-Kelvinator in Detroit, where he lives at 13235 Freeland.

Kurt Kannowski is employed by the Carnegie Steel corporation in Gary, Indiana, where he lives at 744 VanBuren.

Carl F. Keas lives at 7715 South Shore drive, Chicago, and works for the International Harvester company.

Walter H. Leitheiser is in the metallurgical department of Carnegie-Illinois Steel corporation in Youngstown, Ohio, where he lives at the Y. M. C. A.

Robert B. Hanning is located in Buffalo, New York, with the duPont company, and lives at 93 Rosedale.

Donald F. Rundle, chemist for the Campbell, Wyant & Cannon foundry, lives in Lansing at 711 North Magnolia.

Bruce E. Warner is a chemical engineer for the Ydylite company, 1651 East Grand boulevard, Detroit.

Wade Allen works for the Miller Wrapping and Sealing Machine company in Chicago, and lives at 6023 Kenwood avenue.

William Blommel is employed at the Hemphill Diesel Schools, Inc., in Detroit, where he lives at 2340 West Lafayette boulevard.

Floyd Gregarek is a milk inspector for the Detroit department of health, and lives in Detroit at 6414 Pittsburg.

Harry and Frances (Buth, '34) Martin are living in Bakersfield, California. Mr. Martin is field representative for the Universal Credit company, 1206 Maple avenue, Los Angeles.

Helen Lee is a copy writer at Smith-Bridgeman's department store in Flint, where she lives at 7105 North Saginaw, Apartment 5.

Vivian Bailey, assistant editor of News Center News, lives in Detroit at 2949 W. Grand Boulevard.

R. R. Slauchenhaupt is engaged in general veterinarian practice in Albion, Michigan, (217 Austin avenue).

Frank Meyer, who lives at 217 Coventry place,

Edwardsville, Illinois, is a veterinarian for the St. Louis (Missouri) department of health.

Arthur and Alyce Waterman Peters, who celebrated their first wedding anniversary on September 11, are living at 7752 Kingston avenue, Chicago. Mr. Peters is connected with the maintenance department of the Empire Oil and Refining company in East Chicago.

Louise Reavis is engaged in laboratory research at the Longview hospital, Cincinnati, Ohio.

Russell Stadelman is located in Magnolia, Arkansas, as district forester.

William G. Stephenson is budget manager for the B. F. Goodrich in Detroit, where he lives at 11096 Cloverlawn.

Gerhard Wacker, who lives at 129 E. Grand River, East Lansing, is doing landscape gardening and tree surgery in East Lansing and surrounding territory.

1937

Several members of the class are continuing their studies at other institutions. **D. J. Hankinson** has a graduate assistantship at Connecticut State college, Storrs; **Elwin Willett** has a fellowship at the University of Nebraska, Lincoln, and is located in the Dairy department; **Louis Wiesner** was selected by the Social Science Research council for a fellowship at Harvard university, and is living at Cambridge at 37 Hawthorne street; **Grace Newins** is enrolled in the graduate school at the University of Florida, which is located in her home town of Gainesville. **Alice Eastwood** and **Lucile Spriestersbach** are student dietitians, Miss Eastwood at the University hospital in Ann Arbor, and Miss Spriestersbach at the Miami Valley hospital in Dayton, Ohio.

General Electric claimed a number of the engineers, among them were **Harold J. Whitman**, who is a student engineer in plastics at the Broadway works in Fort Wayne, Indiana, (he lives at the Y. M. C. A. there); and **Robert W. Tomy** who is located at the Schenectady plant, and lives at 128 Nott Terrace.

Among the ag teachers are **Harry Wilt** at McBain, **Ransom Harris** at Manton, and **Howard Bryant** at Quincy.

Milton M. George is with the Aetna Casualty and Surety company in Detroit, where he lives at 14176 Grandmont.

Margaret Chappell snared herself a social work job with the Charity Organization society in New York City where she lives at 344 West 87th street.

Arthur C. Stephan is located in Alpena, Michigan, as federal-state inspector for the department of agriculture.

Donald Hittle has been commissioned a second lieutenant in the Marine Corps and is stationed at the Navy Yard in Philadelphia.

In the scale division of Fairbanks-Morse & company, **Laurence E. Laidlaw** is manager for Wisconsin, Illinois, Iowa, and the upper peninsula of Michigan. He and Mrs. Laidlaw (**June Killeen**, w'37) live in Chicago at 4700 Jackson boulevard.

Catherine Wallace and Dr. Eugene Hand were married on September 25, and are making their home in Saginaw at 716 S. Warren avenue.

Mary Heppinstall and Daniel A. Nellis were married in the chapel of Peoples church on June 18. They are at home in Flint at 1801 Wolcott street.

Maxwell A. Kerr and **Ada St. John**, '34, were married on June 23 at the home of the bride's parents near Jackson, Michigan. They are living at 23 Woodlawn avenue, Collingswood, New Jersey. Mr. Kerr is employed by the R. C. A. Manufacturing company of Camden.

Fan Mail

Let's Read the Letters

STATE Varsity Show broadcast on Pontiac program coming in fine, everything perfect—congratulations to all those taking part.

G. P. Springer, '11
Purdue University,
Lafayette, Indiana.

Program was fine. Having tapped onto the one previous week from down south, and being able to compare it with ours, I was more than just pleased, but considered it much more educational and entertaining.

With best regards,
Garfield Thatcher, '31
Muskegon, Mich.

enjoyed the radio program—admired the smooth arrangement—especially pleased with the band, the Tower sketch, and the Alma Mater song.

Sincerely,
John R. Cornwell, '11
6225 Edward Ave., Ashtabula, O.

you have given the graduates and former students a genuine treat by the presentation of lectures which, certainly we older fellows could not be approached in our day—this is the first time I have heard the Alma Mater. We had no Alma Mater in my day.

Yours very truly,
M. G. Kains, Sec'y Class of '95,
Suffern, N. Y.

WANT to let you know how much we enjoyed it. Congratulations to you and all others who arranged for and put on the show—one of the best pieces of advertising State has ever done.

Sincerely,
Marian McKee Merriman, '34,
Detroit, Mich.

wanted to tell that young pair that reminisced on the steps of Beaumont, that I climbed to the third floor of old College Hall for most of my "Math." before it fell down—enjoyed the program.

Very truly yours,
W. D. Groesbeck, '92
400 S. Glebe Rd., Arlington, Va.

The broadcast was "a honey"—well planned—run off with plenty of snap—high spots for an alumnus of a few years' standing were the opening song, the old M. S. C. Fight Song, and the Beaumont Tower episode; and the climax was the singing of "Alma Mater."

Sincerely,
Russell A. Runnells, '16
Iowa State College.

have been in the hospital for two weeks, but am O. K. now—had a radio in my room and the first program was the Varsity Show. They all did themselves proud and the best I have ever heard.

Sincerely and fraternally,
Clifford "Gip" Gustafson, '22
Fresno, Calif.

—was the nearest that I have been to East Lansing since I finished—the chimes were new to me—they certainly sounded fine.

Sincerely,
H. K. Blakiston, '20
464 Riverside Ave.,
Rutherford, N. J.

—the Pontiac broadcast was fine. Comments of the best on that hour. Mrs. Brangman says it came through "marvelously" at Santa Monica, Calif. Those boys announcing were good.

George Branaman
Urbana, Ill.

the broadcast was a dandy and was very well received down here in little, old New York—enjoyed every minute of it and only wished it were longer. Best regards,

Norman O. Weil, '07
67 Irons's Rd., Tuckahoe, N. Y.

SURE enjoyed listening to your (our) broadcast this evening. Sorry it wasn't a longer one.

D. J. Weddell and Mrs. (W. M. Tornbloom) Weddell, Former Secretary to President Shaw,
Auburn, Alabama.

—sure that every State alumnus, especially those who could not come back for homecoming, thoroughly appreciated the courtesy extended to our Alma Mater.

Yours very truly,
Lee O. Benner, '12
Lansing, Mich.

—Varsity Show broadcast brought back old memories to me as I had not heard the Alma Mater since leaving campus in 1917 to go to war.

Most gratefully yours,
Robert S. Raven, '18
Marysville Public Schools,
Marysville, Washington.

—enjoyed broadcast very much. Here I am, located about as far West as I can get and I heard the chimes as well as though I were entering the west gate of the old campus and noted the ringing of the bell in old college hall.

Sincerely,
Frank S. Simon, '89
1761 25th Ave. E., Eugene, Ore.

HEARD Varsity Show while motoring home—inspiring to hear this splendid program direct from the campus—real thrill at closing when "Alma Mater" was sung—brought back many memories.

Sincerely yours,
Don Francisco, '14
Los Angeles, Calif.

—a group of forty Michigan State college alumni and friends thoroughly enjoyed your broadcast. . . . The program was short, pleasing, and brought back many happy memories of college days. . . .

Yours very truly,
John Kelly, Manistique, Mich.

—our Berrien county group numbering some forty strong met at the Y. M. C. A. in Benton Harbor the Friday evening before the big game and had a fine cooperative dinner and enjoyable evening. We were grateful to Pontiac for enabling us to hear of Our Alma Mater and brought back fond memories of Michigan State college.

Yours very truly,
Earl Steimle, alumni club secretary,
Benton Harbor, Mich.

—the writer spent six years in the Government service as radio inspector and during that time listened to quite a few radio programs in an official capacity, so when the opinion is offered that the Varsity Show was a very excellent one you may feel that it is not an idle one. It was surely as good as the best and better than most of the series of Varsity Show programs. All connected with its production are to be highly complimented.

Yours very truly,
George K. Rollins,
Holey and Rollins,
Radio Engineers, Atlanta, Ga.

Pontiac Motor Division,
Pontiac, Michigan.

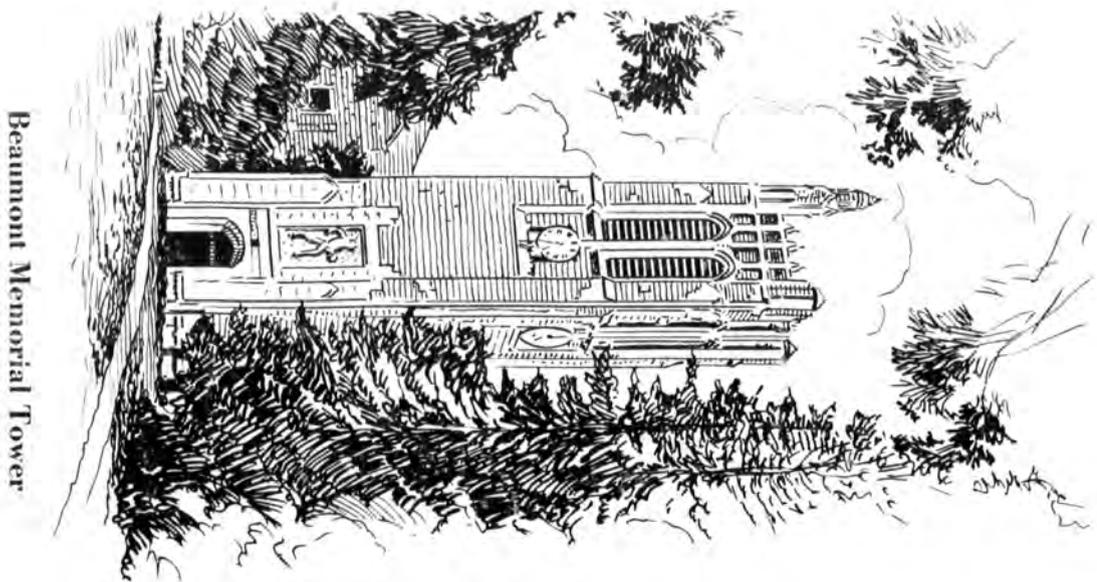
Dear Sirs:

—have enjoyed very much indeed the opportunity to listen to most of your Varsity Night broadcasts. I was particularly interested in the broadcast coming from Michigan State college, since that college is my Alma Mater. It appears to me that in these broadcasts you are attempting to give the public a constructive cross section of college life at the various universities and colleges. This effort on your part is commendable.

Very sincerely,
R. A. Turner,
Senior Agriculturist,
Central Section, U. S. D. A.



Of course, you heard the varsity show program. Here's the "studio" setting which represents all the organizations taking part in the NBC Pontiac broadcast.



Beaumont Memorial Tower