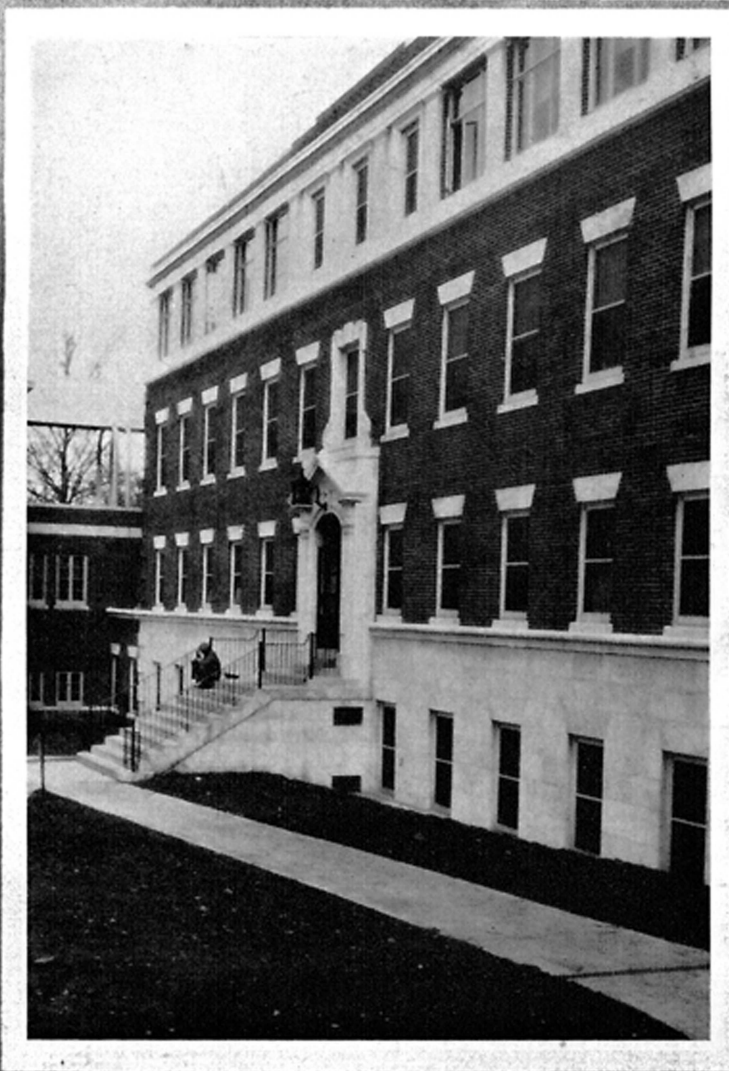


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THE MISSOURI ALUMNI



AUGUST
1937

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Europe and Back

Last month we returned from a trip abroad that took us through the Continent, into Scandinavia, and back home via England. To add to the pleasures of the jaunt we had Missouri alumni with us almost all the way. Miss Berenice McAlester of Columbia, flew from London to Berlin and made the homeward trip with us. Dr. and Mrs. J. B. Hanson of Cleveland, the latter a sister of Clyde Shepard of Columbia, also joined us.

We had quite an alumni session in Berlin at the home of Harry Reed, United States Agricultural Commissioner in charge of livestock and livestock products for all of Europe. Mrs. Reed and their twin daughters, Sally and Sue, were present. The latter are accomplished young accordionists, one playing "Dixie" to a queen's taste and the other specializing in, yes, you've guessed it, "I'm a Son of Old Mizzou."

Cortez Enloe of Jefferson City was celebrating the completion of his last medical exam and he and Mrs. Enloe were preparing to sail for home while we were in Berlin. We also crossed the path of Mr. and Mrs. Eddie Stark while in Germany.

Traveling with us at various times were the following alumni: Mr. and Mrs. Oak Hunter of Moberly; Mr. and Mrs. Allen Oliver of Cape Girardeau; Eddie Jacquin, Champaign, Ill.; Homer Mitchell and son, Dallas, Texas; Harry Guy of Dallas; Oliver Emmerich, Mississippi newspaper publisher; Mr. and Mrs. Joe Miller, New Orleans; Mr. and Mrs. James L. McQuie, Kirkwood; Al Hoffman of Hannibal; Mr. and Mrs. Clayton Williams of Everett, Wash.; Mr. and Mrs. Bruce Williams and daughter of Joplin, the latter herself a recent graduate of M. U.

It was a grand trip but we've never known ourselves to be quite as happy as we were when we got back home. That's one advantage of travel. It makes the old home grounds appear mighty attractive.

Desk Notes

August is repeating itself. This month we have had a host of visitors in the office, mostly men bringing their children to the campus, seeing about entrance requirements, etc. It's a real pleasure to have our alumni come back to the campus this way. Though some won't admit it outright we know they get a thrill out of bringing their boys and girls back to Columbia, and it's an even bigger thrill to enroll the youngsters at M. U., often under teachers

THE MISSOURI ALUMNUS

R. L. (BOB) HILL
Director of Alumni Activities
Editor of THE ALUMNUS

W. B. BICKLEY
Associate Editor

THELMA O. WOODS
Business and Advertising

St. Louis Journalism Alumni
Weekly Luncheon, Tuesday, 12
to 1 o'clock, 2nd floor, Kinlock
Bldg.

Kansas City Alumni Daily
Luncheon, 12:15 o'clock, Hotel
Baltimore.

Washington, D. C. Alumni
Monthly Luncheon. First Wed-
nesday of each month. Uni-
versity Club. 12:30 o'clock.

St. Louis Alumni Daily Lunch-
eon, 2nd floor, Busy Bee, 417 N.
Seventh St.

St. Joseph Alumni Luncheon;
Second Monday of each month
at the Chamber of Commerce,
12:15.

The Cover: *The Student Health Center, completed during the last school year. Its doctors and nurses are charged with the well-being of the student body. Its free clinical facilities are an outstanding service of the University to its students, something which few other universities can offer.*

Members of the Publication Committee—
Cowgill Blair, chairman, Joplin; Mrs. Harold Moore, Brookfield; Ben F. Seward, Graphic Arts Bldg., Kansas City; Harvey Wertz, Jefferson City; Fred M. Harrison, Gallatin.

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who were here when the parents were. The stadium and its environs are receiving extra-special attention this month. A year ago the parking facilities were improved considerably with the addition of a graded and surfaced parking lot. Now a new road is being put through to connect the stadium with the east part of town, affording a direct route to Highway 63. Thus traffic moving to and from the stadium can flow in one stream, to the stadium via Providence Road, out by way of Porter Street, the Ashland Gravel and No. 63. But we'll have more about this new road and other improvements in the September issue. Things have been made a lot easier for the fan who wants to motor to the game.

The lawn specialists have given the Red Campus another thorough going over with their tractor-drawn disk.

This has been the most delightful summer in many a year. The summer school people were duly grateful for the Colorado-cool nights and the not-too-hot days during June and July. At the present writing, however, we fear that August may try to make up for the two preceding months. The thermometer hasn't reached 100 yet but its chances are good.

We were handed a striking example of man's humanity to man last month in St. Louis. Heading for Chicago, we drove by motor to St. Louis, getting there a few minutes before the Chicago train was to pull out. It was nip and tuck so we drove to the Union Station first, gave a Red Cap our bags and a \$20 bill for the ticket, and then drove to the 18th Street Storage Garage. Not knowing who the Red Cap was and not having the forethought to get his number, we confess we entertained the unpleasant thought of our bag-toter spending the afternoon at the ball park on our \$20 bill. But anyhow we dashed back to the Union Station, hoping for the best.

Yes, sir, that Red Cap was right at the gate with the ticket, the pullman reservation, the correct change, and with a smile as big as a house. And not only that, he had also held the train for us. Now we wish more than ever we had his name and number. If he should read this we want him to know that his efforts were appreciated.

A Woman's Touch



Miss Anne Fuqua, senior in the College of Arts and Science, who is the first girl to be named editor of the Savitar in the history of M. U.'s famed yearbook.

THE COLLECTIVE eye-brow of the campus shot up a few notches last Spring when the Savitar board, composed of student government officials and student editors, dared to proclaim as editor of the 1938 University of Missouri yearbook a woman. Yes, a woman! Can you imagine that, thundered the collective mouth.

There are few honest-to-goodness hide-bound traditions at M. U. and there are fewer precedents left to be shattered. But a girl editor for the Savitar! For gosh sakes! That was something. Metropolitan newspapers joined Columbia's town and student publications in making much over the announcement. It was a new "first" for the campus archives.

There was a moment of stupid astonishment, and then the reaction set in. Lots of students said it simply wouldn't do at all. Why not? Well, they didn't know why not but still they didn't think the idea was so hot.

In the meantime with all the hubbub gaining momentum the editor-designate went about her business as usual. There was a lot of work to be done and she knew it. Three years of work on previous Savitar staffs had taught her that. In fact every one who knows Anne Fuqua is aware of a certain dynamic quality which she possesses. Our impression is that she could tear into any sort of jumble and have things ship-shape in no time. There is a striking evidence of energy about her, and lots of it. All of which she will need in great quantities during the 1937-38 school year.

There was a little unpleasantness following her selection. Campus politicians had another candidate for the job and made considerable fuss trying to seat him in the editorial chair. But Anne sat tight and let things happen. In time there was another campus reaction and students were asking themselves, "Well, why not? She can't do any worse than some other editors have done." Chances are strong that she'll do considerably better than the general run of student editor.

Miss Fuqua is "on the spot" to put it mildly. The first mis-step she takes, if any, will be the cue for more eye-brow hiking and the disconcerting vocal accompaniment, "Hunh! I told you so," from an unreconstructed minority. She is not carrying a chip on her shoulder and her level-head will undoubtedly carry her through with flying colors. She has no disposition to "show" the dissenters, primarily because she's too busy to let them worry her. On top of it all she has the quiet approval of the majority of students who want to see her do a bang-up job just for the hell of it.

One male student put it this way. "If they're going to let the girls work on the book during the freshman, sophomore, and junior years, it's only right to give them a crack at running the whole shebang during the senior year."

In another way Anne is stepping into something somewhat akin to a hornet's nest. In recent years the Savitar has been financed chiefly through appropriations from the student activity tax fund. Each student who bought an

activity book was entitled to a copy of the yearbook along with admission to all athletic contests, music concerts, debates, etc. It was pretty easy picking for the Savitar staffs because they were spared the worry of selling the book on its own merits. But this year, in the move to cut student fees, the Board of Curators abolished the student activity fee which amounted to a little more than \$11 per year. It automatically threw the Savitar, The Missouri Student, Workshop and similar student enterprises on their own resources. The athletic department can take care of itself pretty efficiently.

None of the present Savitar staff members were University students during the gaudy days of direct sales campaigns. The memories of those experiences are the property of alumni exclusively. Excitement was fast and furious back then when the sorority girls button-holed the boys in the interests of a Savitar subscription. For each batch of fifty subscriptions the sorority could enter one queen candidate. That was the basis of the sales campaign and it was fairly effective. It was a highly specialized technique developed through the years and one with which present-day editors and business managers are not familiar. Consequently they will work under severe handicaps. This year especially.

And Anne Fuqua realizes that as much or more than any one else. She can't tell yet how many books they will sell, how many pages they can afford, how many students will buy space for their pictures. She can't tell what

her income will be and she won't be able to estimate her expenses with any accuracy until later in the year. It will be a great gamble. But she's ready for it. In her own words, she says, "I know how to watch my own pennies and I guess I can do it just as well for the Savitar." And the way she says it is convincing.

There are a lot of other things about her that are convincing too. For instance, she has said: "The 1938 staff wants to give the students a real Missouri U. book, one that will mean as much to them twenty years from now as it will next May. We are going to cross-section campus life and will make every attempt to avoid directing the appeal to any one group. It will be as general, as typical, and as interesting as we can make it."

Too often student editors have made similar statements, only to back them up with lip service and eventually bog down in a maze of highly-artistic but not particularly appropriate content. Miss Fuqua stole a march on her predecessors at the start by commissioning a local artist to prepare the design for the Savitar. The local artist, Steve Miller, is a former University student and has become as much a part of the campus atmosphere as the Columns. Steve has decorated fraternity and sorority houses, Rothwell Gym for the Pan-Hel dances, and does the greater part of the art work for *The Missouri Alumnus*. If any one man is familiar with the local scene, it is Steve. He is not just an accomplished draughtsman. He possesses that knack of composition, the subtlety, and the cultivated knowledge of campus life which serve to distinguish the artistic worker. His selection was feather No. 1 in Anne's cap.

Feather No. 2 is awarded for her rather bold decision to cut down on the number of halftone pictures in the book, replacing them with line-drawing caricatures. Tentatively she has scheduled the deans of the University, the athletic coaches, and prominent campus figures for such presentation. Perhaps we are wrong in saying she plans to "cut down" on the number of halftones. From all indications we may have been slightly inaccurate. She intends to stress the "candid camera" angle more than it has been in the past. Chief difficulty before was the dearth of competent candid camera fiends. The supply was definitely limited and a Savitar editor was risking his life and peace of mind if he scheduled much space for these photos. When time came for the dummy to be made up the chances were fine that he wouldn't have enough decent pictures to fill out the pages.

During the last school year this particular phase of photography reached a widespread popularity and, as might be expected, a camera club has been the result. That fact alone would

seem to indicate an increase in the future supply of photos. Therefore Anne has made plans, only tentative at this early date, to solicit contributions from all student photographers.

For the benefit of any calamity howlers we wish to say that Miss Fuqua has tentatively scheduled an athletic section of forty pages, more space than the department has received in many a year. Her ideas aren't radical. Rather they smack of common sense and an earnest desire to create a book that will please as many people as possible. Anne, we imagine, can be a sort of determined person when she wants to be. If she thinks some old Savitar feature should go into the ash can, that's where it's going and there will be no quibbling.

The theme of the 1938 yearbook will be: "Missouri University—The Old and The New." That's our own phrasing, not official, but indicative nevertheless of what the staff has in mind. The color scheme will be old gold and maroon and gold and black. There will be the usual class sections, fraternity and sorority panels, organizations and activities, a refined "mud" section, and last, but hardly least, the good old queen section which is the daddy of all college yearbook queen sections.

"That," says Anne in referring to the latter, "may give me more headaches than anything else."

It is a time-honored custom for the Savitar to select some outstanding artist or well known public figure to judge the campus beauties for the annual citations. Such famous men as Gary Cooper, Odd McIntyre, Edward Steichen, James Montgomery Flagg, and John La Gatta have served. But there has always been the unkind suggestion that past editors have thrown their influence toward certain candidates. We don't know anything about that. Anne, being a sorority girl herself, is leery of the implications that might arise. She will have as little as possible to do with that part of the book and students will respect her attitude. This queen business is dynamite and it always has been.

The Savitar staff organization will not be revamped during her tenure.

No M. U. Day at Fair

Because of the lack of adequate facilities it was decided last month to call off the annual M. U. Day at the Missouri State Fair in Sedalia this year. The decision was reached following a conference between Dr. A. J. Campbell of Sedalia, president of the Pettis County Association, and R. L. Hill, director of alumni activities.

As usual all freshmen will be invited to try for staff positions and their success will depend largely on the amount of work they themselves devote to the book. At the end of the freshman year the older members select those boys and girls who have shown an aptitude for the work and designate them as sophomore staff workers. The whole process is a three-year period of weeding out the laggards and the unfit, so by the time the senior year rolls around there is a small group of select workers who can carry the responsibilities of editing and managing the Savitar. The sophomores work under the juniors, the juniors under the seniors, and the seniors are there to take the glory and absorb the raps which are inevitably forthcoming.

Miss Fuqua is a senior in the College of Arts and Science, a member of Kappa Kappa Gamma social sorority, Workshop dramatic organization, and the Student Council. Last Spring she was "tapped" by Mortar Board, a select group that honors outstanding women students for their service to the University. She is also a member of the Hope O' Tomorrow Club, the organization of students whose parents have either graduated from or have attended the University. Her father, Warren W. Fuqua, a member of Kappa Sigma fraternity, received his bachelor's degree in agriculture in 1914. Her mother, the former Miss Margaret Dorsey, also a Kappa, attended M. U. from 1911 to 1914. They live north of Columbia.

We thought we'd be a clever interviewer when we went to call on Anne at her office in the basement of Jesse Hall. We got ourselves completely stocked up on the Savitar's past history so we could discuss the matter with some degree of intelligence. All the way down stairs we kept rolling a choice question over on our tongue. It went something like this:

"Well, Miss Fuqua, what's your reaction to being in a class with such illustrious alumni as Tom K. Smith and Homer Croy who edited the Savitar in their time?"

Pretty snappy, we thought. We made several drafts of it on the way down, improving it each time with a change in inflection here and an added smirk there. But that's as far as we got with it.

When we got to the point of interrogating Anne on her reactions and impressions she had her nose in an old packing box, digging up last year's Savitar plates. Why? Heck, man, we can sell those plates and raise a little money, and that's what the Savitar needs most of right now. We've already said that this Fuqua girl won't pass up a bet. In fact, we'll go so far as to predict a 1938 yearbook with results in editing and management that'll make you whistle. Wait and see!

Interesting Bengalumni . . .



The gentleman on the left is PAUL W. COOK, A.B. '20, Sigma Nu, Phi Beta Kappa, of Chicago, who started out life as an avowed geologist and ended up by becoming one of those comparatively rare individuals who specializes in selling a million dollars or so worth of life insurance each year. That alone entitles him to a host of other distinctions which are so numerous that we must bow to those publications which feature the life insurance game and which can do justice to such an outstanding man in the field. Paul, as we said, wanted to be a geologist and was headed for a doctorate in the subject. He decided to work a year, however, and it was geology's misfortune that he chose the insurance field to try his talents. Besides selling policies Mr. Cook is valued highly as an instructor for fledgling agents. He is the author of a book published in 1930, entitled: "Cook Book" (recipes for successful life insurance selling). Two sisters preceded Paul at M. U., one of whom is Mrs. Helen Cook Zwick, the University's first and only woman member of the board of curators. Mr. and Mrs. Cook and children, one boy and one girl, live in Evanston, Ill.

Nelson, Baird Make Additional Gifts

Receipt of two one thousand dollar gifts to be used by the University for scholarships was announced in June by President Middlebush. Charles Baird of Kansas City is the donor of a thousand dollars in cash, to be used for "encouragement of classical scholarship, to be bestowed in the form of a scholarship, a prize, or prizes for outstanding excellence in original work, as the department of classical languages and archaeology may recommend to the administration."

Mr. Baird, long connected with the University as chairman of the board of visitors, is also the donor of the clock and chime in Memorial Tower.

The other gift, from Earl F. Nelson of St. Louis, was a one thousand dollar bond, proceeds from which will be used for the maintenance of a scholarship in the Graduate School. Mr. Nelson, an alumnus of the School of Law, was recently named to the Board of Curators. About a year ago he made a similar gift to the University for the Gwinn Henry Scholarship and the Henry F. Schulte Award.

Seventeen Faculty Members Promoted

The Board of Curators of the University has announced the following promotions for members of the faculty and for administrative officers.

R. L. Davidson, Jr., A.M. '27, was made director of the University extension division. Previous to this appointment he had been acting in the same capacity.

L. J. Wells, instructor in anatomy, was promoted to an assistant professorship.

Arthur W. Melton, associate professor of psychology, was named full professor.

Richard L. Crouch, A.B. '25, B.S. in Med. '26, A.M. '29, Ph.D. '32, was made an associate professor of anatomy after serving previously as an assistant professor.

N. R. Henson, B.S. in Bus. Ad. '34, accountant in the office of the secretary, was named assistant to the secretary.

C. M. Tucker, B.S. in Agr. '20, Ph.D. '30, associate professor of botany, was given a full professorship in that subject.

Ward A. Dorrance, A.B. '26, A.M. '28, Ph.D. '35, instructor in French, was named to an assistant professorship in that language.

Willis Moore, A.B. '30, A.M. '31, instructor in philosophy, was raised to the rank of assistant professor.

John A. Cameron, Ph.D. '34, was promoted to assistant professor of zoology after serving as an instructor in that field.

Verna Wulfekammer, B.S. in Ed. '26, A.M. '31, instructor in applied arts, was named to an assistant professorship.

Raymond E. Peck, A.M. '28, Ph.D. '32, became an assistant professor of geology, previously having served as an instructor.

Martin L. Faust, associate professor of political science and public law, was elevated to a full professorship.

Karl R. Bopp, A.B., B.S. in Bus. Ad. '27, A.M. '29 Ph.D. '31, assistant professor of economics and finance, became an associate professor.

Charles W. Turner, A.M. '21, associate professor of dairy husbandry, was promoted to a full professorship.

Hans Winterkorn was changed from research assistant professor of soils to research associate professor in the department of soils.

Charles A. Helm, B.S. in Agr. '13, associate professor of field crops, was named professor of the subject.

Rudolf Bennett was elevated from an associate to a full professorship in zoology.

301 Degrees Conferred at Summer Commencement

Three hundred and one degrees were conferred by President Middlebush at summer commencement exercises held in Brewer Field House on Friday night, August 6. Dr. William B. Bizzell, president of the University of Oklahoma, delivered the main address.

Col. A. M. Hitch, head of Kemper Military School, Boonville, represented the alumni association and administered the pledge of allegiance to the new graduates.

Dr. Bizzell had as his subject, "Living Between Two Worlds." He defined the goal of education to be the elimination of mediocrity from democracy and the purging of the capitalistic system of its abuses and selfish aspects. He warned the graduates against persons who contend that our capitalistic economic order has served its day. "Democracy has served us well and our capitalistic system, despite its many abuses, has made us a great nation," he said.

Increased Salaries Scheduled for Faculty Men of Achievement

The long-awaited announcement on salary increases for members of the University's faculty was made last month by President Middlebush following a meeting of the Board of Curators. The hike did not take the form of a blanket-readjustment but rather individual teachers were singled out for increases "with a view to the retention . . . of men of outstanding promise and achievement."

The readjustment came about following the increase in appropriations for the University passed by the Fifty-ninth General Assembly and released by the governor. The increase will become effective September 1, 1937. Dr. Middlebush's statement said:

"In harmony with the policies laid down two years ago no blanket restoration or revision in salaries has been made, but in many cases of merit, salaries have been revised upward with a view to the retention at the University of men of outstanding promise and achievement. It is our hope that, in the not too distant future, the salary scale at the University may more nearly approximate those of the larger state universities of the Middle West, thus making it possible for the University to hold its outstanding staff members for continued service to our state.

"During the last few years laboratory inventories have been greatly depleted, scientific equipment has depreciated, and additions to the library have been greatly reduced. Some progress was made during the past biennial period in improving our teaching and research equipment. Now it is possible to make substantial additions to the library fund, to recondition the old equipment, and add the most needed equipment to the laboratories, and to restore the inventories of supplies, thus greatly increasing the efficiency of teaching and research. It has also been imperative to add new members to the staff and add to our library and laboratory supplies for the purpose of caring for the large increase in the size of the student body.

"The additional funds in the 1937 appropriations are being used to improve our present facilities and not for the purpose of adding new activities and expanding into new fields. By holding to this policy the University should move forward to a position which it should rightfully occupy among the great state universities of the Middle West."

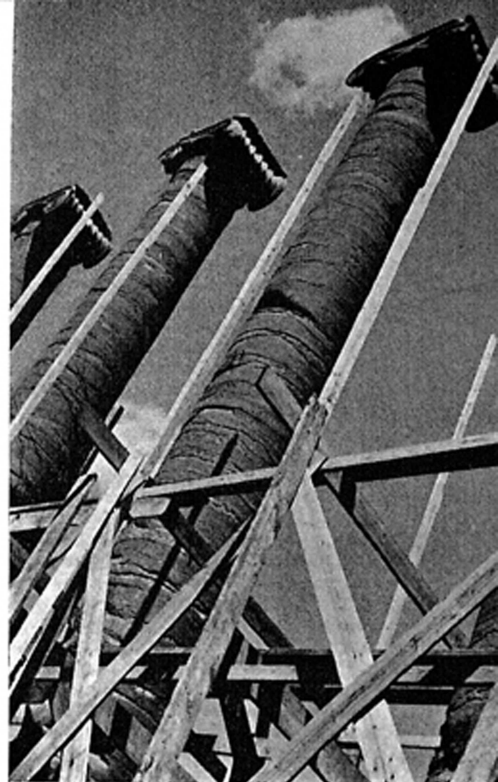
St. Louis Alumnae Elect Mrs. I. O. Royse

Mrs. I. O. Royse was chosen president of the St. Louis Alumnae Association at the Spring Party of the group in June at the home of Mrs. P. G.

Before the scaffolding had completely covered The Columns, our photographer got this interesting shot of the damage done the old pillars by the fire of 1892 and by the ravages of the elements in ensuing years. The south side is shown, the portion nearest the heat and flames of the great fire. Skilled workers will "point" and weather-proof The Columns at an estimated cost of \$1000.

Drabelle. Mrs. C. C. Wagoner served as assistant hostess. In addition to Mrs. Royse, the following officers were installed for the coming year: Vice-president, Miss Sara Dritt; secretary, Mrs. James L. McKay; treasurer, Mrs. Oscar Rotty; Mrs. Orten and Mrs. Barger, members at large; and Miss Katherine Keiser, member of the loan fund committee.

The next meeting of the St. Louis alumnae will be held downtown early in the autumn and will be a luncheon and bridge. Reunions of the various classes will be held at that time.



Summer Class of '37 Elects Lancaster

Hollis W. Lancaster of Kansas City was elected president of the 1937 summer session graduating class on July 29 at the all-graduating class assembly in the auditorium of the Education Building. The election of officers followed addresses by Dr. Frederick A. Middlebush, president of the University, and R. L. Hill, director of alumni activities.

Other officers are: Vice-president of the Graduate School, Jim C. Barnett, Carthage; vice-president of the School of Business and Public Administration, Louis E. Vance, Kansas City; vice-president of the College of Arts and Science, Charles Edwin Ferguson, Jefferson City; vice-president of the College of Engineering, Bertrand Flowers, St. Louis; vice-president of the School of Education, G. W. Tomson, Goodson; vice-president of the College of Agriculture, John Kirby, Crane; secretary-treasurer, Chester W. Parker, Ozark.

The officers were elected by unanimous acceptance of the nominating committee's report.

President Middlebush in his address called on the graduates to help in interpreting fairly and impartially the real meaning of the University in their respective communities.

Stephens Heads State Conservation Commission

E. Sydney Stephens, A.B. '03, Columbia publisher, was named chairman of Missouri's new wild life conservation commission on July 1 by Gov. Lloyd C. Stark. Other members of the commission are A. P. Greensfelder, St. Louis; Wilbur C. Buford, Ellington, and John F. Case, Wright City.

Durant the Epicure Has His Inning

The next time you come to Columbia and go out for dinner, take a close look at the menu. If you see something on there called "Fricasee of Boone County Corncatcher" or "Durant's Dove Saute," look out! Chances are it won't be anything but scrambled crow's meat. It happens this way.

Last month Dr. A. J. Durant heard favorable reports on the edibility of common old ordinary crow from friends in Oklahoma who were taking part in a campaign to exterminate the bird. Besides being chairman of M. U.'s vet department, Dr. Durant is somewhat of an experimenter. So armed with his trusty rifle (or whatever you use to bag crows), he went out in his backyard to stalk a meal. It took him three days but he finally brought in a healthy specimen, slightly on the plump side.

High in his praise of the delicacy, Dr. Durant was heard to say, "It is actually an appetizing dish, having the flavor of a dove and the texture and color of duck." Now he claims the distinction of being Columbia's first gourmet when it comes to cooked crow. As far as we're concerned he can have it, with all the honors and privileges thereunto appertaining.

Oh, yes! The recipe. After thoroughly parboiling and smothering the bird, cut in pieces, roll in flour, and fry in deep butter. We'll take pheasant any day.

1894

E. B. CAUTHORN, C.E. '94, assistant superintendent of schools at Dallas, Tex., spent the last two weeks in July visiting Columbia relatives.

1903

W. B. ROLLINS, B.S. in M.E. '03, M.E. '05, of Kansas City has joined the host of alumni who are subscribers to the Alumni Fund. His son, Woody, M. U. Class of '36, is now located at Newark, N. J., where he is a member of the staff of the Carrier Corporation. Mr. Rollins' daughter, Benetta, will enter the University of Arizona in September for her senior year. She is a member of Chi Omega there. Mr. Rollins is now treasurer of the Kansas City section of the American Society of Mechanical Engineers with offices at 712 Railway Exchange Building.

DR. ELMER D. TWYMAN, former student in 1902-03, is a renewed Alumnus subscriber. Dr. Twyman's address is 1314 Professional Building, Kansas City.

JOSEPH D. ELLIFF, A.B. '03, professor of high school administration at the University and now on leave-of-absence, resigned as a member of the board of curators of Lincoln (Negro) University, Jefferson City, on June 6. Prof. Elliff was appointed a member of the board in January, 1931, and served as president until the expiration of his first term in 1935. He was reappointed to the board when his term expired. Gov. Stark has requested Prof. Elliff to reconsider.

1904

DR. A. J. CAMPBELL, M.D. '04, of Sedalia, has been elected Councilor for the Sixth District of the State Health Department.

ELMER E. PEARCY, LL.B. '04, of St. Louis, was appointed Referee in Bankruptcy for St. Louis in June by order of federal judges. The appointment was made for a two-year term. Mr. Percy has been engaged in the practice of law in St. Louis and is a partner in the firm of Smith and Percy. He is a member of the American, Missouri and St. Louis bar associations. He and Mrs. Percy are the parents of four children, Miss Ruth of New York City; Mrs. Eugene M. Kruse of Cleveland, O.; and Miss Martha and Elmer E. Percy, Jr., of St. Louis.

1909

TURNER WRIGHT, B.S. in Agr. '09, was an alumni office visitor on July 21. He is connected with the agricultural extension service at South Dakota State College in Brookings.

1910

HERLEY S. DAILY, LL.B. '10, general agent for the Connecticut Mutual Life Insurance Company in Kansas City, has sent us a copy of his little publication, "Con Mu Topics," which is published for the policyholders and friends of his company. Herley's office is located at 1815 Federal Reserve Bank Building.

DR. JOHN ROBERT MOORE, AB. '10, A.M. '14, of the English department of Indiana University at Bloomington, is the author of a sonnet to William Lowe Bryan, president of the university, which was read at a faculty honor dinner held there last May.

MISS JULIA SPALDING, B.S. in Ed. '10, A.M. '15, and MRS. ESTHER STEARN,

Land Travel Is Still Surer

Columbia's Municipal Airport out on Highway 40 has been torn up this summer what with tractors, graders, scrapers and dump carts moving whole hills from one end of the field to another. But being an emergency field for transcontinental passenger planes two of its runways have been kept fairly clear. But just fairly so. Ask Ralph Swofford, a former M. U. student in 1924-26.

Lieut. Swofford thought he would pay a party call on his father-in-law, Dean Frank L. Martin, so he hitched up his Army 025C plane at Dayton, O., and shoved off. Assured by radio communication that the airport was "landable," the lieutenant buzzed on across the middle west, and then couldn't land.

He tried it several times. The runways were somewhat messed up and if he missed the runway he would bog down in wet, fresh earth. Ralph, deciding that the value of his bus wasn't worth the chance, turned around and went back to St. Louis.

former student in 1922-23, instructors at Christian College are listed in a recent publication of "American Women." Miss Spalding is advisor to the student council and teacher of mathematics. Mrs. Stearn teaches chemistry and hygiene and has published a book and many original research reports in her field.

1911

FRANK ROOKER, B.S. in E.E. '11, of Bel Air, Md., visited in the alumni office on July 14. He was on his way to Knoxville, Tenn., coming from Brookfield, Mo. July 14 was on a Wednesday and Frank told us he had to get to Knoxville and then back home to Maryland by Saturday. Seems like his son had a date that night and wanted the car. We're waiting anxiously to hear from Frank to see if the youngster had his date on wheels. If he did we're convinced dad had to step on it. While we chatted in the office Mr. Rooker asked about Walter Helmreich of Jefferson City and L. A. Nickell of Columbia. He didn't have time to call on them personally but he wanted to be remembered to them. Walter and Lindsey please note.

1912

DAN M. NEE, LL.B. '12, of Springfield, Mo., internal revenue collector for the western district of the state, has received considerable attention this summer as a possible 1940 Democratic gubernatorial candidate. Among those also mentioned have been Sen. Allen McReynolds of Carthage, and Sen. Frank P. Briggs of Macon.

1913

C. E. DRIVER, B.S. in Agr. '13, of Keokuk, Ia., was in Columbia July 26 with his son, C. E., Jr., getting information on entrance requirements. His son will enter the University this fall.

GEORGE W. DIEMER, former student in 1913, will succeed Dr. E. L. Hendricks as president of Warrensburg State Teachers College on Sept. 1. Mr. Diemer was enrolled in the University's summer session which closed early this month. He holds bachelor's and master's degrees from Columbia University.

MR. and MRS. FRANK W. RUCKER, B.J. '13, of Independence, Mo., called on us last month while they were in Columbia seeing about entrance requirements for a friend, Miss Ruby Russell. Mr. Rucker visited several offices making inquiries and was tremendously impressed

with the co-operation and helpful attitude displayed by University authorities. Upon his return to Independence he wrote a special article for the Daily Examiner, of which he is manager, in which he praised the University for its efforts in behalf of worthy students needing help to gain an education. Mr. Rucker, himself, is a shining example of how our alumni can be of special service to the University in their own communities. Thank you, Frank.

1914

MR. and MRS. ROE M. LOTZ, B.S. in M.E. '14, M.E. '16, visited the alumni office June 21, their first visit to the campus since 1922. Mrs. Lotz is the former MISS ELSIE CARTER, B.S. in Ed. '15. Their address is 110 Parkwood Avenue, Kenmore, N. Y.

JOHN K. ROHRER, B.S. in C.E. '14, of Yuma, Ariz., writes: "Am already planning on seeing the game (M. U. vs. U. C. L. A.) in Los Angeles this fall. Have not seen the Tigers in action since Homecoming 1914. Presume the details will be out well ahead of time." Yes, it looks like we're going to have a fine crowd to make the trip to the Pacific coast en masse. It'll be a grand reunion for a lot of us and a chance to see some real football. Page Coach Faurot!

VERNON NASH, B.J. '14, who has been doing field promotional work for the Walter Williams Memorial Journalism Foundation, will enter Columbia University next month to do graduate work for about fifteen months. According to Vernon he will be "in search of the academic 'union card.'" His new address will be 512 West 122nd, New York City.

JUDGE LAURANCE M. HYDE, A.B. '14, LL.B. '16, and his family are making a trip to Europe this summer.

M. N. BEELER, B.J. '14, B.S. in Agr. '15, widely known agricultural writer, was in Columbia June 15 with his son, Robert to investigate entrance requirements for enrollment in the School of Journalism and College of Agriculture. Mr. Beeler, formerly agricultural editor of the University, is now associate editor of Capper's Farmer.

1915

BEN SEWARD, B.S. in Ch.E. '15, was in Columbia frequently during June in the interests of obtaining the Savitar engraving contract for next year. Burger-Baird Engraving Company of Kansas City, of which Ben is president, got the contract.

PROF. CARROLL HOWELL, B.S. in Agr. '15, of the faculty of the University of California at Davis, Calif., visited the College of Agriculture here during the middle of July.

1917

FRANK H. KING, B.J. '17, has been named head of the Dallas bureau of the Associated Press. He was with the A. P. bureau in London for seventeen years serving as its head for the last four years. His parents, Mr. and Mrs. H. H. King, formerly of Columbia, are now living in Liberty. Frank came to Missouri from London in June to attend his parents' golden wedding anniversary but missed the celebration given in their honor on June 27.

1921

HERB BLUMER, A.B. '21, A.M. '22, associate professor of sociology at the University of Chicago, has been named line coach to assist Clark Shaughnessy, mentor of the Maroons. The Chicago Tribune gave Herb a nice write-up following his appointment. "Blumer gained national recognition in 1921 as a tackle on the University of Missouri team, which he captained. In 1919 and 1920 he was named on the All-Mississippi Valley Conference team. He was line coach at Missouri in 1923 and 1924 before coming to the University of

Gossip
from the
CLASSES

Chicago in 1925 to do graduate work on his Ph.D. degree." Herb played professional football with the Chicago Cardinals from 1925 to 1933. Possessing three degrees, he is the author of numerous scientific studies and three books in sociology, a field in which he is a recognized authority. From 1931 to 1935 he was secretary of the American Sociological Society.

1922

DR. SAMUEL BLINDER, former student in 1920-22, recently passed the examination for certification by the American Board of Internal Medicine. This is a national board which passes upon the qualifications for those seeking recognition as diagnosticians. At the present time Dr. Blinder is connected with the medical staffs of the Rikers Island Hospital, City Hospital, Post Graduate Hospital, and is teaching at the New York Medical College. His address is 425 East 51st Street, New York City.

R. E. UHLAND, B.S. in Agr. '22, of Washington, D. C., now serving as coordinator in research problems of the Federal Soil Conservation Service, was in Columbia July 22 conferring with Prof. M. F. Miller, chairman of the soils department of the College of Agriculture.

RAYMOND H. CARROLL, B.J. '22, visited his father-in-law and his daughter, Jane Ray, in Columbia last month. Mr. Carroll lives in Chicago and has been director of publicity for the Chicago Symphony Orchestra the last nine years.

1924

DR. HUB PRUETT, former student in 1919-24, now practicing in St. Louis, took part in a reunion of the 1922 St. Louis Browns Baseball Club of the American League on July 17. That day the '22 Brownies engaged in a three-inning exhibition game with the 1937 Brownies, the

young fellows coming out on top, 2-0. Hub pitched one inning and held the '37 boys hitless and runless. There's a lot of life in the old boss yet.

J. BERNARD GIBBS, B.S. in Agr. '24, formerly of Columbia, and agricultural commissioner in China for the United States Department of Agriculture, has gone to India on six months' special mission to study agricultural conditions there. Mrs. Gibbs is the former MISS MARY SUSAN ESTES, former University student.

1925

BLEVINS DAVIS, A.B. '25, will handle the publicity again this year for the second annual Jubilesta, Kansas City's own gala entertainment and novelty attraction. And from Ben Seward we hear that Blevins is really doing his stuff. Last May he helped cover the Coronation in London because of his deep knowledge of the services and the traditions surrounding the event.

MR. and MRS. ANTHONY BUFORD, A.B. '25, of St. Louis, will go abroad this summer and will make a tour of the Scandinavian countries.

DR. ROSCOE V. CRAMER, A.M. '25, Ph.D. '29, of Kansas City, president of the Missouri State Teachers' Association, addressed a University student convocation July 19 in the auditorium of the new Education Building. In his talk he suggested the following objectives for a forward movement in education in the state: A better minimum salary for teachers; federal financial assistance in state control of education; a sound state retirement system; surety of tenure and income for teachers, and more appropriations for schools and education in general.

1926

We received a card from BOB LANDMAN, A.B. '26, of New York, on the high

seas early last month on his way to Europe for a vacation. Bob, a statistician for American Telephone, was celebrating his tenth Atlantic crossing playing ping-pong, deck tennis, shuffleboard and doing a little dancing here and there.

PROF. BOWER ALY, A.M. '26, of the University's English department, has been awarded a scholarship in the advanced school of education at Columbia University. Mr. Aly won the scholarship following a competitive examination given all over the world last March. He is one of seven selected from a group of 475 who took the examination. The scholarship carries a stipend of \$2000 and he will enter the New York school Sept. 1 to work on his doctorate.

1927

MR. and MRS. DON SWOFFORD, former student in 1923-27, have transferred to Columbia, South America, where Don is in charge of a plantation for United Fruit. Mrs. Swofford is the former MISS LOUISE NOWELL, B.S. in Ed. '26, of Columbia. Their address is Magdalena Fruit Farm, Santa Marta, Colombia, S. A.

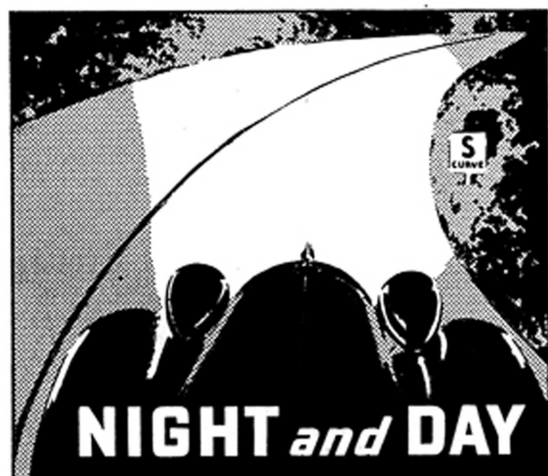
1928

SAM H. POLLOCK, B.S. in Eng. '28, of Kansas City sends us his new address: 3638 Summit.

MR. and MRS. H. L. SEATON, B.S. in Agr. '28, with their three children, Betty Lou, Billy, and Jack, of East Lansing, Mich. visited Columbia last month. Mr. Seaton is instructor in vegetable gardening and research assistant at Michigan State Agricultural College at East Lansing a position which he has held since 1930.

1929

DR. W. A. HENSLEY, A.B. '29, Ph.D. '34, was recently elected head of the chemistry department at Baptist College in Georgetown, Ky.



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Mr. and Mrs. Maurice Wilson (KATHRYN STEPHENSON, B.J. '29) of Washington, D. C., sailed July 1 for Moscow where he will be superintendent of construction in an air conditioning project. The Wilsons will be in Russia two and one-half years. For the last four years Wilson has superintended the air-conditioning of new government buildings in the national capital.

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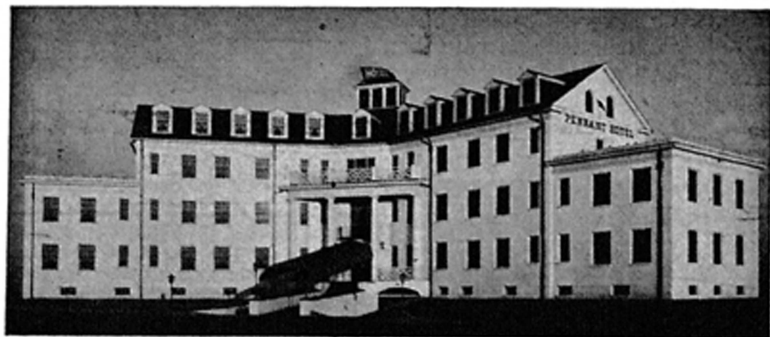
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DR. LEONARD D. BAVER, Ph.D. '29, assistant professor of soils in the College of Agriculture of the University, resigned effective Aug. 31, 1937 to accept a position on the faculty of Ohio State University at Columbus.

CHARLES NUTTER, B.J. '29, has been named head of the Madrid bureau of the Associated press. He was formerly the head of the Moscow bureau.

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1931

WILLIAM W. DALTON, A.B. '31, LL.B. '32, formerly of Columbia and now in the legal department of the Frisco railroad in St. Louis, took a vacation trip to Nova Scotia last month. From there he sailed to Boston and visited in Rochester and Cleveland before returning to St. Louis.

ERNEST D. CARTER, B.S. in E.E. '31, has been named rate engineer for the Missouri Public Service Corporation with general offices in Warrensburg, Mo. Until recently Mr. Carter has been employed with the Missouri Public Service Commission.

WALLACE LARUE, A.B. '31, LL.B. '36, left Columbia July 17 for Ottawa, Canada, to take up his duties as vice-consul in the United States legation and consular office. He will be stationed in Ottawa for about six months and then will attend a six weeks' course in the foreign office training school in Washington, D. C. From there he will be assigned permanent duties. He received the original appointment to the consular service after passing civil service examinations several months ago.

1932

JAMES D. WHITE, B.J. '32, has been covering the present Sino-Japanese difficulties for the Associated Press. His dispatches from Peking, China, give material gathered at the battlefronts.

RUDOLPH HEITZ, A.B. '32, LL.B. '34, has been appointed associate professor in the Kansas City School of Law. Heitz has maintained a law office in Boonville since his graduation. He will take over his new duties next month.

CORTEZ F. ENLOE, JR., A.B. '32, of Jefferson City, received his Doctor of Medicine degree cum laude from the University of Berlin on June 18. After graduating from M. U., Mr. Enloe attended the universities of Heidelberg and Munich before entering at Berlin.

1933

An article written by LEO ALILUNAS, B.J. '33, appeared in a recent issue of "The Journal of Negro History." It was entitled "Statutory Means of Impeding Emigration of the Negro." Alilunas, who teaches in Davis, Ill., High School, was enrolled in this year's summer session, working on his master's degree in history.

MR. and MRS. HAROLD RHOADES, A.M. '33, and son, Robert, of Lincoln, Neb., visited Mrs. Rhoades' parents in Columbia during July. Mr. Rhoades is now a member of the soils staff at the University of Nebraska.

VINCENT L. TAYLOR B.J. '33, is now wire editor of the Associated Press in Denver. He was formerly news editor of the Fort Collins (Colo.) Express-Courier. Mrs. Taylor and their son, Donald, visited in Columbia late in June.

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1934

FRANK G. HARRIS, JR., LL.B. '34, will return to Columbia Sept. 1 to practice law with his father. Young Mr. Harris has been connected with the legal department of the General American Life Insurance Company in St. Louis.

GEORGE E. STUBER, B.S. in Ed. '34, former Tiger football player and S. G. A. president, has been named athletic director at Clayton (Mo.) High School.

1935

DAVID NEWMAN, A.B. '35, of Columbia, has returned home after a year of study in France and Italy in preparation for the U. S. foreign service. After a short period of study here he will go to Washington for the consular examinations.

BOB HARRIS, B.J. '35, is with the Breeze-Courier at Taylorville, Ill.

1936

BERNARD HUNKER, LL.B. '36, of Salisbury, Mo., visited in the alumni office last month. He is now associated in law practice with his cousin, George Robertson, LL.B. '23. Bernard's younger brother, Chester A. Hunker, Jr., will enroll in the M. U. law school this September. Their father was the late Chester A. Hunker, LL.B. '09, of Las Vegas, N. M.

CLAIR ("BUTCH") HOUSTON, B.S. in Ed. '36, captain of the 1935 football Tigers, has accepted a position as full-time coach and teacher of social sciences at Higginsville (Mo.) High School. Last year he held a similar position at Lamar, Mo.

HOMER L. THIEMAN, B.S. in Agr., B.J. '36, assistant editor of the Fertilizer Review in Washington, D. C., visited his parents in Concordia, Mo., during July. He also came to Columbia to see friends. He is the son of Mr. Lewis Thieman, a University graduate.

MISS BILLIE BUFFINGTON, B.S. in Ed. '36, of Mexico, Mo., has been named to the Jefferson City Public School faculty for 1937-38 as an apprentice teacher in the elementary school. Last year she taught at Excelsior in Audrain County.

LOU EDMONDSON, B.J. '36, assistant secretary of the St. Louis Chamber of Commerce, visited friends at the School of Journalism on July 17.

MISS EMILY KRUSEKOPF, B.J. '36, daughter of Prof. and Mrs. H. H. Krusekopf of Columbia, is now working as assistant editor of the Waukegan (Ill.) News-Sun. She assumed her duties late in June.

1937

GILBERT SEIDEL, B.J. '37, editor of the Missouri Student last year, is now editor of the St. Louis County Observer, a weekly newspaper published at Clayton, Mo.

MISS JEAN BROWN, B.J. '37, left for Topeka, Kan., Aug. 2, where she will work as assistant to the editor of Household Magazine.

BILL DENSLow, A.B. '37, son of Ray V. Denslow of Trenton, is now in Washington, D. C., with the Bituminous Coal Commission.

T. L. SCANLAND, B.S. in M.E. '37, joined the General Electric Company on June 14 as a student engineer in the Schenectady, N. Y., plant.

BOB ROUSE, B.J. '37, from last reports, was serving as Taylorville, Ill., correspondent for the Decatur (Ill.) Herald and Review. Thank you, Bob Harris, for the news.

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BIRTHS

MR. and MRS. RALPH ROGERS, B.S. in Agr. '33, Farm House, of St. Louis, announce the birth of a son, Roy Lee, on July 8. Mrs. Rogers is the former MISS MARY LOUISE WRIGHT, B.S. in Ed. '32, of Columbia. Ralph is now working in the St. Louis Federal Land Bank.

MR. and MRS. STANLEY SCOTT, B.S. in Eng. '34, M.S. in E.E. '35, of Flint, Mich., announce the birth of a son, Stanley McRay, on June 15. Mrs. Scott is the former MISS BOBBIE McINDOO student in the University in 1931-33.

MR. and MRS. DOUGLAS ENSMINGER, B.S. in Rural Public Welfare '34, A.M. '35, of St. Louis, announce the birth of a daughter on July 20 in Columbia. Mrs. Ensminger is the former MISS MARY MORGAN, A.B. '35, of Columbia.

DEATHS

CLARENCE J. CARPENTER, B.S. in Ed. '20, A.M. '32, died June 30 in a Halstead, Kan., hospital, where he had undergone an operation. He was principal of the Bliss Junior High School at St. Joseph for five years. He is survived by his son, Emerson, a senior in the College of Arts and Science, and a brother, Dr. George W. Carpenter, of Chillicothe.

WILLIAM L. SEDDON, T.E. '81, C.E. '84, died at his home in Portsmouth, Va., on July 11. He was a former vice-president of the Seaboard Air Line railways. Mr. Seddon was a steady Alumnus subscriber and had been a reader for a great number of years.

D. R. DURANT, B.S. in C.E. '06, died July 13 at his home in Uriah, Ala., from an infection of injuries suffered in a logging train wreck the previous week. Mr. Durant, 56 years old, was supervisor of a logging operation near Uriah. He was the brother of Adrain J. Durant, professor of veterinary science at the University. Funeral services and burial were held in Bromley, Ala. He is survived by his widow and five children, four brothers, two sisters, and his mother.

EMMET H. ELDER, B.S. in Eng. '18, chief civil engineer for the Pyramid Coal Company of Pinckneyville, Ill., died July 20 in a St. Louis hospital after an illness of more than a year. He was 43 years old. Mr. Elder was widely known in Southern Illinois mining circles. Funeral services and burial were held in St. Louis.

WALTER F. KOKEN, student in 1899-'02, died in St. Louis on May 24. He was a member of Kappa Sigma fraternity. From 1909 to 1934 he was president of the Koken Company of St. Louis and then he went into the Walter F. Koken Company of Webster Groves. Funeral services and burial were held in St. Louis.

MRS. LAWRENCE HAMILTON SAPP, nee Miss Mary Gordon Evans, former student in 1924, of Columbia, died July 22 at Noyes Hospital. She is survived by her husband and an infant son born the morning of her death. Mrs. Sapp attended Dana Hall, Wellesley, Mass., before enrolling in the University. Here she was a member of Pi Beta Phi social sorority.

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business or social occasions. M. U.
alumni use them regularly.

HOTEL CONNOR Joplin, Missouri

Headquarters for Missouri Alumni of
Southwest Missouri

BARNEY L. ALLIS, President
G. A. LAWS, Resident Manager

THE ELMS HOTEL Excelsior Springs, Missouri

Swing back to health at America's
Haven of Health

C. P. (Jump) CAUTHORN, Manager

We are headquarters for Missouri Alumni
and Students. Popular priced Coffee
Shop and Tap Room

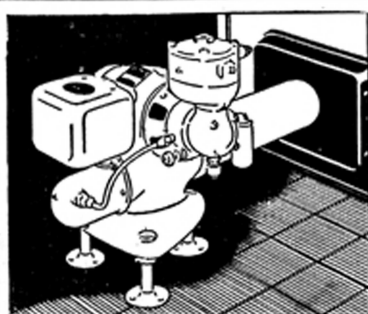
THE COLONIAL HOTEL
Springfield, Missouri

For
Summer Health
 Grace Your Table

with

- Central's Prize-winning butter
- Central's Prize-winning cottage cheese
- Central's Grade A Pasteurized milk
- Central's pure, wholesome ice cream

CENTRAL DAIRY
 Columbia, Mo.



Don't let any mistaken ideas about expense put you through another winter of furnace labor, uneven heat, dirt and soot. Genuine Williams Oil-O-Matic will positively make you amazing savings in many ways regardless of the size of your home or how you are heating it now. Installed in your present heating plant—steam, hot water, vapor or warm air.

NEW LOW PRICES!

Columbia
Ice & Storage Co.

L. A. Nickell, '11 S. R. Petry, '17

WILLIAMS
OIL-O-MATIC
 HEATING



YOUR KEY TO MANY THINGS

Your key, first of all, to *economy*, because of the Mayfair's moderate room rates and reasonable charges — to *convenience*, because of the Mayfair's location in the center of the business, theatre and shopping district—to *good living*, because of its fine



3 Restaurants

THE MAYFAIR ROOM

THE HOFBRAU

and the

COFFEE GRILL

Air-conditioned lobbies,

lounges and restaurants—

Garage Service.



food, comfortable accommodations, courteous service—to *prestige*, because of the high regard in which the Mayfair is held by Saint Louis business men—in truth, your key to *many things* besides the finest hotel rooms you can rent for the money in Saint Louis. Rates: 50% of all rooms rent for \$3.50 or less, single; \$5.00 or less, double.

Each with private bath

Hotel Mayfair EIGHTH AND ST. CHARLES
 SAINT LOUIS ★ ★ ★

HOTEL LENNOX — Only One Block Over — Same Management

Say It With
 Flowers

H. R. Mueller
 MEMBER R.T.D.
 FLORIST

INSTRUCT

Your Physician to Phone Your
 Prescription

to

The Drug Shop

Phone 4101

815 Broadway

"Knights fills 'em right"

W. C. KNIGHT, Prop'r.

We hate to say it But!



There will be a lot more hot days between now and October. For cool comfort and style may we recommend a selection from our complete stock of Palm Beach and Lorraine Seersucker suits.

BARTH CLOTHING COMPANY
 A Name Known to Missouri Men Since 1868

Make The CROWN Your Headquarters

for—

- LIQUORS
- TOILETRIES
- DRUGS
- TOBACCOS
- CANDIES
- and SUNDRIES

when in Columbia

Prompt FREE DELIVERY Service

PHONE 3173

Crown Drug Stores

904 E. Broadway
Columbia, Missouri

MISSOURIANS ON MANHATTAN

by C. G. Coburn, B.J. 32

New York City—August, 1937—Bill Maple, one-time publicity man for Maryville State Teachers College, erstwhile head of Washington and Lee Journalism school, more recently news editor of the Wilmington (duPont-Delaware) News-Journal, is now with the Institute of Public Relations here . . . Merle Seelman, director of advertising for American Bankers Association, took a combined business trip and vacation to Portland, Ore., and back through the Canadian Rockies . . . his wife, also a Missourian, accompanied him . . . he often sees Tom K. Smith, president of Boatmen's National Bank, St. Louis, and of the American Bankers Association, who is a hearty booster for Ol' Mizzou . . . Fred Hirsch, who for some time has been writing and announcing several programs daily over Station WTMV, East St. Louis, and has played around with the St. Louis Little Theater during his spare time, has Broadway-ed it and will be a welcome addition to the Manhattan roll call . . . he hit town just recently . . . Margaret Roth is an assistant in the curriculum department at Columbia University while acquiring more "edycashun."

Thelma Suggett is also there priming for her new job as Director of Health Education for Missouri . . . she's been publicity director for the St. Louis Tuberculosis and Health Society . . . Lotty Hall, Amoret, Kan., school marm, is also getting "book larnin'" this summer at the Lion institution as is Ann Gosch, Edith Taake, Kilty Tur and James T. Sleeper, all Tiger grads . . . Someone can say something catty about this set-up . . . Ralph Denton of the Engine School is a frequent visitor to New York . . . he's Eastern manager for the A. P. Green Fire Brick Co. of Mexico, Mo., and is now stationed at Hartford, Conn. . . . Betty Mary Bickler of K. C. is a new member of Standard Brands headquarters force . . . Gag—suppose she will be Chasin' Sanborn . . . Laura Elizabeth Allee is in the banking business . . . with the big Bankers Trust firm here . . . Man About Town—Henry LaCossitt, story scout for 20th Century-Fox who has himself written several movie scenarios . . . The last time we heard about Jane Lindsay she was doing something or other on a Hollywood movie lot . . . of late she is telling the world about Brooklyn . . . via its Chamber of Commerce . . . (Manhattanite crack: Hopeless job!) . . .

Barney McCray has got places with the Wesson Oil Company . . . Don Patterson, the director behind all that swell advertising Scripps-Howard is doing told us before he left on a combined business-pleasure trip that . . . George R. Bryant, formerly superintendent of the Lawrence plant of Indian Refining Company, has been made assistant vice president of Texas Oil Company with headquarters in New York . . . in his M. U. days (1913-1916) he was a star pitcher on the Tiger nine . . . Bill Shumate of the Zurich Insurance Company Shumates spent his vacation in Missouri also . . . So did Wilson Brown who is eastern editor of Radio Guide . . . Another big publication man here is Ralph Daigh who is managing editor of all the many and varied Fawcett publications . . . M. U.'s brightest radio star, Jane Froman, is doing swell on the Jack Benny Sunday night spot which she has for the summer.

THE TIGER HOTEL

MODERN ● FIREPROOF
150 ROOMS

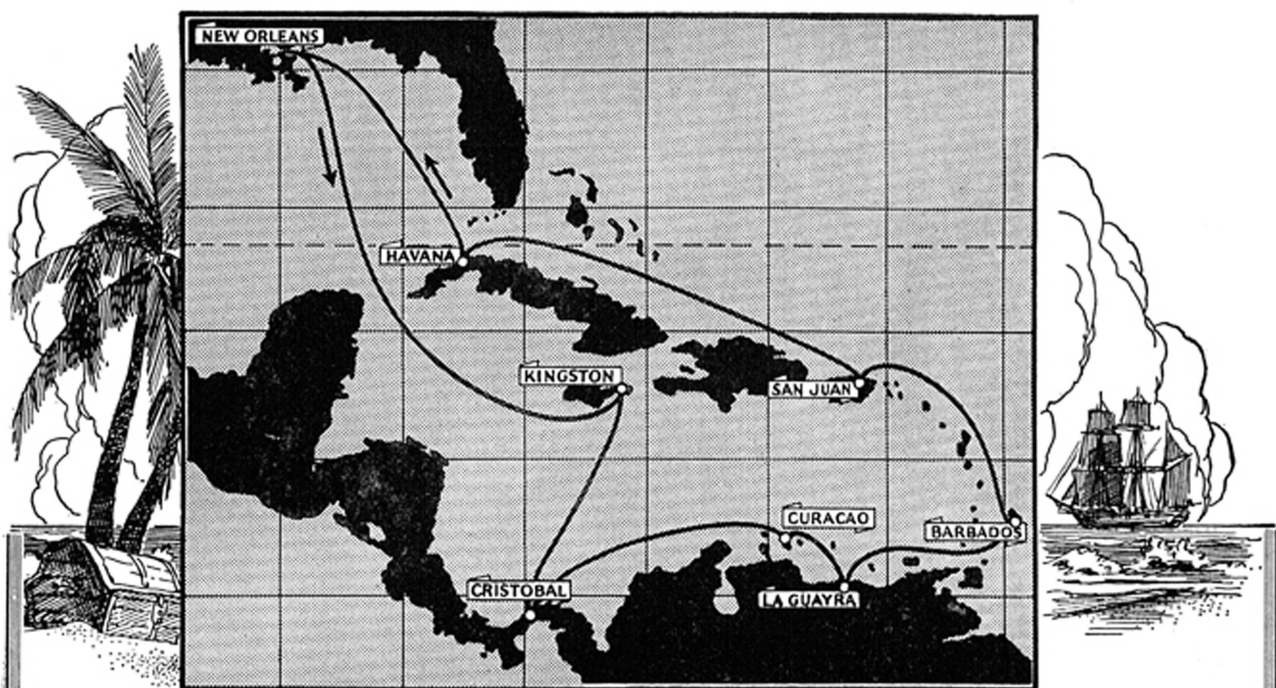
Columbia's Newest Hotel—One of the Best
Ballrooms in the State

Make THE TIGER Your Headquarters When in Columbia

Write, wire or phone for reservations

THOMAS R. BOWEN
Resident Manager

JOHN S. SWEET
President



.... 3

WEST INDIES CRUISES

from

NEW ORLEANS

on the

Popular Trans - Atlantic Liner "Veendam"

A famous cruise ship sails from a famous, convenient port—New Orleans—offering double enticement for those who dwell in the Mid-West, the South and the South-West.

THE ITINERARY: Kingston, Cristobal, Curacao, La Guayra, Barbados
San Juan, Havana

THE DURATIONS: 20 Days

THE DATES: January 15, 1938 — February 6, 1938 — March 2, 1938

THE RATES: As low as \$200.

For an unusual, exciting Winter holiday, reserve your accommodations on the VEENDAM NOW . . . through your own travel agent; at any office of the Holland-America Line; by mail, telephone or personal call at any American Express office; or direct from

AMERICAN EXPRESS

America's Foremost Travel Organization

1010 Locust St.

St. Louis, Missouri

Phone Chestnut 6450

American Express Travelers Cheques Always Protect Your Funds

EM

"A 2-letter word used in printing." The last resort of cross-word puzzle-makers. To us the word *em* also embodies the embellishment of eminent ideas; the emphatic emplacement of type which, when employed, we create and emend for the lowest emolument.

No; we didn't think that up all by ourselves. But we can think up a lot of ways to serve our alumni friends with their printing, publishing, book-binding.

**E. W. STEPHENS
PUBLISHING
COMPANY**
Columbia, Missouri

The Missouri Motor Co.

Alumni
Motorist Headquarters
in
Columbia

Everything for the Car

Don't forget to stop by for a chat with us. We're always glad to see you whether you buy anything or not, but the chances are you'll need something. And whatever it is, we have it or know where to get it.

Jack Taylor's Place

Down Memory's Lane

10 Years Ago

Encroachment of women upon a field heretofore strictly reserved for men received a big write-up in the newspapers when four coeds enrolled with ten men for a course in shop work and mechanical drawing.

Many Columbians were tempted by low fares and reasonable grocery bargains advertised in all the newspapers in connection with the Alaska gold rush. Many men left their homes here to seek fame and fortune in the gold fields.

25 Years Ago

A conspicuous sign on the University campus warned hunters to keep off the University grounds.

Two new buildings for the chemistry and physics departments, costing from \$75,000 to \$100,000 each, are under construction on the East Campus to be ready for classwork at the next regular session. General changes and improvements are being made all around. A drill ground is being constructed for the University cadets and the athletic committee is spending \$6000 on Rollins Field.

An alumni magazine has been planned and will be issued for the first time in September. The magazine will contain campus stories and alumni information and will be circulated for the most part among Missouri alumni.

T. E. D. Hackney, former Tiger football captain, has been chosen assistant in the athletic department of the University.

A record-breaking increase in enrollment is expected next fall at the University by administrative officials.

Homer Croy, '07, editor of *Judge and Leslie's*, spoke to journalism students at a special assembly. Croy is one of the youngest magazine editors in the country.

All roads led to Columbia's Chautauqua which opened for nine days on a field north of town. It was the main event in Columbia throughout its stay.

Prof. C. L. Brewer will be in personal charge of the football squad and will direct all coaching activities this fall.

William Jennings Bryan was almost arrested for speeding on the highway near Columbia by watchful Columbia policemen.

New football rules for 1912 were released amid a great hullabaloo. A touchdown was declared to be worth six points with one more point to be given for converting the extra point, either by a kick through the goal posts or a pass over the goal. The playing field was shortened ten yards and a forward pass over the goal line was to be allowed for the first time. Coach C. L. Brewer said that the new rules would necessitate a radical change in the Tigers' style of playing.

10 Years Ago

Students filled 2755 different jobs during the last school year. It was revealed in a campus survey that more and more students were seeking positions to work their way through school.

Scholarship statistics for fraternities and sororities showed that Sigma Alpha Epsilon ranked first scholastically for the third consecutive year. Zeta Tau Alpha led the sororities with an average of 268.

Members of the annual geology field trip returned sunburned and bronzed from Lander, Wyo., where about fourteen students studied rock formations and collected laboratory specimens for future study.

Two hundred and thirty-one received degrees at the fourth annual summer commencement. R. L. Davidson, president of the graduating class, presented the University with an oil portrait of Prof. J. D. Elliff, director of the summer session.

The University sponsored booths and exhibits relating to University educational activities in a special building set aside for it at the State Fair in Sedalia.

Work was progressing on the Memorial Tower. The ceiling was finally completed after four weeks' work by skilled craftsmen. Work was started on the remodeling of the old law building to fit the needs of the School of Business and Public Administration. Lee H. Tate Hall will be ready for permanent occupancy by lawyers next fall.

- Morning
- Noon &
- Night

IT'S THE PAUSE
THAT REFRESHES!

*Bounce Back To Normal
With*

**Coca-Cola Bottling
Co.**
Columbia, Mo.

We



mean every word of it—

WHETHER it be the simple halftone reproduction of one of the nation's leading airports or an intricate piece of color process of the finest material, Burger-Baird printing plates will be the most sat-

isfactory. The reputation of possessing the outstanding engraving plant and art studios in the middle west, has been earned by years of painstaking methods in serving the Graphic Arts Industry.

for **PHOTO ENGRAVINGS**

BURGER-BAIRD *of Kansas City*
GRAPHIC ARTS BLDG. TEL. HARRISON 6130

Ben F. Seward, President, Class of '14

*Look no
further..*



If it's mildness you look for
take Chesterfields

If it's good taste you like
stop with Chesterfields...

*They
Satisfy*