

## BUSINESS WEEK

Three graduates  
receive alumni  
Citation of Merit  
for professional  
achievements

Three graduates of the University's School of Business and Public Administration received the University of Missouri Alumni Association Citation of Merit at the Honors Luncheon held in the Memorial Student Union during Business Week. The recipients:

Fred V. Gardner, '28, Milwaukee, management consultant and head of the firm of Fred V. Gardner and Associates.

John Latshaw, '42, Kansas City, stock and commodity executive and partner in the firm of E. F. Hutton and Company.

Orland M. Scott, '44, New York City, president of the Service Bureau Corporation, a subsidiary of IBM.

The certificates were presented by John A. Morris of Jefferson City, vice-president of the Alumni Association. The recipients were introduced by members of the B & PA faculty who were their academic advisers when the three were students on the campus. Dean William L. Bradshaw presided at the luncheon.

After graduation, Gardner attended Harvard University. While employed by General Electric, his recommendations about variable budgets and dynamic costing were adopted. The resulting successful installation in the company's apparatus plants brought him in 1935 the Charles A. Coffin Foundation Award. He is treasurer of the Appliance Corporation of America and since 1941 has been president of Smith Steel Foundry Company. He is a director of six companies.

"Your general training, your personality, and your comprehension of the problems of management control has enhanced the value of your services in many areas in addition to your consulting work," Prof. Royal D. M. Bauer told Gardner in his introductory

remarks. "You have written many articles on expense control, in addition to two books. You have a national reputation for the quality of your seminars on Profit Management and Cost Control."

Lathsaw, while working as an account executive in the Kansas City office of Harris Upham and Company, developed a specialized interest in unlisted securities. In 1949 he launched his own brokerage and investment banking firm of Uhlman and Latshaw. In 1954 the firm was merged with E. F. Hutton and Company, a major financial institution; he became resident partner in Kansas City. Latshaw has become widely known as an expert in un-listed securities and on profit-sharing and pension trust plans.

"You have not limited your activities to your own business affairs," Prof. Russell S. Bauder said in his introduction of Latshaw. "You serve on the boards of directors of firms of national prominence. You have served as vice-president of the National Securities Traders Association and have been active in national and local business association organizations. Beyond the field of business, you have served your country, you have served your community, providing vigorous support to religious, recreational and cultural activities.

Scott's career has been with one organization, International Business Machines. Starting as a sales trainee in 1938, he soon earned the distinction of creating more new business for his company than any other man in its history. He was successively appointed branch manager, district manager, and general sales manager for I.B.M.'s Data Processing Division. His task became that of developing, training, and directing an organization of more than 3,000 men. Last year Scott was chosen for the presidency of I.B.M.'s new

## CITATION OF MERIT WINNERS ►

*Dr. Russell Bauder relies on crystal ball as he conducts faculty session at "Bosses' Brawl."*



subsidiary, the Service Bureau Corporation.

"Your career has been more significant than the mere story of personal success," Prof. S. G. Wennberg said in introducing Scott. "By your boundless energy, your creative imagination, and your capacity for leadership you have helped build an enterprise and an industry which, in turn, have become indispensable to the growth of the American economy. By your creative marketing efforts you have contributed to the purpose of all economic activity: a richer life for people everywhere."

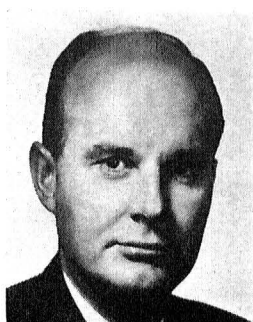
Gardner was born in Ohio, but grew up in Joplin, Mo., where he completed high school. He attended Park College before coming to M. U.

Latshaw is a native of Kansas City where he got his first glimpse of the Stock Exchange when he was a Western Union messenger boy. Scott was born in Ash Grove, Mo., where his parents still live, and later lived in Springfield and Kansas City.

The Honors Luncheon was one of several events during Business Week. Speakers at the assembly in Jesse Auditorium included Gardner and Harry J. Miller, also of Milwaukee. There were panels on finance, marketing, management, insurance and real estate, government service, and finance banking. The "Derby Day" program opened with the traditional "Bosses' Brawl" on March 28 and continued through the next night with the "Bosses' Bawl." At the "brawl" students presented skits which featured digs at the faculty and the physical state of the B&PA Building. Faculty members took the stage to lampoon themselves in a seminar-type production. Prof. Bauder took the leading role, appearing in academic robes and using a crystal ball as ready reference.



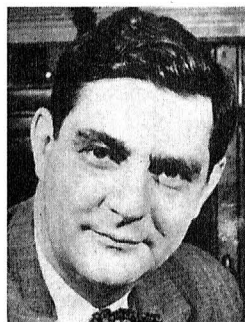
*At the Honors Luncheon, front row: Dean Bradshaw, Orland Scott, President Ellis. Back row: John Morris, John Latshaw.*



*Orland Scott*



*John Latshaw*



*Fred Gardner*